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‘Using indigenous knowledge system and science with consciousness is the solution’

The Water Man of India, Dr Rajendra Singh, while addressing a session at Spandan 2019, talked on passion and community-based efforts towards conserving water. Citing the example of Jaisalmer, water harvesting existing in India, using local resources and community based operation, Dr Singh talked about how conservation and disciplined use of natural resources helped the locals in past to have water for consumption. Even camels, with thorough water retention and proper quota, used to travel till Afghanistan leaving from Jaisalmer. Scorning the concept of participatory management in current times is, Dr Singh explained it as: participating, eating, and cheating. For the Changed paradigm of development, he spoke on how state should takeover community function. Dr Singh stressed on using indigenous knowledge system and science with consciousness. He said the one who game name to



Bhagwan, did it aptly and meaningfully. He said Bhagwan stands for - Bh- Bhumī, A- Agni, G- Gagan, Vaa- Vaayu, N- Neer. Regarding change in current scenario he said drought, flood and climate change global problem can be addressed through experience of climate change adaptation through community. He said that the solutions are: Sustainable watershed management, ground water recharge and efficient use of water. There is a need to stop erosion and

silting. “We need to link crop pattern with rain pattern.” He

stressed that the in the current scenario we need to increase groundwater recharge and less groundwater extraction. Citing examples that how scenario has changed in villages of Rajasthan, with the help of drip irrigation and dhania farming done by over 350 villages has rewritten the history of peasants and owners scenario and how it has reversed, where farmers who were earlier working as labourers are giving business to traders in Rajasthan. Speaking at the occasion, he recalls, “I was

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Spandan 2019 reverberates the spirit of youthful oomph



Vivekananda Institute of Professional Studies (VIPS) is organizing the XV edition of the largest media festival, Spandan 2019 on November 07 and 08 at its campus. This event is organised by the Vivekananda School of Journalism and Mass Communication and will be focused on various themes like 150 Years of Mahatma Gandhi, Water Conservation, Global Citizenship and Hindi Cinema. Spandan is the annual department festival being organized since 2004. It serves as a platform for media students and pioneer professionals from all over the industry to come under

the same roof. The two-day long festival commenced with its flagship event Media Panchayat where eminent journalists and academicians Prof Ashok Kumar Tandon, Prof K.G. Suresh and Prof Madhukar Upadhyay, Prof Sidharth Mishra and Prof (Dr) Charulata Sing deliberated on the subject, ‘Ethics vs Survival in Media Industry’. This time Spandan is also hosting the fourth edition of the popular Student Film Festival, ‘Cinéphile’, in collaboration with International Federation of United Nations Associations (IFUNA) on the theme

‘Water Conservation’. Juries of the event include prominent personalities like Rajendra Singh (Waterman of India) and Sh. Suresh Srivastava (Secretary-General, IFUNA). Besides Cinéphile, films will also be screened under the third U-Special International Campus Film Festival. Spandan 2019 is also staging a two-hour long musical play ‘Dastan-e-Cinema’ on the 100 years of Hindi Films. Other major attractions of the festival are competitive events like RJ Hunt, Battle of the Bands, Rap Battle, Social Scoop, Ad Mad and a workshop by Terribly Tiny

Tales’. VIPS is affiliated to the Guru Gobind Singh Indraprastha University (GGSIU), Delhi recognized by the Bar Council of India and approved by AICTE, ISO 9001:2015. Today, VIPS has grown into a banyan tree, nestling twelve courses and more than 5000 students. It is an institution with high ideals, focusing on the holistic growth of every student. With a mission of making VIPS an exemplary educational Institution with the clear objective of ‘Man Making, Character Building, Nation Building’ as envisaged by Swami Vivekananda.



