

AUGUST 2020



**KARNAVATI**  
UNIVERSITY



**UNITEDWORLD**  
school of liberal arts &  
mass communication

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# FIVE DAYS OF WASSUP USLM

- BY TEAM USLM

The Unitedworld School of Journalism and Mass Communication (USLM) conducted a five-day orientation – Wassup USLM for the upcoming batch from August 25 to August 30. The orientation, which was held online, saw the presence of teachers, students and their wards alike.

## DAY 1

The first day started with a welcome note by Additional Director of USLM, Dr Preeti Das, and Senior Manager - Academic Administration and Assistant Professor Srotaswini Bhowmick. It was followed by introducing the students to the campus and the department. The newcomers got to know their faculties after each of the teachers gave their introduction through very captivating videos.

The key focus of the first day was the address by the guest speaker Shri Minal Rohit, the ISRO scientist behind the Mars Orbiter Mission. Minal inspired the attendees as she narrated her journey from being a student to achieving her dreams. Immediately after her session Karnavati University Provost Dr Deepak Shishoo addressed the students and the faculties and talked in detail about the student-teacher relationship. The freshers also got to know their senior batches during an informal session by the USLM student council members.



# FIVE DAYS OF WASSUP USLM

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- BY TEAM USLM

## DAY 2

The day saw interaction with guests from varied fields. While the admins of Mad Mughal Memes spoke about the convergence of humor and history in their memes, Aishwarya Joshi and Mayur Narvekar of Bandish Projekt spoke in length about their various musical acts. Besides these, the students got to have an interaction with the registrar of the University, Mr. Tariq Ali Saiyed. He resolved their queries related to the curriculum. The students also had an interaction with the IT team, wardens and various other staff from the university. The fun game “Make your own story” was a hit among the newcomers.

## DAY 3

The third day began with a fun Q&A session with the faculties, followed by “Notes from the field” by NDTV correspondent Sukirti Dwivedi. The session focussed on interacting with these young professionals who has made a mark in her profession. The talk focussed around the importance of fieldwork, her story and how she does her stories. Besides her, world-renowned filmmaker Pan Nalin addressed the students. Professor Preeti Das was in conversation with award-winning director, who directed movies like Samsara, Valley of Flowers, Angry Indian Goddesses. Like every day, there was also a fun activity planned for the students. They had fun with seniors in “Never Have I Ever”.

## DAY 4

The fourth day started with an ice-breaker session with seniors, followed by a very engaging conversation with Hardik Mehta, a national award winner, writer of Patal Lok, director of the movie Kamiyaab and co-writer for the movies Queen and Trapped. The students of the psychology also had a great time listening to Dr Sam Manickam during “Maan Ki Baat”. The students ended the day with a fun game “Ask us anything”.

## DAY 5

The last day was the day of stories as Vikram Sridhar, India’s finest storyteller, spoke about the art and science of storytelling. Equally riveting were the stories by NDTV’s Ravish Kumar as he spoke about his varied experience beyond the world of journalism.

The entire induction programme ended up with a talent show. After all, it’s the talent that the USLM looks forward to and generates.

# MINAL ROHIT - A WOMAN WHO LED INDIA'S MISSION TO MARS

- BY HETVI DESAI, SEM 5, USLM

The USLM Induction Programme 2020 - WassupUSLM - was organized for the youngest batch of the USLM.

The inauguration and the chief guest of the first session was Shri. Minal Rohit, who led India's mission to MARS.

She talked about her college life and motivated the students. She gave an advice to all the parents to let children fly high rather than giving them a safe shelter always. She said that everyone makes mistakes, but it should not deter them from flying high. "While flying high, they themselves will make a way," she said. She also gave an advice to students, "We are like atoms, we are just floating in the air. We just need to connect the dots." While working or studying, students do get chance to achieve something and do some great things for future, students need to only grab that opportunity and not just sit and imagine. While talking about opportunities, she gave her example that she wanted to do something for her nation, and that's the reason she grabs the opportunity to bring her dream into life and not just sit on one place and dream about it.

She added, "Life is like a cricket game. Ball aapke paas aati rahegi, kabhi kahi jayega, miss wide ho jayega, but ek baar six lagega. So keep trying, you never know what is coming ahead." She also added by giving her own example, "We all need time to get a big success. MARS Mission came to me, but it took years to have a chance to work on a big project." Nothing comes in a day or two. Everyone needs to have patience, procedure and priorities to achieve big goals.

