



# ASTUTE

NEWS LETTER, JAN 2021

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# LOHRI CELEBRATION



**Lohri** is a popular winter folk festival celebrated primarily in the Indian Subcontinent. It is believed by many that the festival marks the passing of the winter solstice. Lohri marks the end of winter, so here's how IIMS marked an end to winter festival.

Born fire was prepared the, rangoli beside was enhancing the beauty of the bornfire.

No lohri is completed without bhangra and dhol, which was also the part of the celebration.

This is how we at IIMS, celebrated lohri and marked goodbye to winter season.

# KITE FESTIVAL

Uttarayan, also known as the International Kite Festival, is one of the biggest festivals celebrated in India. It takes place on Makar Sankranti every year, Makar Sankranti, or Maghi as it is commonly called, being the day that the sun transitions into Makara (Capricorn). It beckons the end of the month of the winter solstice and the beginning of longer days. One of the very few festivals in India that follows the solar cycle instead of the lunar cycle, Makar Sankranti and therefor Uttarayan, falls on the fourteenth of January every year. The festival welcomes everyone to take part, irrespective of their nationality

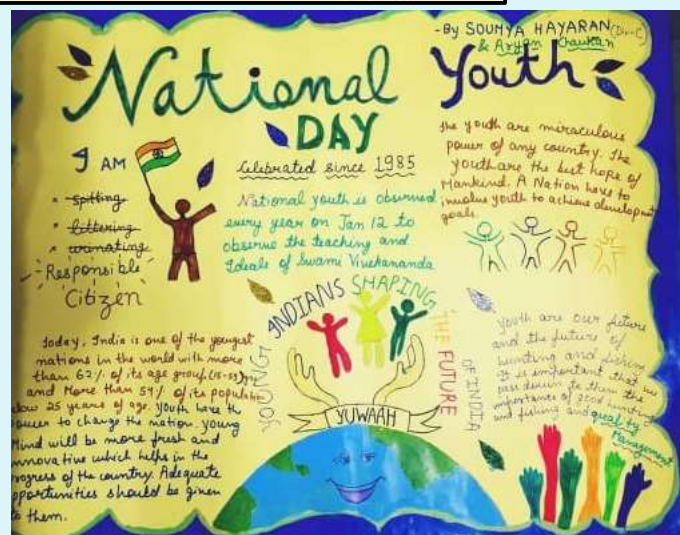
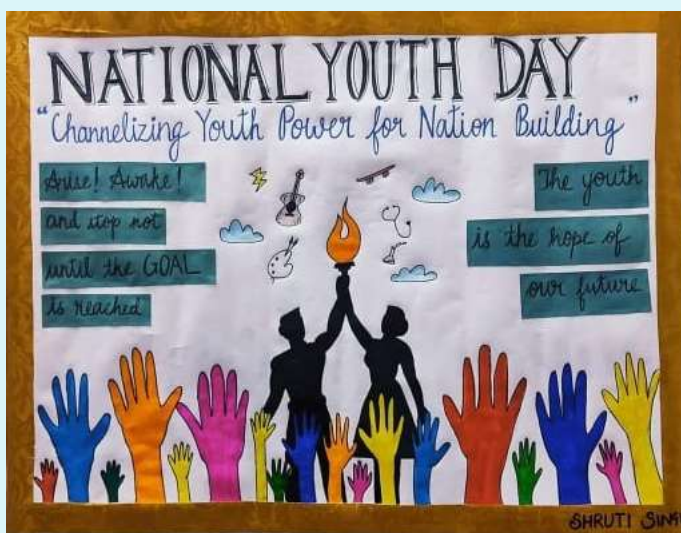
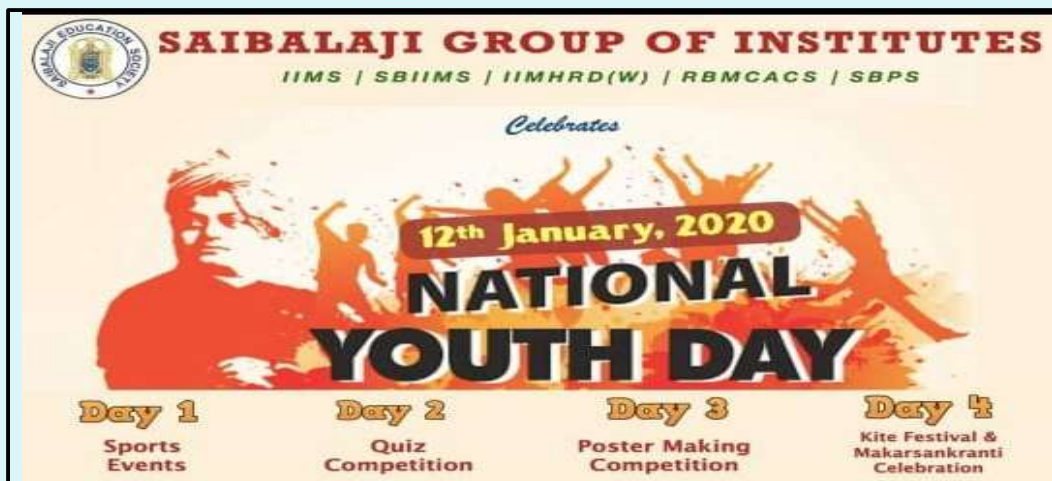
Like every festival even KITE FESTIVAL more popularly known as MAKAR SANKRANTI or UTTARAYAN was also celebrated by IIMS students with their kites on ground for couple of hours by flying their kites.