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practising Ayurveda in Bhikampura and Gopalpura villages in Alwar. I noticed that a lot of people were suffering from Neoplasia which is caused by abnormal and excessive growth of tissues in the human body and many stomach related diseases. One day while tending to an elderly man, I casually asked him the reason for so many villagers suffering from stomach ailments. He told me that in a stern tone that if I was really worried about the villagers I should rather work on helping them get access to clean and wholesome water. He said to me 'Your treatment will not help us, we need water.' I was taken aback with the health problems facing the villages due to lack of water. Then I decided to learn about water and work on bringing water to the barren villages of Alwar. Dr. Rajendra Singh started his practice in Jaipur in 1980. However, when he noticed that

people from rural Rajasthan were migrating to cities due to the lack of proper facilities in villages, he decided to provide his medical service to people living in rural areas. With an aim to serve the underprivileged, in 1985, he left Jaipur and settled in a small village of Bhikampura in Alwar district of Rajasthan. On one fine day during his practice in Alwar, Dr. Singh, had an epiphany which changed the course of his life from being a doctor of human bodies to becoming a doctor of water bodies which also lead him on to the path of gaining the title of 'the Waterman of India'. For his passion and community-based efforts towards conserving water, the 60-year-old water crusader won the Ramon Magsaysay Award for community leadership in 2001 and Stockholm Water Prize in 2015.

Spandan: The times gone by



Spandan, the annual Mega Media Event organized by the Media Studies (BJMC) department of Vivekananda Institute of Professional Studies is one of the biggest media festivals of New Delhi. This fest is pertinently named Spandan which stands for heartbeat in Sanskrit. It brings together hundreds of students and teachers of Vivekananda Institute of Journalism and Mass Communication as a workforce whose main objective is the success of this grand event. This fest stands out because of these young and devoted organizers. The devotion and persistence of these students

is the reason why Spandan is getting bigger and better every year. The name, Spandan, itself generates this emotional fervour that drives these handful of youth to achieve success beyond expectations. Spandan started in 2004, and since then the legacy has been carried forward successfully by the various batches. With fifteenth edition in 2019, the event has created a history of its own. The various editions of Spandan created its own legacy and with each edition the event has past its own benchmark on year-on-year basis.

Kavya Manch: A platform for the aspiring poets

On 8th November 2019, the second day of the fest also presented a poetry completion Kavya Manch for students from various colleges across Delhi participated. With the objective was to promote Hindi language, Kavya Manch aimed to provide a platform for the aspiring poets. The event commenced by the arrival of various participants from various colleges. Then the guest/judge of the event Dr. Sunil Kumar Mishra arrived with the event coordinators of Kavya Manch. Dr Mishra, in the starting of



the event, as the judge, gave a special performance in which he stated the importance of

Hindi language and shared his few poems with the audience. Thereafter the 16 participants

performed their self written poems. Their poems were based on various topics including childhood, domestic violence, child labour, female foeticide, love and affection etc. After this, there was a special performance by the event coordinators followed by the audience. At the end the guest judge announced the result and gave review to the participants. The first prize went to Mohak Gandhi (VIPS, GGSIPU) and second prize was bagged by Kushal Singh (Keshav Maha Vidyalaya, DU).

Honing writing skills and reaching wider audience



How to write effective prose? How to make a greater impact and reach out to a wider audience? Does one need to have an extraordinary vocab to write impactful business mails? The writing workshop by Terribly Tiny Tales at Spandan presented a great opportunity for students who were interested in learning the ins and outs of this ancient yet modern art. The workshop inspired to reach

new heights. To peek inside the heads of accomplished writers TTT was organised at Spandan 2019. In this session conducted by Joel Thottan, who is the Chief Curator of TTT, shared his approach to various formats, genres and writing styles. From 140 character stories to longer immersive formats, this tailored workshop shall include a set of interactive exercises, trips

and tricks, and quick tutorials. Moreover, students got a chance to submit their own stories. The session packed with experiences, anecdotes, spice and at the end of it all, students got the key to unlock their potential to be a better writer. Joel Thottan is the Chief Curator of the content on the Terribly Tiny Tales app. He loves stories as much as he loves experimenting with them and has conducted guest lectures for students in colleges. He did his first full-time job at the e-commerce startup, Daddy's Capes while simultaneously completing his final year in college. During his brief stint there, he headed the copy and content department. In college, he was also the co-founder, director and head writer of Weaver Films (a four-member YouTube short film collective). His first brand film for the New York-based app Letters was screened in 23 countries via the app.

