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A STUDENT'S INITIATIVE FROM THE DEPARTMENT OF MEDIA STUDIES



Women Achiever Award for Dr Bhargavi Hemmige



All About LASYA



CSK Ready to Roar Again



Revisiting the Classic RAAVANAN

CMS FEST – 2022

Shakeel Ahamed

The prestigious CMS FES-TIVAL was hosted this month by the Centre for Management Studies, JAIN (Deemed-to-be University). The festival is a combination of various fests like Melange, Lasya, Threshold, Abhinaya and Precipe', wherein students from various institutions take part proactively. The International intercollegiate Management fest, Precipe' is trademarked by our eminent Director Dr Dinesh Nilkant and has been featured in the LIMCA Book of Records in the year 2012 and since then, the magnitude of this fest is getting bigger with each passing year. The top three finalists of Precipe' are awarded

The three-day fest had online events like Julius Memer (Memes), The Eye of Jupiter (Photography), Designare (Graphic design) and Aprino to Formiae (media

an all-expense-paid trip to

an international destination

and for the 2022 edition of

this fest, UAE is the chosen

destination. The next im-

portant fest to be noted is

Melange, a National level

Media fest.



Source: Photography Team

debate) and also offline events like Magister Teatro (Short Film making), Medium Bellum (Media wars), Augustus' papyrus (Advertising). Horace's Inkpot (Writing) and many others were held on the campus on the first day. The second day was followed by events like The Doric Quiziesta (Quiz), Cornucopia Roma (Roman triathlon), The Guildhall of Nantium (Newsroom), Ministry Proeilum (Union with a cause) and so on. Whereas the third day was at the MLR Convention Centre where the valedictory ceremony took place. The award-winning Radio anchor and TV journalist, columnist and public speaker, Vasanthi Hariprakash joined as the

Chief Guest for Melange. Next up, the Threshold is following second day. Stua National level Management fest. It was held on the 14th,15th and 16th of March seph's College of Commerce, with "The Eluding Nexus" as The JAIN JC, The Samashti its theme for the year 2022. is a National level Theatre fest, where the students are cased their talent in the auditioned to be a part of the cultural events. Somanath Multilingual National level Hotta, who was a part of the theatre team as its organising Kings United crew and The committee or acting team.

the 16th and 17th of March, at and Western group dance the MLR Convention Centre, events. Also, Urooj Ashfaq, JP Nagar and it had various who had been a writer for events like The Toltec sym- AIB and Son of Abish, was phony, Debate, Tribe wars, present as the artist for the Comedy Pro night and many Comedy Pro night. 'Mannat more on its first day and The Band' performed at the events like the tunes of Apollo Musical Pro night and made pitch perfect, Humour it up



Source: Photography Team

and so on happened on the dents from various institutions such as the St. Jo-Student Council and The MCC took part and show-JORDINDIAN fame Naser Lasya is the National Level Al Azzeh joined as the ce-Cultural fest that was held on lebrity judges for the Indian the fest a spectacular one.

Everything you need to know about CMS Festival's Splendour

Aishwarya R.L Khadka

On the 16th and 17th of March, 2022, the CMS Festival 2022 was held at MLR Convention Center in JP Nagar, organised by the Centre for Management Studies. On the 17th, we saw Lasya, one of the events that make up the CMS Festival. Mr/Mrs Toltec started the celebration at 9:30 a.m., and Devansh of Jain SCS was crowned Mr Lasya 2022. The following event, Itza, began at 11:30 a.m.

Chandrakantha Pandaya, Ghanshvam Navak, Dilip Kumar, Sanchari Vijay, Latha Mangeshkar, Siddharth Shukla, Bappi Lahiri, and Puneeth Rajkumar

were among the legends honoured by Jayshree ma'am. The evening began with a brief introduction to Mr Somanath Hotta, a Mumbai-based contemporary dance choreographer, and his accomplishments. He judged a dance competition in which Jain SCS, Mount Carmel College, Jain CMS, St. Joseph's College of Commerce, Presidency University, and Shesadripuram College competed.

