



### Rise Up Galgotias - Journey Towards Advancement

Galgotias university is up with another event in collaboration with uniteup. The event will forge a tapestry of networking and collaboration opportunities among the audience. The start if of an exhilarating journey of professional growth leaving audience with array of excitement. Elevate, innovate and conquer, the sole motive of the thrilling event. The event will be functioned between 25th and 26th of May 2024. The two days journey of inspiration, collaboration and networking as 15 dynamic speakers, entrepreneurs and influencers will be taking over the lead sharing their experience, journey and expertise. Personalities such as, on 25th May, Mr. Khalid Wani with his empire of enterprenurial talent the founder and CEO of KWCG shared his unparallel expertise to nurture

the next generation of the field. He ignited the flames of innovation. His understanding of social media and networking altered the way the audience saw internet and made them prioritize things even more carefully. Priya Vajpeyi, product market manager at CUERIK gave valuable insights and significant knowledge on the dynamic intersection of innovation and marketing to propel ventures and redefine success strategies in today's competitive world. She highlighted the importance of understanding market dynamics and shared expert tips on optimizing profiles to professional visibility guiding the attendees towards a successful career. Anuj Nevatia visionary director at Bacca Bucci, Riya Gadhwal a LinkedIn influencer, Maneesh Srivastava co-founder and director

at Alphavalue consulting pvt.ltd. enlightened the session with his great knowledge and experience in data science. Mamta A Rajnayak, head of AI and ML products, American Express amazed the audience with her vision as a leading and experience industry leader. She offered practical tips on leveraging the platform for networking, personal branding and career advancement. Mr. Arun Pandit, renowned motivational speaker and co-founder of HyphenSCS shared the insights of future success. He introduced all to the achievements of his own path, illustrated his ultimacy ans guided all to how to navigate the path of success. Lastly Mr. Ashish Gupta, co-founder and CEO of fretbox and Binary dots and Mr. Shubhanshu Shukla renowned Tedx speaker, co-founder

of DRISTI NGO and vice-president of Business Growth (Edtech) joined the incredible session and made it an interactive conversation introducing the audience with strategies for creating a successful career in today's hustle filled world. Day 1 with the inspiring expert talk, the speakers delivered profound insights of innovation, leadership and career development, creating an atmosphere of brimming with inspiration. The speaker-influencer session made a great impact on the atendees, inspired them to embark on the new journey of self exploration and growth of success. The event wrapped up with stunning cultural performances at day 2, marking the end of the amazing event.



Mr. Khalid Wani addressing



Priya Vajpeyi with the team



Lamp lighting ceremony with the leaders



Mr. Maneesh Srivastava interacting with the team





## Galgotias University Celebrates Remarkable Student Success and Placements

**Greater Noida** , In a momentous occasion, Galgotias University and the wider Galgotias Educational Institutions came together to honor the amazing achievements of their outgoing batch of 2024. The Felicitation Ceremony, paid tribute to the unwavering dedication of the student placement coordinators, whose efforts made the way for thousands of successful placements across over 800 renowned companies worldwide. The air was filled with pride and celebration as faculty members, university leadership, proud parents, and the accomplished students themselves gathered to celebrate this milestone. The auditorium resonated with thunderous applause, acknowledging the hard work and perseverance that had