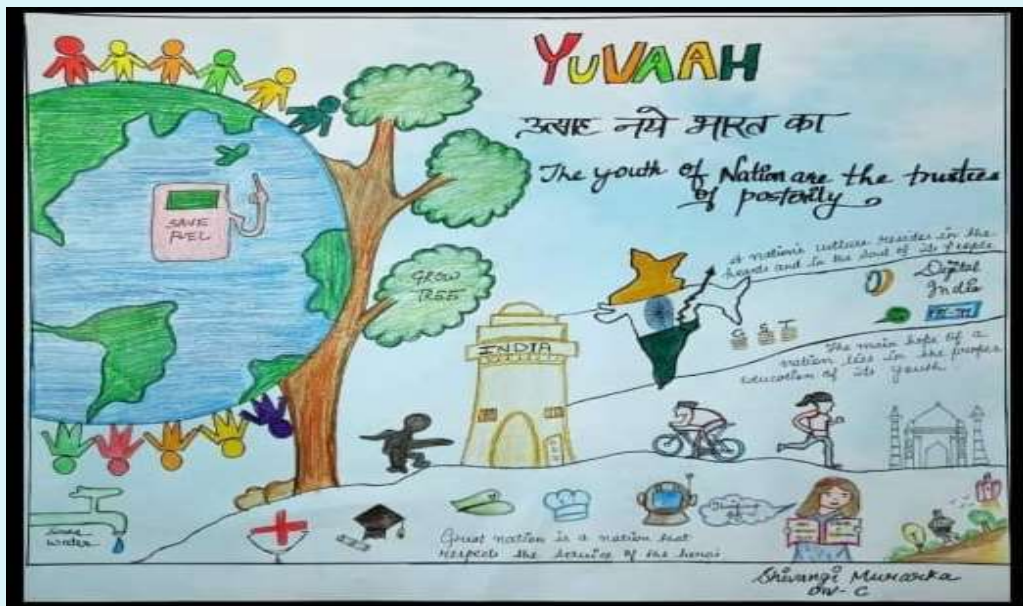
# Youth Day Celebration

**National Youth Day**, also known as **Vivekananda Jayanti**, is celebrated on 12 January being the birthday of Swami Vivekananda. In 1984 the Government of India declared this day as National Youth Day and since 1985 the event is celebrated in India every year. At IIMS, we celebrated it with holding sports event, quiz competition, poster making competition and ending with the kite festival.



# YUVAAH

National Youth Day Poster making competition. During the youth day competition an event of poster making competition 'YUVAAH-Utsah Naye Bharat Ka' was organized in which many students showcased their poster making talent. Some of the best posters of the day are shown below.



# Impact of social media influencers on youth

- Some influencers do not mention whether the content they created is sponsored or not. They promote products for money and mislead the youngsters. A few influencers are also creating paid content in favour of political parties. As followers do not know that it is paid content, they are likely to believe it and may get influenced.
- The food habits of the youngsters are also shaping up by the influencers they follow.
- As influencers are creating attention-grabbing content, several youngsters are wasting their precious time by watching the content.
- Some influencers fake perfect bodies and perfect lives. So, some youngsters are comparing them with those influencers and are feeling insecure. This is resulting in low self-esteem, mental health issues, cosmetic surgeries and materialism. This influences identity formation too.

# PLACEMENTS

<b>NAME</b>	<b>SPECIALISATION</b>	<b>COMPANY</b>
Mr.Shridutt Anand	Marketing	Allied Analytics
Mr.Mayank Singh	Marketing	White wrabler Communications Pvt Ltd
Ms.Shivani Phadte	Marketing	VTP Realty
Ms.Celeste John	HR	Unionys Technology
Mr.Aniruddh Gaikwad	Marketing	SBI General Insurance
Mr.Narayan Das	Marketing	SBI General Insurance
Mr.Abhijeet Kondpalle	Marketing	Phone Pe
Mr.Harsh Diwan	Marketing	SBI General Insurance
Mr.Saksham Kumar	Marketing	Edvizo.com



# BIRTHDAY WISHES

Sr. No.	Name of the Students	Birthday
1.	Ajay Sharma	06-01-1999
2.	Amit Kumar Giri	10-01-1997
3.	Dattatray Pise	26-01-1999
4.	Gaurav Mishra	13-01-1997
5.	Harman Kaur	25-01-1999
6.	Kapish Kaith	10-01-1995
7.	Mrunal Manohar Nandanwar	06-01-1999
8.	Nishikant Satapathy	15-01-2000
9.	Satyanarjan Behera	03-01-2000
10.	Shaik Sharmila	07-01-1997
11.	Sonu Kumar Gonjhu	15-01-1996

# CLOTH DONATION DRIVE

**“It's better to Donate than Accumulate”**



On 28th February **Rotaract Club of SBES**, with the help of **Philants NGO** organized a successful cloth donation drive & donated more than 250 clothes to Men, Women and Children.



# Congratulations

•Dr. Lokesh Arora And Dr. Tripti Sahu for getting their Case study titled "Embracing the Change: A Caselet on Transition from Offline Teaching to Online Teaching in Higher Education" Published in ET Cases January, 2021.

•Prof. Anil Varma, Dr. Nitin Ranjan, Dr. Abhay Mishra, Dr. Tripti Sahu for getting their paper titled “An effectual instrument to sustain retailing – visual merchandising” published in Jan-Mar 2021 of Sambodhi, UGC care journal.

**Dr. Sangeeta Rajput**

**Director**

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