Finally, the Ekyam Indian Dance Team (CMS) put on a special performance for the audience's entertainment.

The championship was won by St. Joseph's College.



Source: Photography Team

THE TOLTEC SYMPHONY

Shakeel Ahamed

On 16th March 2022, the Center for Management Studies facilitated the CMS Festival 2022 at the MLR Convention Center, JP Nagar. The CMS Festival is the flagship event of cultural activities at the Center for Management Studies. The CMS Festival is a combination of different events like Precipice, Mélange, Abhinaya, Threshold, and Lasya. The Banquet Hall facilitated the Toltec Symphony, a music band contest. Around 2:00 p.m., the event started. Mr.Siddhesh and Ms.Labdhi Jain were responsible for the entire event. Six groups addressing different

universities participated in the opposition. On the stage, each group performed and showed their melodic capacities. Ms.Soumya S. served as the competition's judge. Ms. Sowmya is a singer from the Carnatic region of India. In 2019, Madras Music Academy presented to her the title of Sangeetha Kalanidhi. Sowmya helped to establish Carnatica in 1998, a non-benefit association devoted to traditional music and dance preparation, authentic exploration, ability recognizable proof, and other related exercises. The crowd was enchanted by each group's melodic staggering. By 4:30 p.m., the festival had come to an end.



Source: Photography Team

Mr/Ms TOLTEC 2022

Maitri Deori

Whenever we hear the word 'fest,' we quickly consider engaging lights, music, and dance, and that is exactly what Lasya 2022(Melange) was about. From 16th to 17th March an 'All out Myth' was introduced by the Center of Management Studies at the MLR Convention Center, JP Nagar. There were various wonderful and captivating events that the students joined in, one of which was Mr/Ms. Toltec, which had been introduced at the MLR Convention Center's Main Auditorium.

The occasion was initiated at 9:30 a.m. with the prayer song followed by the lighting of the lamp by Jayshree ma'am and an inaugural dance by our director Mr. Dinesh Nilkant. To make the occasion significantly more pleasant, Sir Dinesh likewise gave a discourse on how happy and aroused he was to see such countless youthful and splendid members and hence after such a wonderful discourse

from Sir, the occasion for Mr/s Toltec at last started with an enormous personality around. Mr. Sachin Kumar, along with two of his mates, served as the event's judges. Five colleges went up against one another and keeping in mind that they were performing well indeed, judge Sachin was the most entertaining with his questioning and jokes. Then started the talent phase, in which simply a modest bunch of the competitors were successful in showing their talent and meeting all requirements for the last round, the 'Roasting Round.' The game turned out to be excessively emotional and personal, so Mr. Sachin advised all contestants not to defy the guidelines. However, as there is generally somebody splendid who observes every one of the guidelines and figures out how to stick out. the victor of Mr/Ms. Toltec 2022 is Mr. Devansh from Jain SCS who is bringing the honor back home.

"A VARIETY MIXTURE" of Fiesta and Fun

Shruti Vashisth

Mélange loosely translates to 'a varied mixture' from the French language. This word through and through describes the fest conducted by the media students of CMS Jain (Deemed-to-be University) during the month of March, every year. With its engaging competitiveness and lively atmosphere, the fest consists of the best hand-picked events to ensure a sterling experience.

A National-Level Media Fest organized every year by the students of BAJ (Bachelors of Journalism), Mélange took place on the 14th, 15th, and 16th of March this year. However, the organizing committee began preparing in early January. From procuring college registrations to designing and painting the wall, the team vigorously worked for the fest to occur. What makes this year's Mélange more special is the participation of students from countries like the United Kingdom. In short,



Source : Photography Team

Mélange went international this year. The entire fest in itself took place in the hybrid mode - with events being organized both online and offline, to recreate intriguing situations faced by media professionals that challenge the abilities and knowledge of the participants. Participants. This provides them with an insight into the virtues and tribulations in the media world, which puts to test the intellect and knowl-

edge of the participants. All the media events starting from Moot Court to Advertising, provided the participants with first-hand exposure to the world of media, thereby promising a fruitful learning experience.