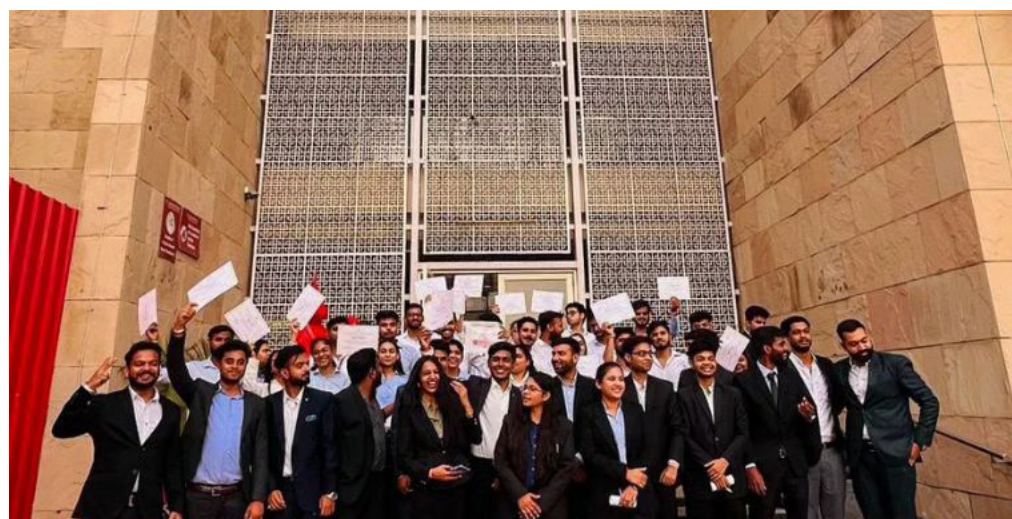
achieved in this remarkable feat. Dr. K Malikaarjuna Babu, Vice Chancellor of Galgotias University, took the stage and addressed the assembly with heartfelt congratulations. One by one, the names of the coordinators echoed through the auditorium, each receiving a standing ovation as they came across the stage to accept their honours. Their beaming smiles spoke volumes about the immense pride they felt in their accomplishments and the bright futures that lay ahead. Amidst the celebrations, industry leaders and esteemed members took the opportunity to share words of wisdom and encouragement with the soon-to-be graduates. Their stories of perseverance and resilience resonated deeply, reminding the students that success is not merely measured by

placements, but by the journey itself – a journey marked by endless growth, learning, and the ability to overcome challenges. As the ceremony drew to a close, a sense of unity and camaraderie started to dissolve the air. The students and faculty alike recognized that this moment was not just a celebration of individual triumphs but a collective triumph – a confirmation to the power of community, support, and the relentless pursuit of excellence that defines the Galgotias educational experience. With over 800 renowned companies, including industry giants and innovative startups, having extended offers to the talented graduates, the future shines bright for the Batch of 2024. From Fortune corporations to cutting-edge tech firms, these students have proven their spirit and are self

belief to make their mark on the global stage. As the event came to an end, the auditorium emptied, but the echoes of celebration lingered. The Felicitation Ceremony served as a beautiful reminder that success is not only measured by placements but by the unwavering spirit, determination, and resilience that make the way for those achievements. Galgotias University and its esteemed educational institutions have once again demonstrated their commitment to nurturing and empowering the leaders of tomorrow. As the Batch of 2024 embarks on their respective journeys, they carry with them the invaluable lessons, memories, and the indelible mark of the Galgotias experience, poised to conquer new horizons and leave an indelible impact on the world.



Chief guests of the event



All the students enjoying the moment

after securing their jobs

## “Industrial Visit: Exploring the production behind Moon Beverages.

On 23rd of May, 2024, a transforming industrial visit to Moon Beverages which is Coca Cola was organized by the School of Business, Galgotias University which was situated on Udyog 3, Ecotech 3, Greater Noida. The Department of Business also provided this exclusive opportunity to the second year students of MBA inculcated with education and experiential learning. The industrial visit included insightful processes of production and manufacturing of the Moon Beverages. As the students have reached the site of Moon Beverages, a sense of excitement was filled up in air. A warm welcome event was organized by the Industrial members in order to greet the students and the faculty members and setting up the stage in the world of manufacturing and opportunity. The students were accompanied by the Industrial members

to the process of manufacturing. Each and every step under manufacturing process from molding of raw materials to the preparation unveiled a careful handiwork which is a commitment to excellence. Among all these production activities, students were provided an opportunity to meet with an expert team of Moon Beverages. These interactions have expanded the boundaries of conventional classroom learning which offered a better understanding of industrial challenges. The experts have shared insights full of knowledge and understanding from recent years of hands on experience in order to enrich students in academic world and face real-life challenges. The industrial visit acted as channel to bridge the gap between theoretical and practical frameworks, as students only applied their theoretical arena to provide valuable outcomes in

workplace. Every aspect of their academic curriculum from principles of supply chain management to quality control protocols were linked to manufacturing of Moon Beverages. Moreover, the visit eventually provided students a glimpse of the overall process of manufacturing industry, emphasizing their economic growth and technological advancement. As the day went off, students were departed from the Moon Beverages reclaiming sense of purpose and inspiring attitude. The industrial visit not only broadened up a range of their experiences but also have motivated them to understand the deeper insights of the business world. This visit constituted multiple key learnings as well as insights. Highlighting the importance of streamlining processes, the students witnessed efficiency and scale operations in the Moon

Beverages, unwavering quality assurance in the production process, the innovations which were taken to adapt the consumer preferences and the focus on sustainability initiatives for conservation of environment were taken. In conclusion, was highly-enriched innovative experience organized by the School of Business under the mentorship of Dr. Shilpa Bahl, Dr. Pratibha Verma and Dr. Namrata Mishra. The department thanked the industry members for their heartfelt gratitude and hospitality. The visit has deepened the industrial understanding of students and also provided an exposure to the business field which will provide opportunity to students and will enhance their career growth.



