

Issue XXV | August 2023 to December 2023

# THE GLIMPSE

A BI-ANNUAL MAGAZINE  
DEPARTMENT OF JOURNALISM &  
DEPARTMENT OF  
COMPUTER APPLICATIONS



## KASTURI RAM COLLEGE OF HIGHER EDUCATION

(AFFILIATED TO GGSIP UNIVERSITY, NEW DELHI)

AWARDED 'A' GRADE BY SFRC & GGSIPU

AN ISO 9001:2015 CERTIFIED INSTITUTE

MEMBER OF COMPUTER SOCIETY OF INDIA

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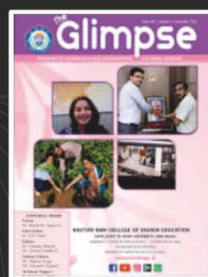
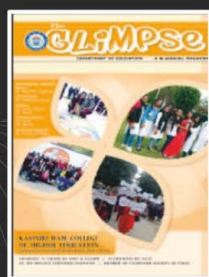
# KRCHE PROFILE

Kasturi Ram College of Higher Education (KRCHE) affiliated to Guru Gobind Singh Indraprastha University was set up in the academic year 2005 under the aegis of Kasturi Ram Research Centre for Science and Management with the mission of promoting quality education and building competent professionals.

Kasturi Ram College of Higher Education, Narela, an ISO 9001:2015 certified institute, affiliated to GGSIP University, has five courses – Bachelor of Business Administration, Bachelor of Commerce (Hons.), Bachelor of Arts (Journalism & Mass Communication), Bachelor of Education & Bachelor of Computer Applications. It is one of the most prestigious colleges of the GGSIP University.

S.No.	Programme/Course	Duration of Programme	Intake for the Academic Session 2023-24
1	Bachelor of Business Administration – (General)	3 Yrs.	50
2	Bachelor of Business Administration – (General) (2 <sup>nd</sup> Shift)		50
3	Bachelor of Commerce (Hons.)		50
4	Bachelor of Computer Applications		30
5	Bachelor of Arts Journalism and Mass Communication		30
6	Bachelor of Education	2 Yrs.	100

## Our Publications



Campus : Narela, Delhi-110040. 011-27787132, 8802841785

✉ [krcollege@krcollege.in](mailto:krcollege@krcollege.in) 🌐 [www.krcollege.in](http://www.krcollege.in)





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**Executive Chairperson's Message**  
**Shri Rajesh Kumar Aggarwal**

Dear Students,

I extend a warm welcome to the dynamic community of BBA,BCA, B.Com, BA(JMC) and B.Ed. students. It is with great enthusiasm that I address you, recognizing the immense potential within each of you.

Our college serves as a beacon for your aspirations, dedicated to nurturing your dreams into tangible realities.

Our commitment transcends traditional education; we provide an environment that fosters innovation and practical learning experiences. Through internships and industry alliances, we aim to equip you with the skills necessary for success in today's evolving landscape.

Beyond academics, our institution thrives on its diverse tapestry of individuals. Embrace this diversity, as it enriches your educational journey, preparing you for a global stage.

Your dreams are our compass. Seize the countless opportunities, connect with peers, and forge a network that supports your ambitions. Together, let's craft a future where your aspirations carve a distinguished path.

Best regards,

Shri Rajesh Kumar Aggarwal

As we embark upon another edition of The Glimpse, our bi-annual journey into the vibrant tapestry of our academic session, I am thrilled to extend my warmest greetings to each of you.

The Glimpse serves as a window into the diverse range of activities that have enriched our academic environment over the past semester. It encapsulates the essence of our institution - a hub of innovation, creativity, and intellectual pursuit.

Within these pages, you will find a kaleidoscope of events, from academic symposiums to cultural celebrations, from groundbreaking research to community outreach initiatives. Each article, photograph, and testimonial is a testament to the dedication and passion of our students, faculty, and staff.

This edition of The Glimpse is particularly special as it not only reflects on our achievements but also serves as a roadmap for the journey ahead. As we navigate the ever-evolving landscape of education, it is imperative that we continue to push boundaries, challenge norms, and strive for excellence in all endeavours.

I extend my heartfelt gratitude to the editorial team for their tireless efforts in curating this edition. Their commitment to capturing the spirit of our institution is truly commendable.

Thank you for being a part of our journey. Together, let us continue to illuminate minds, transform lives, and shape a brighter future.