She also said, "Do your job to the fullest. There should be no 'chalega' attitude, otherwise your rocket will crash. By giving 100%, success comes easily."

She also touched gender issue in our nation. "There's nothing like gender, male-female. Think beyond that. There's a lot to do with that."

She also said, "We are bound because we cannot come out of our comfort zone, but we should." Humans always tend to do those things in which they are comfortable with. Minal Rohit said when the humans are comfortable, their comes a full stop in the success. She also added, "There are two kinds of lives to live, one is monotonous life and the other is like me who needs a change every now and then."

She believed that, "Other people who are just visiting or looking our nation, they are going to see our country through your eyes, so give best to our nation and feel proud of our nation."

She ended her note saying, "We as parents, always appreciate good things, but we never show faults while nurturing our kids while they are growing up."

She advised the students to trust their dreams, have a drive and do anything to achieve your goals.

The session was conducted by Unitedworld School of Liberal Arts and Mass Communication faculty members, Chitra Unnithan and Rashmi Chouhan.



**MINAL ROHIT**

Space Scientist & Engineer  
Project Manager  
Methane Sensor for Mars (MSM)

**“Never give up on things, power is within you, just achieve it”**

# IN CONVERSATION WITH MAD MUGHAL MEMES

- BY DISHA PUWAR, SEM 5, USLM

In its five-day induction programme, The Unitedworld School of Liberal Arts and Mass Communication (USLM) was in conversation with the creators of Mad Mughal Memes.

The session was hosted by Dr Anirban Bandyopadhyay, faculty at USLM, and Nandish Shah, a Semester III student.

Mad Mughal Memes, popularly MMM, has been invading the social media space since 2016. They are a bunch of young students combining history with humour and drawing a comparison between the contemporary issues and the past, which changes our perspective of classical Indian art and history. MMM is a multi-ethnic team of seven members. All the attendees thoroughly enjoyed an interactive session with admins named Birbal, Ruqaiya and Zauq.

During their conversation, they described different types of memes and cited a few famous and trendy memes such as “Lord of The Ring” and WWE John Cena memes. The MMM team also gave a detailed description of the elements of a meme in their presentation. When asked as to why they only choose the Mughal empire, admin Birbal replied, “The Mughal dynasty had some interesting monuments, artifacts, history and obviously the Mughlai food.” Their main purpose of collaborating history and humour is that they want to spread “infotainment”, which means spreading information and making their viewer’s

laugh at the same time, said admin Ruqaiya. They believe in making their followers happy and are committed to bringing smiles on their fans’ faces on a daily basis. From the talk, the audience came to that biryani is a very important part of the Mughal empire and personally admin Zauq is a biryani lover. Biryani, too, is a very big source of formation of their meme content.

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# WORLD MA FAMOUS HARDIK MEHTA

- BY SAACHI SHAH, SEM 3, USLM

The fourth day of the orientation of the new batch commenced with a National Award-winning film 'Amdavad Ma Famous', a short film by the guest of the session - writer and director Mr. Hardik Mehta.

The film, which was ardently liked the world over, and won six awards in total. One of them is National Film Award for Best Non-Feature Film at 63rd National Film Awards for 2015 and many other international awards in 2016.

The film set the tone for a brilliant conversation with Mr. Mehta who calls himself a storyteller by heart.

Mr Mehta and students discussed his films Kaamyab, Queen, Trapped, Lootera, and the web series Paatal Lok that he co-wrote, among many other projects. Apart from throwing light on the

various aspects of researching, scriptwriting and film making, he invoked varied reactions when he discussed the use of abusive language in scripts, rejected the notion of 'creative blocks' or talked about 'over-romanticizing struggle' in Bollywood. He calls himself a patriot who wants to show the grassroots problems in our society. He said that one needn't directly be a filmmaker. Rather, one needs to know one's roots and explore different cultural diversities, read a lot and most important keep an eye on the ground. He is also a minute observer and always see a positive side in a negative one.

He left the students with many points to ponder upon after a really engaging and insightful session.

The session was hosted by USLM faculty Chitra Unnithan, and Semester 3 student Nitesh Sangtani.



# EXPLORING FIREBRAND INDIAN WOMEN: FILMMAKER PAN NALIN

- BY SRUSHTI MANIAR, SEM 3, USLM

One of the Indian filmmakers to achieve worldwide critical and commercial triumph



Pan Nalin is truly an international filmmaker; he won the Audience Choice Award, First-Runner-up for ANGRY INDIAN GODDESSES at the Toronto International Film Festival, 2015.