An addition to the line of events this year was Union with A Cause, a six-star event where the student councils of the participating colleges competed against each other through a showcase of talents. Other events included Photography, Public Relations, Media Wars, the signature media event - Media Manager and many more. Selwyn D'souza, better known as Selly D'souza, was invited to be the celebrity judge for the Memes Event.

The final day's line of events was held at the MLR Convention Centre at JP Nagar. A lot of cheering and intense rounds later, valedictory ceremony took place. The trophy was magnificent, featuring a mini colosseum, which represented the theme for the year - the Roma Aeterna. Joseph's College of Commerce was the winner. With this, Mélange 2022 came to a bittersweet end. Joseph's College of Commerce was the winner. With this, Mélange 2022 came to a bittersweet end.

LASYA - What the people had to say

Shruti Vashisth

Lasya, held at the MLR Convention Centre, was a huge success, all thanks to the team behind it who made the event a memorable one indeed. While at the event, the Communique got an opportunity to interview some important participants and core committee members Naman, the Academic Secretary of St. Joseph's College of Communications who took

Naman, the Academic Secretary of St. Joseph's College of Commerce, who took part in the Council Wars event said that the quality of events has really shot up compared to the previous years.

All the rounds were fun and challenging. He also high

lighted that the food stalls were of great help considering there were no eateries around the convention centre. Pranjal and Gunjan from Samashti, the student council of Jain Jayanagar felt that the the food stalls were of great selection. events were fun, however, the entire place felt overcrowded. As cheering squad, they were unable to go and support their teams for certain events. Judges seemed unbiased to them and the food stalls were of great selection. Finally, we spoke to Sandesh JP, the coordinator of the Cultural Fest Team. He told, that Lasya 2022 was a grand success, they believed so because the director of CMS, Dr. Dinesh Nilkant personally appreciated the entire core organizing committee for their the event organizer for the photography competition, enjoyed conducting the event. He said, he received submissions from 16 participants, which is a great turnover. He found the submissions quiteinteresting as well. into putting up such a great show. The theme -Toltec Myth was close to the hearts of the organizers and also 'relatable' since it symbolized a proudand grand civilization - like Lasya 2022 itself

was. From managing to procure Urooj Ashfaq for the comedypro-night to a list of celebrity judges, Sandesh proudly told us that Lasya saw more registrations this yearthan it has in the past few years pro-night to a list of celebrity judges, Sandesh proudly told us that Lasya saw more registrations this year than it has in the past few years.

Women Achiever Award for Dr.Bhargavi Hemmige

Mahanth S

To celebrate International Women's Day, Global Intellectual Forum, Center for Social Change and Development Social Sciences and Humanities Association, held the Women Achiever Awards 2022, at New Delhi on March 6th, 2022.

Dr. Bhargavi D Hemmige, Associated professor, HOD of the Department Of Media Studies at CMS JAIN (Deemed-to-be- University), was awarded the Women Achiever Award of the year 2022. This event was attended by distinguished women achievers who have contributed and achieved a lot in different fields of work.



Source: Google

On the occasion, a world-wide conference was held on the topic of 'From Women Empowerment To Women-Led Development.

"The winners were chosen for their achievements in many areas to the development of a better community, nation, and world," according to Professor Bhup Singh Kaur, general secretary of the Global Intellectual Forum. The purpose of the gathering was to congratulate them, reassure them, and inspire them to do more.