Students of School of Business have an industrial visit to Moon Beverages production.



Promoting Sustainable Development Goal 9 “Industry, Innovation and Infrastructure.”





## Galgotias University Celebrated Africa Day to Spread Unity

On 25 May Galgotias University hosted a vibrant and joyful celebration of Africa Day, showing the cultural diversity in the university and marks a significant occasion that honors the founding of the organization of African Unity (OAU) in 1963. The event held on the university campus was the remark of the institution's commitment to promote Global Unity. The celebration started with the students coming from various African nations, dressed in their traditional attire to celebrate the occasion. Each

nation represents its unique cultural heritage through their traditional dances, music and attire which offers a unique glimpse into the rich culture of the African continent. After that the event was started in the auditorium with the lamp lighting ceremony which was followed by the series of speeches of various dignitaries who was explaining the importance of the Africa day and the role of education in fostering unity and development. A major highlight of the event was the cultural exhibition, where students

display the diverse culture of the Africa. The students enjoyed the event with the different musical and dance performances. As talented students took the stage, performing traditional African dance and songs that captivate the attention of the audience and the African music and dance moves created an electrifying atmosphere which leaves the audience thrilled. The event was called off with the cake cutting for the day and certificate distribution among the dance and music performance winner, and it

was indeed a memorable evening for the African students. As they get to feel the essence of them from miles away by celebrating their festival African Day which makes them feel home. The Africa day celebration at Galgotias University was not just an event, but a profound expression of unity and cultural exchange. It provided a platform for the African students to showcase their heritage. This celebration was a great example to showcase the importance of creating a multicultural environment



Participants take the stage by their dance moves



Certificate distribution by the hosts

## An interactive session with one of the best Alumni of Galgotias University

Ankit Singh, a graduate of Galgotias University with a BTech degree in Mechanical Engineering, recently made headlines by achieving an impressive All India Rank (AIR) 5 in the 2024 Indian Engineering Services (IES) examination. To celebrate his accomplishment, Galgotias University organized a special reunion event in room A107, which drew a fantastic crowd. Dr. Sudhir Kumar Singh, the Dean of the Faculty of Engineering, kicked off the event by congratulating Ankit and setting a warm and motivational tone. Ankit then took the stage and shared his incredible journey from his days at Galgotias University to his remarkable success in one of India's most prestigious and challenging exams. His story struck a chord not only with current students but also offered valuable insights into the dedication and education required to excel in the IES. During his speech, Ankit touched upon several important aspects, including his

educational background at Galgotias University from 2011 to 2015. He shared entertaining and informative anecdotes about the challenges and triumphs he faced during his BTech Software career, providing valuable lessons for today's university students. Ankit also emphasized the significance of continuous learning and disciplined observation in gaining a deep understanding of intermediate engineering concepts, which played a pivotal role in his IES success. Ankit openly discussed the obstacles he encountered during his training, such as managing time effectively and staying motivated. His strategies for overcoming these challenges deeply resonated with the audience, inspiring them to push through their own difficulties. The event concluded with an interactive Q&A session, where students had the opportunity to ask Ankit questions. He generously shared his wisdom and offered invaluable support to aspiring IES candidates,

addressing a wide range of topics from specific technological insights to broader career advice. Ankit's incredible achievement has brought immense joy to the Galgotias student community. His story serves as a powerful testament to the rewards of hard work, unwavering dedication, and perseverance. Galgotias University takes great pride in recognizing his accomplishments and is confident that Ankit will continue to make significant contributions to society through his future endeavors. Dr. Dhruv Galgotia, the CEO of Galgotias University, couldn't contain his pride when talking about Ankit's achievement. "We're seriously impressed with Ankit Singh's amazing performance. Passing the US exam is a major milestone, and getting an AIR 5 is solid proof of his exceptional skills and relentless dedication. Ankit has always been a sharp student, and it's a joy to see his hard work pay off at the highest level," he said. Galgotias University

sends their heartfelt congratulations to Ankit Singh and wishes him all the success in his future endeavors. We're confident that he'll continue to excel and make significant contributions to the engineering community and society as a whole. Ankit Singh has been a game-changer in inspiring and guiding students through alumni networking. His success in cracking tough exams like IES has been nothing short of phenomenal. The event highlighted the importance of determination, strategic training, and resilience, leaving a lasting impression on everyone who attended. It was a true guiding light for all of us.