The Unitedworld School of Liberal Arts and Mass Communication had the opportunity to invite Mr. Pan Nalin to our #WassupUSLM Induction Programme 2020 for a small session to motivate and enlighten our newcomers.

Mr. Nalin always dreamt of doing a film with firebrand Indian women in lead roles, purely out of rebel spirit because shockingly 96% of women's roles in Bollywood are only for "decoration", or being a lover, mother, or a sister who sacrifices everything for her family.

He gave us an insight into the world of storytelling and how he was inspired by his parents and his childhood memories, playing with lens and light.

He mentioned that he always had strong female characters in his films, be it in Samsara or Valley of Flowers because he did not want to make another male-centric movie such as Rang De Basanti and Dil Chahta Hai.

In his film, Angry Indian Goddesses, he talked about how the idea for a 'female buddy' film came into his mind. Kali's manifestation in the film along with the modern women's issues were brought into the spotlight as well. While filming, he asked the female co-writers and actresses to improvise and nourish the script. He didn't want it to be a 'male-bashing film'. He also mentioned that the film had emotional parallelism in many scenes with a surprise element at every point so that the audience feels inspired to debate and open their minds to new cultures. According to him, a 'Goddess' is anyone with Power (men too).

He also talked about his first film, "Samsara" where he brought the concepts of Spirituality and Sexuality together along with the ideologies of Buddhist monks.

In an industry where women are mostly used as mere "decoration", the woman power is coming at full force- thanks to people like Mr. Pan Nalin.

In the end, he encouraged the students to think out-of-the-box, instead of the usual stereotypes and always have fun while exploring new ideas.



# MANN KI BAAT WITH SAM MANICKAM

- BY RIYA RAJANI, SEM 5, USLM

The penultimate day of WassUp USLM saw an interesting and informative session by Dr. L.S.S. Manickam. One can call Dr. Sam Manickam a brain science VIP, unquenchable analyst, creator, educator and an international Gestalt Therapist.

He began the session by talking about mental wellness and psychology. He said that mental health is not the “absence of mental illness” but more than that. It is about a person’s well-being, it is realising individual’s ability to cope with things and can work productively.

In India, people are usually not comfortable to talk about any problem associated with their mental health, he said. They don’t want to acknowledge it and share it with anyone.

He said that brain research has its roots in India and the lessons are in “Upanishads”. Psychology is not only the brain, mind, soul and spirit but is more than that. He also addressed the difference between mental health and physical health. The mind and the body are not different but interdependent, he said. What happens to our physical health always has an impact on our mental health.

Dr. Sam also spoke about Gestalt therapy. He said the therapy talks about what is “NOW”. An individual who is present here at the moment, no past and future attached, not being anxious about what happened in the past or what will happen in the future. It’s not completely forgetting the past but moving on with a lesson and experience and not holding it back.

He highlighted the importance of physical wellness and fitness for performing day-to-day activities.

Dr. Sam talked about his early life and journey while pursuing Psychology. There were many incidents, the people, abnormal and strange behaviour that made him think about such things and led him to study it.

During the meeting, he interacted with the students and professors and addressed their queries.



# ONCE UPON A TIME AND EVER AFTER WITH VIKRAM SRIDHAR

- BY PRANJI JAIN, SEM 5, USLM

The last day of the induction programme of the news batch at the UnitedWorld School of Journalism and Mass Communication was taken to another level as the key speaker was Mr. Vikram Sridhar, one of the finest storytellers of India. This former mechanical engineer uses storytelling to break stereotypes. Vikram is the mind behind the story Tree, a conservation initiative through storytelling. He is also a frequent TEDx speaker.

He started off the session by asking fun questions like “What did you all have in breakfast?” and taught some asana as well. Then he told a very interesting story behind his name “Vikram”. The way he narrated stories was magical reflecting varied emotions gracefully.

He said that from his childhood days, he was intrigued by the laws of nature and wildlife. Even while being on the job, he always saved time for animals and visit rescue centers and work with them for conservation.

He also spoke about his love for theatre. He used to work in production and watch different plays where he learned how the stories can bring a big change in society. He started volunteering and held storytelling sessions at weekends for children. He started his own theatre group Tahatto in Bangalore.