Dr. Seema Sharma  
*Best Wishes.*



**Director's Message**  
**Dr. Seema Sharma**



# KRCHE EVENTS



**Independence Day Celebration  
on 14-8-2023**



**Orientation Day on 04-09-2023**



**Teacher's Day on 05-09-2023**



**Orientation Day on 19-09-2023**



**Blood Donation Camp on 18-10-2023**



**18th Annual Sports Meet from  
19-10-2023 to 21-10-2023**



**Kasturian Carnival on 08-11-2023**



# NATIONAL SERVICE SCHEME CELL ACTIVITIES



Ghar Ghar Tiranga Veeron Ka Vandan  
Plantation Drive from 09-08-23 to 16-08-23



Engaging Youth for a T.B. Mukt  
Bharat A Conclave on 18-08-23



Akshay Urja Diwas on 19-08-23



Best Wishes to Chandrayan -3  
on 23-08-23



Cyber Security Awareness Campaign  
on 25-08-23



Grassroots Innovations and Skill  
Development Conclave for Rural  
Development from 11-09-23 to 16-09-23



Swachhta Pakhwada on 29-09-23



IPU Health Mela from  
05-10-2023 to 10-10-2023



Selection of NSS Team on 08-10-23



Swadeshi Apnao Khadi Mahotsav  
on 16-10-2023



Blood Donation Camp On 18-10-23



Role of Intestinal Microbiota and  
Probiotics in Health & Disease  
Workshop on 21-10-23



Meri Maati Mera Desh on 31-10-23



Rashtriya Ektas Diwas Pledge Ceremony  
on 06-11-2023



Eco Friendly Diwali Pledge-Kasturian  
Carnival on 08-11-2023



# ECO CLUB ACTIVITIES



**Akshay Urja Diwas Pledge  
on 20-08-2023**



**Teacher's Day Tree Plantation Activity  
on 05-09-2023**



**The Protection of Ozone Layer to  
Save the Planet on 15-09-2023**



**World Ozone Day Tree Plantation  
on 16-09-2023**



**Green Ganesha-Clay Craft Workshop  
on 19-09-2023**



**Swachhta Pakhwada from  
29-09-2023 to 02-10-2023**



**Swachhta Pakhwada Cleanliness Drive  
on 30-09-23**



**Sankalp Sabha on 03-11-2023**



**Eco Friendly Diwali Pledge-Kasturian  
Carnival on 08-11-2023**



**Spark Change-A Step towards Energy  
Conversation on 27-12-2023**



# WORKSHOPS, SEMINARS AND WEBINARS



Workshop "Cyber Security Awareness" on 25-08-2023



Seminar "How to Build Vocabulary" on 21-09-2023



Workshop "Team Working" on 22-09-2023



Seminar "Vedic Maths" on 29-09-2023



Seminar "How to Clear an Aptitude Test" on 03-10-2023



Seminar How to clear Group Discussion and Personal Interview on 09-10-2023



Debate "War Technology" on 13-10-2023



# EXCURSIONS AND VISITS



**Industrial Visit "Yakult Danone Pvt. Ltd."  
on 26-09-2023**



**Educational Visit "Red Fort"  
on 06-10-2023**

## SHORT TERM SKILL ENHANCEMENT COURSES

Apart from the syllabus by GGSIP university, KRCHE offers Short Term Skill Enhancement Courses. The chief objective of these programmes is to inculcate adequate skills in students which will enhance their employability in relevant sectors and at the same time will improve their productivity too. Various subject experts visits the college campus and take classes during college hours. After completion of the respective courses, each student will be issued a certificate.

