

Fragrance of Imagination



Reading and writing have always been a magnetizing draw for Shameem Quader. Even as she completed her Doctorate in English from Janardanrai Nagar Rajasthan Vidyapeeth University under the effective guidance of Prof.

H.S.Chandalia, she carved time for the works of nature-loving authors, poets, and writers, particularly the works of the contemporary author of British origin 'Ruskin Bond'. Her well-accomplished thesis on the works of Ruskin Bond

reflects her profound love for nature that is not only beautiful and serene but undoubtedly captivating, ensnaring, inspiring, and influencing.

Having done her schooling from St. Mary's Convent, Fatehpura (Udaipur),

Shameem nurtured the dream of achieving heights in education since her school days with conviction, firm belief, determination, confidence and hard work. "These values are instilled in me by my parents. I inherit the qualities of simplicity and hard work from my father and the qualities of kindness, dedication, and commitment towards work from my mother", she says.

It was her passion and full-fledged support, motivation, and encouragement of her parents that she has to her credit the different qualifications. She has done her first-class B.Ed from Vidya Bhawan Teachers' College. She is Masters in Commerce from M.L.S.U. and while she was doing her C.S., it was her mother that recognized her true potential and inclination towards language. Following

her advice and on her insistence, she pursued her Masters in Arts (English Literature) and not only acquired the second position in M.L.S.U but also stood first in her college.

Sofar she has rendered her services as English Faculty in some of the reputed organizations of Udaipur like St. Mary's, St. Pauls, St. Gregorios College, etc. She also holds a rich experience of working abroad namely the National Bank of Dubai and Zabeel International Institute, Dubai, U.A.E. At present, she is working in Seeding Modern Public School.

Dr. Shameem has published several research papers in UGC approved journals and articles in Udaipur times as well as in Royal Harbinger. She has also been an active participant and paper presenter

in National & international seminars. She writes poems and is a bold speaker and debater and has received many prizes in the literary activities.

Recently, she has brought her love for writing in her published book Fragrance of Imagination, loading the flavor of diverse peoples to these stories, returning the book lovers to the vivid canvas for the entire world to read. The fragrance of Imagination is a collection of short stories that will transport the readers into the serene and beautiful world of nature. This golden collection is replete with a beautiful description of people, their virtues, and the places they live in. Readers are sure to get entwined into the world of imagination while reading these stories full of interesting and eccentric characters. The stories in this collection are

characterized by the essence of nature and an eye for the ordinary through the vivid and lucid writing of the author. The book is an effort towards directing the young generation to the values and ethics of life.

Writing is a passion for Shameem and she believes that there cannot be effective writing without the essence of imagination. According to her, the flight of imagination is much higher than the rules and regulations. It transcends all the boundaries.

Talking about the idea behind writing this book, she says, "The idea of writing this book was conceived in the first phase of lockdown period—months of March & April when we all were struggling hard with this pandemic situation of Covid 19.

During this period our mobility was restricted to a great

extent but this book proves that there can never be the lockdown of thoughts and imagination. I have written this book with an objective to make the best of the available talent with the judicious use of time, to give to the society and new generation a handful of inspirational stories with a belief that they would leave an indelible impact on the minds of readers."

Shameem feels that imagination lies at the heart of everything we do and the same shines forth in these pieces of this collection. This book is a must-read for all fiction lovers and is sure to ignite the imagination in the minds of readers. Readers can search for 'Fragrance of Imagination' on Amazon and Notionpress.com and serve their valuable feedback and comments.

-Dr. Shameem Quader

MPUAT participated in virtual meeting with Australia

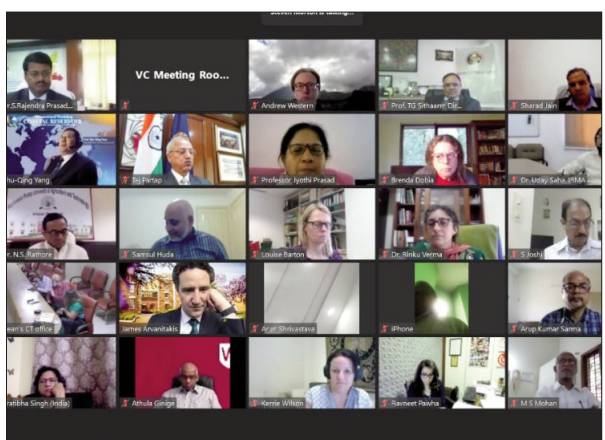
Udaipur: A virtual meeting to launch the Australia India Water Centre was held on November, 06, 2020. In Australia India Water Centre, there are 24 partners from Australia and India comprising 9 universities and Departments from Australia and 15 Universities and Institutes from India.

It is a matter of pride that MPUAT, Udaipur is one of the partners of "Australia India Water Centre" and has signed the MoU with partners of Australia India Water Centre in October, 2020. The online event was organized by Western Sydney University, Sydney, Australia to sign and highlight the collaborative work to find the solutions for mitigating the challenges in water and food security as the water scarcity is a major challenge in both Australia and India. The Centre provides a platform for long term partnership and dialogue between Australia and Indian water researchers.