A MAN'S ROLE: UNDERSTANDING EMPOWERMENT AND ITS TRUE MEANING

Shakeel Ahamed

International Women's day is celebrated on 8th March. It is a day when women all over the world are praised and feel perceived and regarded. Be that as it may, is it enough to regard women just on this unique event? Also, is it enough to just regard women? Isn't there a need to repair this society into a fair space for each gender to live in? she holds the power to it. Empowerment isn't something to look for from another person; it starts with one's inside self. No gender is better than each other and assuming there must be one, it'll be women as it's a fact that each being sees the light of this world just through a woman's womb and it's her, who carries them to this world. giving the due regard that women deserve. Yet, why should men give this to

them? Are men definitive being to empower women? No. It's an issue of hearty soul that each woman has within her, to empower herself and make the world hers. And no, men aren't better enough to grant rights to women. On this women's day, how about we clarify that men are not the inability to give anything that a lady is enabled with, and assuming there's a job for men to do, it will be to take it all in the women do ponders that improve the world.



Source: Google

"Feminism isn't about making women strong. Women are already strong. It's about changing the way the world perceives that strength"

G.D. Anderson

GLOBAL

ERIGAISI: The new National Chess Champion

Grandmaster Arjun Erigaisi of Telengana emerged as the winner in the 58th edition of the Senior National Chess Championship.

Shakeel Ahamed



Source: Photography Team

The 18-year-old professional was unbeaten in 11 rounds with a score of 8.5 points by drawing SP. Sethuraman, who is the former champion, is in the final round. Defending champion Aravindh Chidambaram of Tamil Nadu finishes as fourth and pre-tournament favorite B. Adhinan finishes off in 20th place. However, Erigaisi and Gukesh were held to a three-way tie for the top spot

But, Erigaisi emerges as the winner with a better tie-breaker score. Erigaisi is in a consistent form, as he recently won the "Tata steel challengers cup" in the Netherlands. The Final standings are, Arjun Erigaisi in the first place followed by D. Gukesh, P. Iniyan, Aravindh Chidhambaram, and Aryan Chopra in the order of top 5.

EU TO COMMIT TO PHASING OUT DEPENDING ON RUSSIA

Shakeel Ahamed



The 27 European Union leaders meet in Versailles outside Paris for a 2-day summit and discuss making this bloc independent and ensuring it no longer faces difficulties in hurting the economy with geopolit

imports", said a draft on the summit declaration. This is a major challenge as Europe gets 40% of its gas from Russia and is in a different situation than the US, which produces its natural gas. The Paris-based internatio-

nal crises like the Ukraine invasion. The invasion of Ukraine is a game-changer and has forced the EU to prepare a more hearty energy policy. "We agreed to phase out our dependency on Russian gas, oil, and coal

energy agency said that the EU will be cutting onethird of its gas imports from Russia, letting the existing contracts expire and they'll form new partnerships with Norway and Azerbaijan.

N Biren Singh all set to be the CM of Manipur for the second time

Maitri Deori



In the recent election held in the Manipur BJP legislature party meeting in Imphal on Sunday, N Biren Singh was elected collectively for the CM post. There had been a lot of guesswork and theories over who might be appointed the following chief minister of the north-eastern state.

The decision comes ten days after the BJP got back to power in Manipur for the second time straight, winning 32 seats in the 60-member House in the recent assembly election in the state. N Biren Singh had won from the Heingang assembly seat. Everybody was enthusiastically sitting tight for the election results brings about Manipur as N Biren Singh was a strong competitor for the post, two-time MLA and former cabinet minister, Biswajit Singh was likewise supposed to be in the run. Most importantly, N Biren

Singh and Biswajit Singh

were in Delhi on Saturday for gatherings with the BJP's central leadership.Welcoming N Biren Singh's second term as chief minister of Manipur, Finance Minister Nirmala Sitharaman said, "It is a good decision taken unanimously by everyone. It will ensure that Manipur has a stable and responsible government which will build further because the Centre today under the leadership of PM Modi gives special attention to Northeastern states. "Sitharaman, alongside Union Law and Justice Minister Kiren Rijiju, was in Imphal on Sunday to attend a meeting with the newly-elected BJP MLAs in the state. This time around, the BJP challenged the Manipur Assembly surveys alone and managed to win a majority on the board that a vote for the party would bring peace to the insurgency-hit state.