**These courses are:**

**Digital Marketing**

**Advance Excel**

**Personality Development & Communication Skills (PDCS)**

**Certificate Programmes In Collaboration With Jagran Institute Of Management & Mass Communication.**

**CCCW- Certificate course in Copy Writing**

**CCVE- Certificate course in Video Editing**

**CCFM- Certificate course in Film Making**



# INCEPTION OF DIFFERENT CLUBS AND SOCIETIES



Rhythmic Fusion Society



Literary Society



Sports Society



Nukkad Natak 2



Palette Mixtures Society



Capturing Moments Society



Rangmanch Society



# CONFLUENCE

## WOMEN JOURNALIST IN MEDIA

In today's rapidly changing world, the significance of accurate information cannot be overstated. This is especially true in the field of journalism, where journalists play a crucial role in disseminating information and shaping public opinion. However, despite the progress made in recent decades, women journalists still face unique challenges and barriers in the media industry. These challenges can range from systemic discrimination and bias to safety concerns and limited opportunities for career advancement. One of the main concerns regarding women journalists is the lack of representation in key editorial decision-making roles. Studies have shown that women are underrepresented in newsrooms, particularly in positions of power where important editorial decisions are made. This lack of representation not only perpetuates gender inequality within the industry but also has implications for media output, as diverse perspectives and experiences are essential for accurate and comprehensive storytelling. Furthermore, the absence of gender education in journalism schools exacerbates the gendering process in the industry. Without proper education and awareness about gendered representations, production processes, and newsroom culture, the industry fails to address systemic gender inequality. This not only hinders the career growth and opportunities for women journalists but also perpetuates a masculine culture within newsrooms. Moreover, women journalists also face increased risks and safety concerns in their line of work. According to research conducted by International Media Support, women journalists are often targeted and harassed due to their professional identity as journalists and their gender. This double marginalization further hampers the progress of women journalists and contributes to a hostile work environment. The need for intersectional scholarship within the journalism field is crucial in addressing these issues. There is a clear link between the experiences of women journalists within newsrooms and the content they produce. Understanding the impact of gender inequality on news production is essential not only for promoting gender equity within the industry but also for ensuring that media content accurately reflects and represents the diverse perspectives and experiences of society. Gender inequality in newsrooms is a pervasive issue that demands attention. More intersectional scholarship is needed within the journalism field to address gender inequality and its impact on news production. The lack of representation and gender inequality in key editorial decision-making roles for women journalists is a significant concern within the media industry. It not only reinforces gender inequities in society but also hampers the diversity and accuracy of media content. Women journalists play a vital role in the media industry, yet they face numerous challenges and barriers that hinder their career growth and opportunities. This includes lower promotional opportunities, pay inequality, gendered story allocations, a "blokey" culture in newsrooms, and the prevalence of sexual harassment. Addressing these gender issues in journalism education is crucial to dismantle systemic inequality and create a more inclusive and equitable media industry. The presence of gender inequality in the journalism industry is a pressing issue that needs to be addressed.

By-A.Alakhaya  
BA(JMC)- III sem

## Our Earth In Peril

The Earth, our magnificent blue oasis in the vast space is facing multiple environmental challenges from melting heights of glaciers to suffocating depths of polluted oceans, the earth is suffering a lot. The pain, we are giving it will reciprocate same to us.

Climate change, fueled by rising greenhouse gas emissions stands as the most prominent environmental crises. The planet's average temperature has already risen by 1 degree celcius.

Biodiversity loss is a silent disappearance and according to the Intergovernmental Science Policy Platform on Biodiversity and Ecosystem Services (IPBES), 1 million plant and animal would be at risk of extinction within next fellow decades.

Pollution remains as an active alarm of concern, particulate matter of 2.5 present environment is a sign of world's insensitivity towards its environment. Pollution free earth should not be a choice but a commitment as it touches all the parts of planet and affect humans health as well at the same time.

We as a responsible humans, should understand that we are not damaging the earth, but we are damaging our own self and future, the sooner we understand, the better it would be.

Bacon of hope:

Since environmental crises are a pressing issue that requires immediate attention and action. We need to collectively work towards sustainable practices, conservation efforts, and reducing our carbon footprint to mitigate the effects of climate change and protect our planet for future generations. Active and consistent initiative like carbon credits, environmental friendly practices like Reduce, Reuse, Recycle should be adopted and implemented soon to help the earth in dealing with these crises. Although it's a challenge, but with awareness, education, and global cooperation, we can make a difference.

By- Priyanka Mishra  
BA(JMC)- I sem

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# TOPPERS

MAY-2023

## VI SEMESTER (SHIFT -I & II)



CHARU  
87%



DIYA  
86%



RIYA SHARMA  
85%



PREETI  
82%



PRIYANKA SEHWAT  
82%

## IV SEMESTER



YASHIKA  
91%



MANJEET YADAV  
89%



YASHSHVI  
SRIVASTAVA  
86%



PRIYANSHU  
KHANDELWAL  
82%



KUMARI JAGRITI  
SOURYA  
82%



RISHABH KUMAR  
PANDEY  
82%

## II SEMESTER



DIKSHA TRIPATHI  
92%



A. ALAKHAYA  
89%



PAYAL GOEL  
85%



ISHIKA  
88%



MUDIT SETHI  
84%



DIYA FATIMA  
83%

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