He said that as children we tend to build notions about animals, for example, a fox as cunning or a snake as cruel, but that is untrue because they are as beautiful as any other animal. He developed his confidence in storytelling through animals. He wanted to break the stereotypes of the stories that we have heard or bound to hear.

The session became much more interesting and fun at the same time when he used different animal characters in his stories and played flute whenever there was a change of scene. His way of narrating the story was so unique and attractive that it astounded the audience.



# RAVISH KUMAR: A FIGMENT OF CULTURAL PROFOUNDNESS

- BY VIVEK LUHANA, SEM 3, USLM

Wassup USLM, Induction programme 2020, was nothing less than a pageant. It was a unison of fun and learning, a harmony of ambition and knowledge on a melodious note of remarkable and diverse speakers to which students together with faculties grooved with zest and cheerfulness. It was a wonderful takeaway for students of the latest batch (2020) of Unitedworld School Of Liberal Arts & Mass Communication (USLM), as it exposed them to harvest the wisdom and experience from a bunch of magnificent personalities in India. It also assisted the contemporary batch (2019) with the scope to evolve and prove their true potential and talent while functioning beside the nitty-gritty of the professional domain. The five-day prolonged fest was concluded by Ramon Magsaysay Award (2019) winner Shri Ravish Kumar.

Mr. Ravish Kumar is a journalist, author and the senior executive editor at NDTV India. The session started off by exhibiting a video crafted by a bunch of skillful students from Semester III, which took the audience to a humble tour of the life of Mr. Ravish Kumar. An opening speech was presented by Semester III student Yuvraj Singh Mann and the session was coordinated by the professor and additional director of USLM Preeti Das.

Mr Kumar broadly spoke about his journey and his life after stepping into the world of journalism. He forged qualities like humility, aestheticism and diversity in people and the culture around as the foundation of his talk. He paraphrased how observation and communication with people around make one more permeable towards diversity in our culture and society.



He simplified the significance of humility in a person; the better one converses, the more knowledge and ideas one extracts, where humility caters as a communication tool which eventually makes one an evolved person. Journalism is a quest for stories and everyone has a story to tell. “Par bahut gussa hai logo me,” he added, so humility and benevolence along with communicating, reading and writing make one a distinct storyteller. “System bahar na dikhe to logo me zarur dikh jaayega,” he stated. The more one communicates, the more refined story one crafts, he said. Talking and interacting with people will get you more immersed in the system and culture around, he added.

“Apna bharosa samaj par kayam karna hai,” a journalist must be a humanist first, he said. One must inspire and look for goodness in people and society, as grudge can inhibit but modesty and benevolence would cater to one’s creativity and knowledge. He explained the ramifications of technology on our memory and thinking patterns and how it relegates the diversity of knowledge and imagination. He talked about enjoying and getting the best out of whatever one chooses to work for. He emphasized the significance of reading and writing, learning more about our history, culture and the contemporary society around and clarified how all these would eventually make an individual realize the organic beauty of diversity in our society. He shared his interpretation of the legacy of culture and courage in Gujarat. “Sahas koi sharirik chiz nahi, dum hota hai irado me,” he reckoned, talking about the significance of courage, as long as you believe in oneself there is nothing one cannot achieve.

Mr. Ravish Kumar is one of the most transparent and shrewd orators in the sphere of broadcast journalism. In the end, he assessed the entire talk and averred, humility is of supreme importance and humanism must be the way ahead because hatred depletes creativity in a person. Negativity and grudge elude us from the aestheticism of the world around us. We must keep learning our culture, tradition and encourage diversity. One must harbour a hunger towards learning. Knowledge must be sought after and that wisdom ought to be used for the betterment of society. He navigated students to read, write and share their stories, for how these qualities would serve as a cradle for the essence of their personalities.

# WASSUP USLM!

- BY KANISHK TEJURA, SEM 3, USLM

Wassup USLM, can't be described as an event because it became a festival!

A festival of brotherhood, smiles & memories and mainly welcoming students to their second home. It was a unique induction full of enthusiasm, stories and talent because "Batch 2020 hai hi aisi!" After the guest session and formal conversations with faculties, to make students feel comfortable with their seniors and make them understand how we live here at USLM together as one family, Karnavati University Student Council Group conducted informal sessions where there was a blast of fun, cameras were on, and smiles were seen on screen.

There were various ice-breaking sessions and activities with fun games which made all students mingle with their seniors and made them comfortable.



Some danced on the floor, some for a change used lipstick to make all laugh. The induction was beyond academics and a great platform for students to know each other.



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