SPORTS

CHENNAI SUPER KINGS READY TO ROAR AGAIN

The MS Dhoni-led team starts its practice for the 15th season of TATA IPL 2022.

Shakeel Ahamed

The Chennai Super Kings is one of the most popular teams in the IPL franchise. With one of the most energetic fan bases, the 4-time champions are going to "whistle podu" their preparations and training for the upcoming IPL. In Surat, fans have already started to queue up in the streets to catch a glimpse of the Team



Source : Google

captain MS Dhoni and their favorite team. The team's Twitter handle has recently shared a video, in which Captain Cool has been seen walking into the stadium for the training sessions and there's a fanfare happening around. The fans flocked the team bus as it headed from the hotel to the stadium, and applauded to show their love and encouragement to the team.

Jain University all set to host Khelo India University Games 2022

Dhivya Vidyadharan

The Second Edition of Khelo India University Games will be hosted by CMS Jain (Deemed-to-be University) tentatively from 23rd April 2022 to 5th May 2022. The preparations for hosting this mega sports event are already happening in full swing at the prestigious University. Out of 900 universities of the Association of Indian Universities (AIU), Jain (Deemed-to-be University) got selected to host Kelo India 2022 University Games. The event was primarily to take place in the year 2021 but the ongoing pandemic caused the delay. Khelo India 2022 University Games witnesses involvement of huge stakeholders "My office will provide all the necessary support and including the Ministry of Youth affairs and sports,

National Sports Federation, the Government of India, the Government of Karnataka, the Association of Indian University, the Sports Authority of India, Department of Youth Empowerment and Sports, Government of Karnataka and Indian Olympic Association, respectively. Khelo India Games was launched in 2018 to tap the growing sports talent in college and university campuses to represent India in international sports events like the Olympics. Khelo India University Games is one such multi-level sports event where multiple universities across India gather to compete. The Foundation for KUIG was laid by Prime Minister Narendra Modi in 2020. Most of the Olympics games are included to nurture the participants into an Olympic-level atmosphere.

Sports included are Archery, Athletics, Badminton, Basketball, Boxing, Fencing, Football, Field hockey, Judo, Kabaddi, Rugby union, Swimming, Table tennis, Tennis, Volleyball, Weightlifting, Wrestling, Taekwondo, and Karate. Traditional Games Yogasana and Mallakambha are also introduced in the second edition along with Shooting.

School of Engineering and Technology of Jain University's campus located at Kanakapura Road will be hosting a majority of the events, while other campuses will be hosting the other few. The Inaugural and closing ceremony is expected to take place at Shree Kantaveera Stadium in Bangalore in the presence of various dignitaries. Events will also take place at Jain Global Campus, Jain Sports School, Akkithimennahali Shooting Range,



respectively. The event is expecting more than 8500 participants across 200 universities in the country. Prime Minister Narendra Modi is expected to Inaugurate the event. Kantaveera adds a New Track The Athletics Track Work going on for the last two years faced multiple delays due to the ongoing pandemic situation. It recently witnessed workers giving finishing touches to the lanes, the sources also added that the formal Inauguration and Inspection is expected at the earliest. KC Narayana Gowda - Karnataka's Minister of Youth Empowerment, Sports, and Sericulture visited campus on October 18th. He added, "My office will provide all the necessary support and cooperation. As a team, we are sure that the KIUG 2021 will be a huge success".