During the meeting it was emphasized that policy makers, industry partners and non-government organizations should work together for a common goal, particularly to achieve the United Nations Sustainable Developmental Goal 2 for zero hunger and goal 6 for clean water and sanitation and goal 13 for climate actions. Sh. Gajendra Singh Shekhawat, Hon'ble Minister, Jalshakti Mantralaya, Government of India said that AIWC has a transdisciplinary capacity to handle the challenges in water management in both the countries. He said that exposure of young scientists to advanced technologies of

water monitoring, sensor based modeling and participatory learning will benefit Australia and India. He said that for water security in India, Government of India has initiated many programs and this partnership is one of the actions to promote the works and programs of water security in India.

Dr. Narendra Singh Rathore, Vice-Chancellor, Maharana Pratap University of Agriculture and Technology, Udaipur addressed the vir-



tual launch meeting of Australia India Water Centre and said that this partnership is very important for the state of Rajasthan as it is a water deficit state in India having 61 percent of total area as arid and 16 percent as semi-arid. MPUAT has done exemplary research work in the area of water harvesting and water management.

This partnership will promote the joint research projects and teaching, joint "Masters" online programmes, training programmes, workshops and conferences in advanced areas among 24 partners of Australia and India. This

will help the state of Rajasthan for bringing innovations in water management. He discussed about joint operationalisation of international institutes.

Dr. Narendra Singh Rathore while presenting the view during "Four Partners Group Discussion" programme said that Indian conditions for agriculture are totally different than Australia. In India, small and marginal farmers are more in comparison to Australia but the problem of slow recharge of ground water in both India and Australia is same. In India, not only economic access but physical access of water is a problem especially in Rajasthan. In Rajasthan, 90% of water sources are under red zone. He emphasized:

Need of transdisciplinary course in water management. Need of action research in water security covering food and nutritional security. Water anxiety should be removed from the society through better awareness programmes. Joint institutional activities in training and capacity building, consultancy, testing, etc.

He highlighted that after COVID-19 outbreak, the use of water has increased in domestic sector but in Industrial sector, the water use has reduced.

In agriculture sector also, the consumption of water has increased. In Rajasthan, out of 247 water blocks, 200 blocks are under dark zones. Designing of new seeds having less

maturity days, less total water requirement and chances of attack of pests and diseases is the need of hour to enhance water productivity.

Prof. Basant Maheshwari, Professor, Western Sydney University, Sydney, Australia, whose efforts led for the establishment of Australia India Water Centre in 2020 highlighted the objectives of the AIWC. He had earlier led an international water management project "MARVI" in Rajasthan and Gujarat during last five years. He said that this partnership is an important international movement for promotion of grass root innovations in water security in India and Australia.

"There is no shortage of water but shortage of Storage". Said Professor Sitharam, Director IIT, Guwahati, India. India is 3rd most water deficit country in the world and Australia is the 15th most water deficit country in the world said the Hon' Karlene Maywald, Water Ambassador, Government of South Australia. Sh. B. C. Patil, Minister of Agriculture, Government of Karnataka also addressed the meeting and mentioned that water security is the most important issue for India and especially State of Rajasthan and Karnataka and hence protection of surface and ground water resources is most critical for India.

Prof. Barnery Glover AO, Vice-Chancellor, Western Sydney University, Sydney, Australia, Sh. Karlene Maywald, Water Ambassador, Government of South Australia, Professor James Arvanitakis, Pro-Vice-Chancellor, Western Sydney University, Australia, Dr. Tushar Shah, Senior Fellow, International Water Management Institute, Anand also addressed the virtual meeting.

PFC repeats history, PFC student Fatima Tinwala bagged Second world rank



Udaipur: PFC education a ACCA (Association of chartered certified accountants) learning partner based in Udaipur at ashok nagar main road

In the recent results declared in October 20 of

September 20 attempt, PFC students again make udaipur proud. This time PFC student Fatima Tinwala has bagged 2nd All India Rank & 5th World Rank in financial reporting paper of ACCA Skill level. Prior to this Nistha Vaishav, a PFC student in December 19 attempt has also made a remarkable achievement by bagging 2nd All India Rank & 8th World Rank, other PFC students are on the same pace of achievement named Prachi khatri, Anant sharma, Vandana dhanjani, Hitisha Agrawal, Mohit dingra, Pawan Mandowara, Deepali Singhvi Priyanshi jain, Jatin Nebhnani, Meena suthar, Tanvi Banger, Ridhi Agrawal, Mansi mittal,

Daksh Solanki, Priyanshi Nagori, Parikshit Mehta and Khushi kothari. PFC is dedicated to best results and shaping career of their students in furtherance to which PFC has organised a Campus Placement Drive in which a 17 year student Shruti Otswal who had already bagged Diploma In Accounting within a span of 3 months of joining PFC, got placed Articleship package of 2.16 lakhs not only her many students like Pawan mandowara, Suman kumawat, Falak naaz sheikh, Yashraj Sukhwai and Jatin Nebhnani also got placement with a Articleship package of 2-3 lakhs p.a. PFC wishes great success to all students.

