



USLM

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NEWSLETTER

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Wassup USLM?

Day:1



The Unitedworld School of Liberal Arts & Mass Communication (USLM) conducted its three-day Induction Programme for the 2021 batch

The first day started with a welcome note by Additional Director, Mass Communications, Prof. Preeti Das. It was followed by introducing the students to the department and the guest speakers Ms. Jayshree Vyas, Managing Director Mahila SEWA Sarkari Bank and First Women Independent Director at Bombay Stock Exchange. The students were also introduced to the Vice Chancellor Dr. AKS Suryavanshi, Pro Vice Chancellor Dr. Rajesh S, and the Dean of USLM Dr. Deependra Sharma.

The VC, dean and Pro-VC shared inspiring words with the students as they stepped into their first day of college lives.

The inaugural address by Ms. Jayshree Vyas, the Managing Director of SEWA Bank and the first independent women Director of Bombay Stock Exchange inspired the attendees with her motivational speech and narrated her journey from childhood to achieving dreams.

"All these young people, you have so many opportunities but opportunities also bring challenges", Ms. Vyas, said.

Ms. Vyas also shared her journey over the years after she became a CA in the early '80s. She also encouraged students to follow their passion and do something they

love and not because others are doing it.

Immediately after her session, journalist Ms. Priyanka Sharma de-glamourised journalism and talked about the actual scenes behind the camera. Ms. Priyanka talked about the good, bad, and ugly of journalism. She discussed the evolution of journalism over the past years. Her experiences of covering stories of Sabarimala temple in Kerala to elections of Assam to international borders of Gujarat to Covid-19 scenes during the first wave and lockdown were quite proof that journalism is not about glamour.

She presented her ground stories and reports in a very simple manner.

The session ended with a conversation between Prof. Arjun Siddharth from USLM and Ms. Priyanka. The students and faculty asked a volley of questions during the conversation.

The next session was conducted by the Chief Operating Officer of Airtel, Gujarat, Mr. Navneet Sharma talking about what is applicable for everyone and everything and about our future after college life. With some unique anecdotes, he also explained why one should possess a little bit of knowledge of

different domains. Post lunch, it was an insightful session by Mr. Mikhil Musale a national award winning film director talking about his journey, behind the scenes of films, thus making it more interesting.

The curious freshers asked many questions to all the speakers. The concluding session on Day 1 was conducted by the Mumbai Dabbawalas, which started in 1956 with the motive of supplying 2,00,000 tiffins daily, serving as many as people as they can. Ferrying lunchboxes for a quarter and a half-century accurately to Mumbai's office workers; the internationally acclaimed Mumbai Dabbawala have set the highest benchmark of quality, time management and accuracy. Mr. Ritesh Andre from Mumbai Dabbawalas interacted with the new batch of students on, (1) Time management (2) Supply chain logistics (3) Teamwork (4) Accuracy.

The freshers were also introduced to the Student Council members on their first day of induction.



Wassup USLM?

Day: 2

Day 2 of USLM's induction programme 'Wassup USLM' started with one of the most creative and intelligent filmmakers, Mr. Darshan Trivedi, who is also an Adjunct Professor at MICA. He talked about the process of the India media and how the entertainment industry works, the transformation of world entertainment industry and how there seems to be an exciting time ahead. The session was very interactive and it ended with some interesting insights.

The second session of the day was conducted by former journalist, stand-up comedian and Additional Director of Mass Comm, USLM, Prof. Preeti Das. She talked about many aspects like feminism, humour, empathy and many more. She also talked about the issues like women equality, rape cases, political issues etc. "Humour creates bond, empathy along with creativity, humour creates opinion but there's a line between humour, abuse and bullying," she told the freshers.

Next up was a session by well-known social media influencer, content creator and Splitsvilla X3 famed, Ms. Riya Krishnachandani.

She talked about her journey, her hardships further talking about fake feminism, female protagonist, nepotism, her career, handling negativity on social media, content creation, modelling and much more. It was an exciting session which concluded with a group dance with the students. Ms. Riya was also kind enough to let students click a lot of selfies with her.

On the same day, USLM also hosted Ankit #V3nom Panth, a famous Professional Gamer, Red-bull Athlete, Intel and Alienware Brand Ambassador, Founder of Team Brutality, and Streamer. The session was as insightful as it was fun! He started by sharing his life journey, how he entered into the exciting world of gaming and made it his career.

"Gaming as a career is anything but ho-hum!," he said. However, making it a full-time profession wasn't easy for Ankit and he had to struggle hard to emerge as one of the best in his domain.

The session not only motivated the gaming enthusiasts in the audience to pursue a career in the gaming industry but also guided them to develop themselves as responsible human beings.

The day ended with the famous illusionist Amazing David. He performed some amazing magic tricks that blew everyone's mind. That performance was magical to watch and with all this day 2 of induction ended with very interactive and fun sessions.





Wassup USLM?

Day: 3

The last day of USLM's induction, Wassup USLM? started with a session by former Radio Jockey, Ms. Ekta Sandhir. Her session was on point and discussed about content creators. She told students what she believes in – "The more honest you are, the more real you are, the more content you've made will sell." She further discussed on how we have become the product which is being actually used and the way content creation has become business today.

After the super charged interactive session, USLM welcome Mr. Naveen Kaushik, an amazing actor from films like Yeh Jawani Hai Deewani, Bank Chor, Rocket Singh and many more. After a tight-seated session, he made students perform some engaging activities. "Life is all about improvisation and embracing your silliness," he said. This was a complete ice breaking session for all freshers.

The last speaker of this induction was by actor Mr. Vijay Vikram Singh, who is the famous narrator from the popular show. He gave us a glimpse of how he came in to this industry and his inspiring life story. His voice got everyone's attention. He shared with students what he truly believes in, "The best lessons are always taught by failure."







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