CAPTURED



Sreerag Ramanan - MAJ 2nd sem



Prajwal - BAJ 2nd sem



Khushboo - MAJ 2nd sem



Prachie Ranjan - MAJ 2nd sem



Tooba Faheem - MAJ 2nd sem



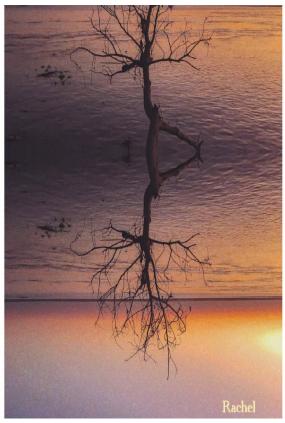
Tooba Faheem - MAJ 2nd sem



Sanjai Vuduran- MAJ 2nd sem



Saurav Kumar- MAJ 2nd sem



Rachel Fernandes- MAJ 2nd sem



Lisha Parmar- MAJ 2nd sem



Sidra S. Khan- MAJ 2nd sem



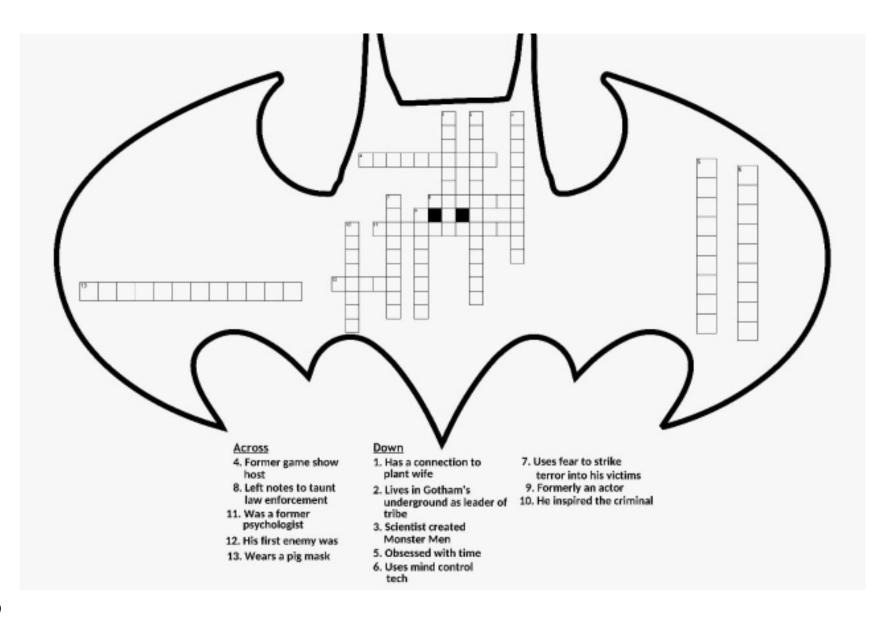
Shrusthi D- MAJ 2nd sem

PROMETHEAN



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Afreen Taj - MAJ 2nd sem



ENTERTAINMENT

Revisiting the classics

Shakeel Ahmed

I rewatched an exemplary today. All around, this is a work of art. RAAVANAN This film has an exceptionally expressive composing style, as Manirathnam's understanding of Raavana's affection points from the legendary Ramayana. As an essavist, Manirathnam has gotten a handle on the clever worth of the account to such a profundity that even the geology of the film upholds the characters' sentiments and communicates them all together to the observer. The cinematography of this film will be recalled by people in the future by producers for its specialized complexities and capacity to encapsulate the author's contemplations. The music is the main part of this film's triumph.

"Foundation Award victor"



Source: Photography Team

A.R.Rahman has worked hard as an author and music maker in rejuvenating the whole story and captivating the crowd. It would have been an alternate film without Rahman's music, and that is the effect the primary characters convey the entire play through out the film enables the screenplay, and

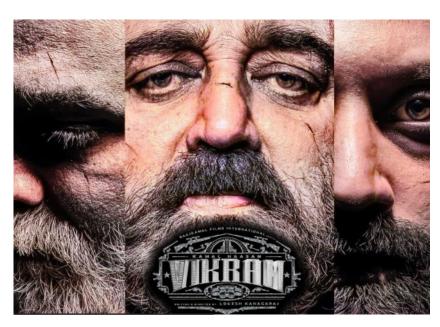
the exhibitions conceal the way that the lines aren't especially on the money in the manner they're composed. The geology of the story and puts him squarely in the center of the feelings of the lead characters, and vividly portrays this delightful story.