The felicitation ceremony of our guest Mr. Ankit Singh



A photo with all the faculty members





# Prioritizing Mental Well-Being in Our Fast-Paced World

In our increasingly hectic and demanding world, mental health has never been more crucial to us. The increasing pace of modern life, along with constant connectivity and too much societal pressures, has made a significant impact on our psychological well-being. It's high time we acknowledge the pivotal role that mental health plays in our overall quality of life and take major steps to nourish and preserve it. Mental health is not merely the absence of mental illness; it's a state of emotional, psychological, and social well-being that enables us to navigate the challenges of life, realize our full potential, and contribute positively to our communities. When our mental health is compromised, it can have far-reaching consequences on our relationships, productivity, skills, behaviour and overall fulfilment. One of the most common issues in today's society is the stigma surrounding mental health concerns. Many individuals still view mental health issues as a sign of weakness or a personal failing, which discourages them from seeking the support they need necessarily. This

stigma not only continues suffering but also hinders progress in addressing mental health challenges on a societal level. Furthermore, the demands of the modern workplace, with its emphasis on constant availability and productivity, can exacerbate mental health issues. The pressure to perform, coupled with the blurring of boundaries between work and personal life, can lead to burnout, anxiety, and depression. It's crucial for employers to recognize the significance of mental well-being and create supportive environments that prioritize employee mental health. In our personal lives, the pursuit of work-life balance has become increasingly elusive. The constant bombardment of information, social media, and digital distractions can overwhelm our capacity to cope and find moments of respite. It's essential to cultivate practices that promote mental resilience, such as mindfulness, regular exercise, and nurturing meaningful connections with loved ones. Addressing mental health challenges requires a multi-faceted approach, involving individuals, communities, and policymakers.

We must break down the stigma surrounding mental health by fostering open and honest conversations, promoting education and awareness, and ensuring access to quality mental health resources and support services. One of the critical steps in promoting mental well-being is to invest in mental health education and awareness. By providing comprehensive and accurate information about mental health conditions, their symptoms, and available treatments, we can empower individuals to recognize and address their own mental health needs or those of their loved ones. Educational initiatives should start at an early age, with age-appropriate curricula in schools that teach children and adolescents about the importance of mental health, coping strategies, and where to seek help. This can help normalize conversations about mental health and equip young people with the tools they need to navigate the challenges they may face as they grow and develop. For adults, workplace mental health programs and community-based initiatives can play a vital role in raising awareness

and providing resources. Employers can offer mental health workshops, counseling services, and employee assistance programs to support their workforce's well-being. Community organizations can host mental health fairs, support groups, and educational events to reach broader audiences. Additionally, leveraging the power of media and public figures can help destigmatize mental health issues and encourage open dialogues. Celebrities, athletes, and other influential individuals sharing their personal experiences with mental health challenges can help break down barriers and inspire others to seek help when needed. Ultimately, prioritizing mental health is not just a personal responsibility but a collective imperative. By acknowledging the significance of mental well-being and taking proactive steps to nurture it, we can create a society that is more compassionate, resilient, and equipped to navigate the complexities of our modern world.



Everyone has different point of view so as different mental illness issues.



Overthinking plays a major role in harming mental health.

## Galgotias University commemorates the legacy of 1857 : honoring India's fight for Freedom

Greater Noida, 28 May 2024- The NSS Unit-1 of Galgotias University organized a commemorative event on its campus to honor "The Great Rebellion of 1857." This event took place at university campus and aimed to honor the historical significance of the 1857 rebellion. This event celebrated a significant milestone in India's struggle for freedom, against British colonial rule. Also known as first war of independence and marked a critical chapter in India's struggle for freedom. Dr. Arvind Kumar, the Program Officer of NSS Unit-1, delivered an inspiring speech during

the event highlighting the bravery and sacrifices of the freedom fighters of 1857 emphasizing the importance of remembering and learning from the past to shape a better future. Mr. Anurag Gupta and Mr. Tara Chand, both departmental coordinators of Computer Science, shared their insights on the historical context and the impact of the rebellion. They engaged the audience with stories of key figures and events that played crucial roles during the uprising and