Creating one-liner and advertising strings



In order to give media students opportunity to display their creative juices, Ad Mad an on-the spot advertising making competition was organised as a part of Spandan 2019. The event was aimed to provide the young minds a platform to showcase their creativity in marketing of the products and services. The event was judged by Devdas Nair, who did his Masters in English from University of Delhi and started his career in creative writing and with a creative mind and many projects to his name became the group head of projects at Dentsu Creative Impact Pvt. Ltd. in 2008 and thrived at that position for 7 years before joining at his current position at DAIKO FHO in 2015 and is continuing with leading work in the advertising industry.

Cinephile embraces social cause of water conservation to encourage young filmmakers

With the central theme of water conservation, the VIPS Spandan Cinephile 2019 organised in association with Indian federation of United Nations Association (IFUNA), received a total of 30 entries in the categories of short films, documentaries and Public service messages. Cinephile is an international film competi-

tion to create a platform where like-minded individuals come together through the medium of motion pictures. Cinephile provides students a platform to gain recognition and opportunities on an international level. The preliminary round of VIPS spandan Cinephile 2019 was organised on 5 November. The jury comprised Deep-

ak Parvatiyar, media advisor and national program director, IFUNA; Diwan Singh, member- Dwarka Water Bodies Committee; and Vijay S Jodha, celebrated writer-photographer, filmmaker. The jury shortlisted the best entries under each category: In the Short Film category, the film 'Gold' by Aayush Arora; In the doc-

umentary category, the winner was 'Yamuna: A cry for help' by Prateek Sudan. In the category Public Service Message- the award went to film 'Imminent' Dr Rajendra Singh, the waterman of India gave an extraordinary presentation about how water management is worsening and what all should be the solution to it.



In search of spontaneity and impromptu performance



Spandan On Air aimed at a RJ Hunt where participants presented their Radio jockeying skills and got great opportunities and experience. Organised on the main stage in the lawn of VIPS campus, this RJ Hunt competition saw a huge response with number of students showcasing their impromptu performance. With Radio Jockey Rahul Makin of Fever 104 FM as the judge for the event, the event was successful. Rahul Makin started his career as a Radio Jockey in 2002 as a part-time radio presenter in All

India Radio. Rahul Makin hosted an English music show titled 'Music of my Choice'. He worked at various renowned radio stations before he finally moved to FEVER 104 FM. In 2015, Rahul also hosted some television talk and news shows. Makin also holds a Limca Book of Record for continuously hosting a radio show for 105 hours. In 2015, he received the 'Best RJ Award' by All Journalists Association for Best RJ which was followed by the 'Delhi Ratan Award' for the Best RJ in 2016.

Elevating the art form of rap



A rap cipher and competition that aims to promote the art form of rap was organised with name Ahimsa. The theme of the Rap Competition was contemporary social issues where participants can talk about all the subjects that are relevant to the present day and which has its implications, applicability, relevance and significance at a given time frame. The jury for the event was MC Kode, who is an example to the rappers in the country. Founder of Spit

Dopee Inc., he is promoting rapping throughout the county by organising rap battles, cypers and jams. His idea is to introduce the young rappers in India to the world of hip-hop and rap culture. The movie "Gully Boy" indeed threw light on hip-hop and rapping, but MC Kode's journey to bring out the rappers in India in front of the audience began 6 years ago. Now, MC Kode has his name on 70 Rap Battles and has become the guide to the young rappers in the country.