Book Review "Jaya" by Devdutt Pattanaik

Divya Vidyadharan

It is the retelling of the gigantic epic MAHABHARA-TA with Devdutt's unique style of writing and leaves a strong impression on its readers. It starts with what Ganesha wrote and then to the start of the snake sac-The book is divided into 18 sections and 108 chapters. The best feature of the novel is Author's notes based on scientific and historic facts. The story is narrated by Astika, The nephew of vasuki, The king of the nagas, A descendant of the pandavas, who has ordered the killing of all snakes in his land. the notes after every chapter that make comparisons between regional stories from different states as well as versions.

VIKRAM heading to a theatrical release:



Shakeel Ahamed

Raajkamal Films International and Ulaganayagan Kamal Hassan's upcoming action biggie 'VIKRAM' has completed filming. Co-starring Vijay Sethupathi and Fahad Faasil, this is one of the most anticipated films of the year 2022. Vikram has all the makings of an All-Time blockbuster with three powerhouse performers and a star-studded crew working on it for the last nine months. Directed by Lokesh Kanagaraj and Music by Anirudh Ravichander, Vikram's principal shooting began in August of 2021. Despite lockdown restrictions, the crew has worked tirelessly. Now the post-production works of the film are in full swing. The team expects it to be completed by the end of this month and hence is planning the arrangements

for a grand theatrical release of the film.

The audience and legions of Kamal Hassan fans across the globe are waiting to see him in an action extravaganza as the shooting wrap-up news has hit their excitement level to a high.

"Arambikalama" (Can we start?)

Opinion: Why Indian Meme Pages are the root of Social Media Toxicity.

Dhivya Vidyadharan

Social media has taken over almost every aspect of our lives, so it becomes progressively difficult to filter the information we consume as an active audience. With minimal gatekeeping and a whopping 624 million, active users - India is a huge market for Social Media Giants. Memes are the most popular form of expression among Gen Z . Memes are made with minimal images or text that are usually made with reference to viral videos or images everyone is familiar with. It can be humorous, informative, political, persuasive or sometimes an advertisement.

Concepts like Mansplaining, reinforcing patriarchy norms, showcasing women as inferior, inciting violence, glorifying religious or political ideas, casual sexism, body shaming and making humour out of feminism believers are largely normalized. As a part of this meme culture, the idea of trolling has witnessed a significant rise and there are no limits to it. Many meme pages have the term 'Troll' in their usernames. As a community, we are underestimating the effects of this negativity on the coming generations.

Conditioning our brain to believe in certain ideas through the use of humour can prove disastrous. If you examine any Indian Meme pages, they go from wanting to kill a rape accused to posting explicit content on women within a matter of seconds. It is more like using soft power as a persuasive means of communication to instil beliefs. The pages make sexism

look cool and acceptable to a point that the users forget the whole world of social media is delusional and fake. It works on show off culture and the users are falling for it. To refer to the worst-case scenario there are pages especially dedicated only to displaying vulgar sexualising content on women. The man who threatened Virat Kohli's 9-month-old daughter also disguised himself in a form of a troll account. Many popular content creators leave the platform or take breaks due to trolls and hate comments.

Many would argue that social media is a great economical tool to reach the target audience and is extremely profitable to all kinds of businesses. The newly added feature on Instagram known as 'reels' has amassed major popularity. Companies now have a devoted social media team to keep in touch with the consumers, analyse the engagement and be open to feedback. This has also proved valuable to the consumers about voicing out their opinions. Despite numerous profitable uses of social media, the mere existence of community guidelines would not be enough to protect the online community. Under this mask of humour, prominent pages can cause hate or any other heinous crime. Another key point we tend to miss is that 52.3% of the users in India are Millennials and Gen Z. If this continues for a longer period, we are awaiting yet another disaster from our future generation. If not highly restrictive but some regulations should be introduced to keep the negative side of social media in check.

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