share narrative about leaders like Rani Lakshmi Bai, Mangal Pandey and provided a deeper understanding of the rebellion's significance. The 30 NSS Volunteers participated enthusiastically in various activities organized to mark the occasion. These activities included a historical quiz and a competition focused on the themes of independence and patriotism. A reflective session was held where participants discussed the lessons learned from the rebellion and how they resonate with today's context. The discussion aimed to foster a deeper understanding of the

values of freedom and justice. The success of this event is an example of true dedication and hard work of the entire team. The commemorative event at Galgotias University not only celebrated the historical significance of the 1857 rebellion but also served as a reminder of the enduring values of freedom and justice. This event served as an appropriate tribute to the heroes of 1857 and a powerful reminder of the importance of understanding and preserving our history.



Group photos of all the NSS members



departmental coordinators sharing their insight





# Organic Farming Training and Product Setup Initiative Launched in Kanarsa Kanarsi.

Kanarsa Kanarsi, Uttar Pradesh – Galgotias University, in collaboration with the All India Agricultural Students Association-Uttar Pradesh (AIASA-UP), has inaugurated a pioneering organic farming training program in the village of Kanarsa Kanarsi. The event, held on May 31, 2024, marks a significant step towards promoting sustainable agriculture and ecosystem restoration in alignment with the objectives of World Environment Day 2024. This training program is designed to educate local farmers on sustainable agricultural practices, with a focus on the production of eco-friendly agricultural inputs such as Jeevamrit, vermicompost, and vermiwash. This initiative underscores Galgotias University's commitment to fostering sustainable agricultural methods and improving the livelihood of local

the training sessions, the collaboration has led to the establishment of an organic product setup managed by Farmer's Friend, a startup launched by agriculture students. This venture is financially supported by both Galgotias University and AIASA-UP, ensuring that the necessary resources and expertise are available for its success. The organic product setup, located on the farm of Mr. Jeet Ram Singh, a progressive local farmer, includes production units for Jeevamrit, vermicompost, and vermiwash. Dr. Ravi Kumar, a from the School of Agriculture at Galgotias University, highlighted the dual focus of the initiative: providing hands-on training to local farmers and supporting the practical implementation of organic farming methods. "By leveraging academic expertise and student innovation, we aim to create

can be replicated in other regions," said Dr. Kumar. The involvement of Mr. Jeet Ram Singh ensures that the project benefits from local knowledge and practical experience, enhancing its effectiveness and impact on the community. The organic product setup managed by Farmer's Friend will serve as a hub for producing high-quality organic inputs, which are essential for sustainable farming practices. This initiative not only educates and empowers local farmers but also fosters a collaborative environment where academic institutions, student startups, and local farming communities can work together towards common goals. The program is expected to have a lasting impact on the region, promoting sustainable agriculture and contributing to the broader goal of ecosystem restoration. The organic farming training program

represent a significant milestone in the journey towards sustainable agriculture, providing a model that can inspire similar efforts across the country. By integrating academic knowledge with practical farming techniques, this initiative paves the way for a greener, more sustainable future. To the students involved in this initiative, knows that their efforts are laying the groundwork for a more sustainable world. Their innovation, dedication, and hard work are not only transforming local communities but also setting a precedent for sustainable agricultural practices nationwide. Continue to strive for excellence, and know that your contributions are making a significant difference in the world. Your journey is just beginning, and the impact of your work will be felt for generations to come.



Students taking training program in the village of Kanarsa Kanarsi.



Students interacting with the members of AIASA-UP

# Galgotias University department of Nursing Takes the Lead in Global No Tobacco Day Campaign at Local Hospitals

Delhi, India – June 19, 2024 – In an effort to raise awareness about the dangers of tobacco use, the students from Galgotias University of Nursing (GSON) organized a two-day campaign at GIMS Hospital, Epitome Hospital, and Akash Super Specialty Hospital in Delhi. The campaign took place on May 31st and June 1st, to coincide with the global No Tobacco Day. The main goal of the campaign was to educate patients, their families, and hospital staff about the harmful health effects of tobacco use and the benefits of quitting. GSON students set up informative posters and handed out pamphlets throughout the hospitals, especially in busy areas like the Outpatient Department (OPD) and respiratory ward. The faculty and students of GSON conducted interactive sessions, reaching a total of 50 participants at GIMS and Epitome