Dastaan-e-Cinema: Musical play on 100 years of Hindi Cinema

Lucky Sharma

The musical play, one of the most vibrant and happening event at Spandan 2019-Dastaan-e-Cinema: The History of Hindi Cinema. Started in the early 20th century by visionaries such as Dadasaheb Phalke, Hindi Cinema has made a mark of its own. It has evolved from a medium of storytelling to a medium of change, and to bring about change through the powerful and moving messages

told through movies. It showcases the brilliance and creativity of the human mind through talented artists that work in real and reel life. It is a spirited approach to entertainment, as it has time and again highlighted social issues and everyday struggles of the common man, instilled patriotism and reason through colourful and glorious portrayals of inspiring figures, and explored themes and avenues that have rarely been

ventured into. Starting from Raja Harishchandra in 1913, the start of Hindi Cinema. Alam Ara, Prem Katha, in 1931 and Devika Rani with Himansu Rai in 1932. The History of Hindi Cinema is a theme that celebrates the zestful industry that employs millions and entertains billions, and this year, we celebrate it in the grandest way there is to celebrate this booming legacy: Dastaan-e-Cinema, a musical produced and performed by

the talented students of VSJMC. In the 100 years since, Indian films - which include Bollywood productions - have become a cinematic phenomenon watched by millions of people around the world regardless of their religion or background. Over 120 students were part of the team, which did an extraordinary performance. Vice Chairman Vinnet Vats and VIPS DG Prof IM Pandey lauded the performance by students.



Veterans propound survival skills and principled journalism

Ankur Upreti

Media Panchayat at Spandan 2019 deliberated on relevant issues which the media industry is confronting in the changing times. On the topic of ethics versus survival in media industry, the panelists spoke their experiences and practicing norms to survive in the current scenario. They talked about how to create the 'lakshman rekha' (demarcation mark) in the conflict of morality versus profession. The panelists were eminent journalists and academicians like Prof Ashok Kumar Tandon, Prof KG Suresh and Prof Madhuker Upadhyay. The other dignitaries were Vice chairman VIPS Sh Suneet Vats, Chairperson VSJMC Prof Siddharth Mishra, Dean VSJMC Prof Dr Charulata Singh and deans of various other departments. The event started with Ganesh Vandana strikingly performed by Manvi Chaturvedi, student of third semester. Welcoming the guests, Sh Suneet Vats praised the dignitaries and their contribution in the field of media. He talked about quantum physics and how as individuals we are vibrations. Prof Dr Charu Lata Singh gave the highlights of this year's Spandan and also announced the topic for this year's Media Panchayat. The first speaker Prof. A K Tandon, through his personal experiences told the differences between adjustment



and compromise in ethics of media industry. Prof Tandon also explained that how journalism has taken a new shape and how many opportunities a media person has in today's time. He highlighted how girls are better journalists with more integrity towards the profession with the example of Late Prabha Dutt, mother of Barkha Dutt, a tv personality. In his address, Prof KG Suresh applauded the efforts of VIPS in reducing the use of single use plastic. He also shared his personal experiences to explain how ethics are destroyed within the industry. He also emphasized on the origin of media in India with examples of Raja Ram Mohan Roy and Mahatma Gandhi and the role of media in the pre-independence era. He focused on the concepts of 'lifafa journalism', 'Paid news' and 'Fake News'. He also ex-

pressed his concerns on the low salaries paid to journalists and explained how one should cope-up with it to maintain the ethics and earn a graceful living as well. Prof Madhuker Upadhyay shared his opinions by giving the example of book "Why be Happy When You Could be Normal" in reference to the Greed Vs Need of a journalist and how Greed

can influence the journalism ethics. He also said about Chanakya's principles explaining how ethics can be saved in the industry. He focused on the increasing competition in the media industry and how an aspirant needs to prepare himself to stand out amongst others. Prof Siddharth Mishra concluded the session giving examples of 'Hind Swaraj' by Mahatma Gandhi and focused on the ethics of journalism set by Gandhi ji in 1909. He said everyone to be independent thinkers and also explained how journalism has become merely a source of TRP nowadays in reference to sir K R Narayanan's statement 'news reports have now become news stories'. He thanked everyone for being a part of the event. Rounak Verma and Mandvi Mishra from the 5th semester hosted the event.