Hospitals. These sessions focused on highlighting the various health risks associated with tobacco use, such as heart disease, stroke, respiratory illnesses, and different types of cancer. The dangers of secondhand smoke, particularly for children and vulnerable populations, were also emphasized. "We received a very positive response from the hospital management and attendees," said a spokesperson from GSON. "Many participants found the sessions informative and helpful, and they expressed their support for similar initiatives in the future." The second day of the campaign at Akash Super Specialty Hospital kicked off with a welcome speech by Shashank, a student from GSON. Dr. Ajay, Chairman of Akash Hospital, then delivered a keynote address emphasizing the importance of quitting tobacco. "Tobacco use continues to

be a leading cause of preventable deaths worldwide, claiming millions of lives each year," Dr. Ajay stated. "It's crucial to remember that tobacco not only harms smokers but also negatively impacts those around them." By taking the initiative to spread awareness and educate people about the dangers of tobacco, Galgotias College of Nursing is making a significant contribution to the fight against tobacco-related health issues. Their efforts are commendable, and we hope to see more such campaigns in the future. After Dr. Ajay's speech, a representative from Akash Hospital, named N.S ma'am shared some valuable insights with us. My mom actually told me about the positive effects of kicking the smoking habit. She explained, "Quitting smoking is not just a personal triumph, but a win for public health as well." According

to N.S ma'am mother, the benefits are both immediate and long-term, giving you a healthier and longer life. She also acknowledged the challenges that come with quitting smoking and offered guidance on how to access resources and support systems. GSON students contributed to this effort by presenting additional educational material on World No Tobacco Day at the OPD. The highlight of the event was when GSON teacher Ms. Ritu expressed her gratitude. This initiative by Galgotias University of Nursing is a fantastic example of how academic institutions can engage with the community to promote awareness about public fitness.



Students presenting their posters on the day.



A great initiative taken by students of Galgotias University.



# लिंगों फ्रीक्स और ऑनलाइन प्रमोशन टीम द्वारा आयोजित हुआ सोशल मीडिया वर्कशॉप।

ग्रेटर नोएडा, 24 मई को गलगोटिया विश्वविद्यालय में लिंगों फ्रीक्स (लिटरेचर सोसाइटी ऑफ गलगोटिया यूनिवर्सिटी स्टूडेंट काउंसिल) और ऑनलाइन प्रमोशन टीम द्वारा सोशल मीडिया वर्कशॉप का आयोजन कराया गया। जिसमें छात्र-छात्राओं को कैप्शन लिखना, मंच संचालन करना, पोस्टर बनाना, सोशल मीडिया मैनेज करना, वीडियो बनाना और ग्राफिक्स की तमाम चीजें सिखाई गई। जिसमें लिंगों फ्रीक्स के समन्वयक दृष्टि सिंह, संगम मित्तल और सक्षम सक्सेना ने छात्र-छात्राओं को कैप्शन लिखने, मंच संचालन करने की तमाम चीजें बताई। जैसे उन्होंने बताया की हमेशा कैप्शन खूबसूरत शब्दों के मेल से लिखी जाती है। जिसमें बातें स्पष्ट होनी चाहिए। जिसके बाद उन्होंने मंच संचालन के दो प्रकार बताए। जैसे औपचारिक और अनौपचारिक मंच संचालन जिसमें

अतिथि और श्रोताओं का ख्याल रखना होता है। छात्रों के सारे सवालों के जवाब बहुत खूबसूरती से दिए गए। जिससे सारे छात्र-छात्राओं को बहुत कुछ सीखने और जानने को मिला। ऑनलाइन प्रमोशन टीम द्वारा सोशल मीडिया की तमाम ऐल्गोरिथम बताई गई। जिसमें ऑनलाइन प्रमोशन टीम के समन्वयक मयंक सिंह, प्रियदर्शनी श्रीवास्तव और हर्षवर्धन अग्रवाल ने बताया की सोशल मीडिया के जरिए हम अपने कंटेंट को कैसे एक टारगेटेड ऑडियंस तक पहुँचा सकते हैं। उन्होंने ये भी बताया की किसी भी कंटेंट पे कितने हैशटैग होने चाहिए। किसी भी कंटेंट को पोस्ट करने का सही वक्त क्या है। एक दिन में कितने कंटेंट जाने चाहिए ताकि अकाउंट का सही रीच बना रहे। इसके अलावा कौन से म्यूजिक का इस्तेमाल करना चाहिए, और उसके कैप्शन कैसे होने चाहिए। वहाँ बैठे छात्र-छात्राओं को वीडियो और फोटो

कंटेंट बनाने में दिक्कत झेलनी पड़ रही थी। जिसको मद्देनज़र रखते हुए लिंगों फ्रीक्स और ऑनलाइन प्रमोशन टीम ने वीडियो एडिटिंग, ग्राफिक डिजाइनिंग के बारे में भी बताया। जिसमें छात्र-छात्राओं को बताया गया की किसी भी पोस्ट का बैकग्राउंड कैसा होना चाहिए ताकि वो आँखों को न चुभे। कई बार ऐसा होता है सोशल मीडिया पर कई अच्छे कंटेंट होते हैं लेकिन वो हमारे आँखों को बुरा लगता है। जिसके कारण हम उसे इग्नोर कर देते हैं। हमें पोस्टर और ग्राफिक्स पर काम करते वक्त इस बात का खास ध्यान रखना चाहिए की कंटेंट हमारी आँखों को न चुभे। वीडियो एडिटिंग के लिए भी ऑनलाइन प्रमोशन टीम ने कई सुझाव दिए जैसे हमें किसी भी वीडियो के ज़रिए सही चीजें ऑडियंस को परोसनी चाहिए। जिसके लिए ये ज़रूरी है की हम अच्छी वीडियो के लिए अच्छे वीडियो क्लिप

का इस्तेमाल करें। जिसमें अच्छा कलर ग्रेडिएंट हो, कोई भी नाजायज़ कट ना हो। जिससे वीडियो देखने में बुरा ना लगे और हम ऑडियंस तक वो पहुँचा सके जो हमारी ऑडियंस चाहती है। लिंगों फ्रीक्स और ऑनलाइन प्रमोशन टीम द्वारा आयोजित सोशल मीडिया वर्कशॉप से छात्र-छात्राओं को बहुत कुछ सीखने और जानने को मिला। बातचित के दौरान छात्रों ने बताया की वो सोशल मीडिया के तमाम ऐल्गोरिथम का इस्तेमाल यूनिवर्सिटी के काम में तो कर ही सकते हैं इसके अलावा उसे अपनी ज़िंदगी में भी कर सकते हैं। ये लिंगों फ्रीक्स और ऑनलाइन प्रमोशन टीम का एक सफल कार्यक्रम रहा। जिसमें लिंगों फ्रीक्स के हेड अनमोल कृति और मेध्या गुप्ता ऑनलाइन प्रमोशन टीम के हेड प्रणय खाती और करुणा गुप्ता, दृष्टि, संगम, सक्षम, मयंक, प्रियदर्शनी, हर्षवर्धन और तमाम छात्र -छात्रा मौजूद थे।



## सोशल मीडिया वर्कशॉप में मौजूद छात्र और छात्राएं Understanding child welfare and juvenile justice system

Child welfare, a program by the government to protect the underprivileged, abandoned and helpless children in the society. This committee is responsible for protecting children from abuse and neglect, providing support for families in crisis, ensuring the proper access to education and healthcare, and advocating for children's rights. But why do we need such a committee? To understand this, we must know the roles, responsibilities and essence of the Child Welfare Committee (CWC). CWC's ensure that children's rights, are protected, the children are protected from abuse, exploitation, and neglect. CWC's oversee the care, protection, and rehabilitation of children in need of care and protection for those who are orphaned, abandoned, or facing violence at home. In today's world, where humans don't actually act humanly and cause pain to even the minors, it's important to have a security to safeguard them. Well,

coming towards the term 'juvenile', it refers to refers to young children



who are not yet considered an adult in legal terms. In most jurisdictions, this typically refers to individuals under the age of 18 who commits a crime. Juvenile law deals specifically with young offenders or children involved in legal proceedings, often aiming to

provide rehabilitation and support rather than punishment. And for the

same we have the Juvenile Justice Act, an important legislation in India that governs the juvenile justice system in the country. The main motive of the Act is to provide the care, protection, treatment, development, and rehabilitation of children in need

of care and protection, and children in conflict with law. The Juvenile Justice Act has been amended over the years to strengthen the child protection measures, align with international conventions, and adapt to evolving social realities. The issue needs to gain awareness and education and for this we as citizens can help in many ways by As citizens, there are several ways we can contribute to child welfare and juvenile justice system, by reporting concerns if you suspect or witness child abuse, neglect, exploitation, or children in conflict with the law. Volunteering your time and skills with NGO's. By raising awareness in your community about child rights, child protection laws, and issues related to juvenile justice. By staying informed about child rights, juvenile justice laws, and best practices in child welfare. Share this knowledge with others to promote a culture of child protection and advocacy.



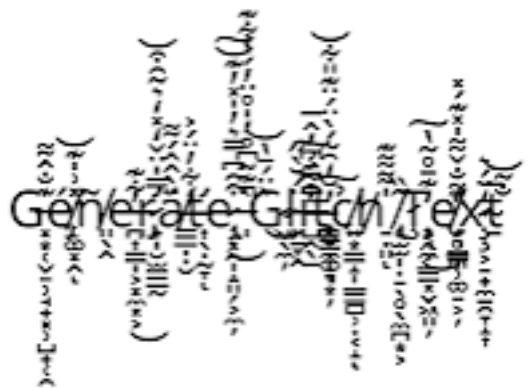


# Glitch Text vs Standard Fonts: A Comparative Study on User Engagement.

In the fast paced digital age where the attention span of the audience is decreasing day by day, capturing and retaining user attention has become a significant concern for graphic designers and content creators. As traditional ways to appeal the users struggle to grab their attention, unconventional methods are emerging. One such method is Glitch text also known as cursed and zalgo text. It is a font style which is characterised by distortions, scrambles and other visual imperfections that look like digital glitch. The actual question is, does it really able to retain the users attention? Is it really better than the standard font? Or does its unconventional appearance come at the cost of readability. Glitch Text undeniably has an initial appeal which standard font may lack. Its distorted nature and visual flow in the disrupted way, forces users to notice. It can give your content the initial pull which it may need. But it's important to understand that glitch text may be able to grab the user's attention initially but for some users readability can be an issue. Readability : The Importance of Clarity-If the users struggle to understand the glitch text then in that case initial appeal or attention can turn into the roadblock in seconds. Because reading fluency is also essential for user engagement. To assess readability researchers can conduct a study in which they can present a passage written in both the text to measure the reading speed and if glitch text reduces reading time then it arises usability issues. User considerations-The effectiveness of glitch text can be influenced by various other factors other than readability for example age also might play a role. Younger users will be more engaged in the content which is distorted and has digital glitch because basic is boring to them, whereas older users may find it annoying because they may feel that glitch text is difficult to read and they may not like the unconventional aesthetics of it and prefer standard fonts more. Tech-Savviness is another relevant factor which can affect user engagement. Users who are comfortable with the digital world will find glitch text interesting and engaging, whereas those who are less familiar can find it confusing because they might not be able to understand that effect which glitch text give. And design preference is also a factor which can affect the choices. Some users prefer the edgy, quirky and unconventional font will welcome the glitch text, while some like clean, simple and minimalist design will like standard fonts. Context is King in Determination of Font-The impact of glitch text can be influenced by the context of the content. If you are creating a website for a streetwear brand then standard font can be boring while glitch text can be playful and can complement and enhance the brand overall aesthetics and resonate with its target audience, also can grab more attention which will increase the user engagement. However, on a formal document like a legal contract or thesis, glitch text will look unprofessional to the audience and will decrease the user engagement. Impact on Memory-If the glitch text increases user engagement and does not affect the readability but does it affect the lasting impression on the audience like the standard text. Because memorable user experience is crucial in the content. To ensure that the researcher could have done research to test the impact on memory of the glitch text. If the person is able to retain as much content as written in standard font then the glitch text can strengthen the strategic use in specific context. Methods which can be used for study-A/B Testing: this technique involves creating two versions of a user interface, one with standard font and other one with the glitch text. Both versions are presented to the users, and then can calculate the user engagement through clicks, time spent on page, and conversion rate. By comparing these metrics it can be easily determined which font brings the best result. Surveys: a very conventional method of surveys can also be used for the study it can give insight about subjective experience. And we can ask people about their initial impression, reading experience, etc. So overall, we can conclude that glitch text can be useful and increase user engagement but we need to remember to use it wisely, because a well-placed glitch can add a spark while a heavy hand can create a mess. Because there is delicate placement between attention-grabbing aesthetics and clear communication.



Standard: a versatile font



Digital Scribbles







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