Lightwatt Jewellery launched on Pushya Akshatra at Sojatia

Udaipur: Lightweight Jewellery was launched on Pushya Nakshatra at Sojatia Jewellers. Director Dr. Mahendra Sojatia said that on Saturday, on the 2-day Pushya Nakshatra, a new variety of necklaces, bracelets, rings, earrings, etc. were launched for the customers at Lightwatt Jewellery. He said that special emphasis is considered for shopping on Pushya Nakshatra. Buying gold on this day brings stability in prosperity.

Dhruv Sojatia said that as usual, a lot of renewable making charge is levied on Sojatia Jewellers. He said that 916 Hallmark, IGI Certified, Diamond Sojatia as well as Diamond Polki Rajwadi Collection with a wide range of silver coins, utensils, and gift articles are available.

Nehal Sojatia said that customers are now booking Jewellery worn on the occasion of Dhanteras and weddings. She said that for every 5 thousand purchases, a coupon is being given to the customer. In which the car will be given as a reward.

4 day wooden and craft exhibition started

Udaipur: Bhairavbagh launched a 4-day wooden and craft exhibition by NJS Creations, was inaugurated by Deputy Mayor Paras Singhvi.

Nidhi Mayank Jain, the exhibition of the exhibition, said that various attractive products were displayed in the exhibition. In which home decor, festive gifts, corporate gifts, etc. are available. On this occasion, Ashutosh Bhatt, General Manager of Sahkari Consumer Stores, Bhanwar Seth, Up Bhokta Bhandar President of Pensioners Samaj, was also present.

Is Indian Media Fragile?

2020 has been one of the most unexpected years for many people and the governments worldwide. Starting with World War 3 threats in January, Australian Bush Fires, the Black Lives Matter Movement, a falling economy, helpless laborers, increased suicide rates. On top of all, the Covid-19 pandemic has given many people a hard time accepting the events of this year. While many people lost their lives, and many are still vulnerable, we cannot forget one thing facing an unannounced threat, the suspected downfall of independent media. In a democratic country, such as India itself, the role of media and mass communications increases many folds. When the media takes a biased form, the trust of the nation's citizens ultimately collapses. In such cases, the concept of media democracy takes birth. Press associations and modern social movements worldwide are rooting for independent representations, and make media more accountable to the public they serve and create more democratic alternatives. Media democracy is a juvenile idea that is now receiving greater attention; it aims at a free and independent press and empowers all the society members by providing quality information about the current affairs and enhancing democratic values. It is a well-known fact that increased corporate domination of mass media has resulted in a perceived shrinking of the ideas' marketplace. Corporate ownership and commercial pressures influence media content, sharply limiting the range of news and opinions. Also, the competitive structure of mass media has resulted in a shift of principle and is now taking a more anti-democratic turn. Stories that are covered are often sugar-coated-in an attempt to make them juicier to attract a more extensive public, which has seriously hampered the ability to solve international social problems and international conflicts in an optimal way. Studies have proved that

the increased tendency of media being used in politics to blur and confuse boundaries between journalism, entertainment, public relations, and advertising has made quality information less approachable and resulted in decreased trust of the citizens. When a media platform such as the news channels are being owned or being influenced by an influential (political or financial) external factor, there is a significant reduction in the number of voices and opinions communicated to the public, reduction in investigative reporting, and more emphasis on "entertainment" and profitability rather than on informative public discourse.

With the advent of the World Wide Web, media is assumed to be more independent, resourceful, and awakening. It provides everyone with a "voice," a platform for people to express their concerns and opinions, and access a wide array of available information. However, it is not often used in the best way and leads to unnecessary violent protests. Social networking sites have usually caused serious havoc and have been shut down to prevent further damages temporarily. A more in-depth look into the situation provides a simple example of such unrest on social media; the media platform's inability to give certain information without a biased opinion and in an accessible manner.

Media freedom is deteriorating all over the world. Even in the most influential democracies, such as India itself, powerful politicians have tried innumerable times to confine the media from fact-based and honest reports. They have attempted to silence the critical media voices. This has only led to unrest among the citizens and is always seen as cynical. Over the past few years, the quality of Indian journalism has been on a declining road. In India, the largest democracy of the world, specific media platforms have suddenly become suspiciously

flattering of the Prime Minister and his government, raising eyes all over the nation of a possible government shadow over the not-so-independent media.



According to the research conducted by a French organization, Reporters Without Borders in their annual Press Freedom Index, in 2018, India ranked poorly at 138 out of the 180 countries. This situation has only worsened over time as, according to their report in April 2020, India's rank dropped to 142 of the 180 countries surveyed. The report claimed that the government and the Prime Minister had tightened their grip over the media, eventually suffocating honest reporting. Although no reporters died in 2019-20 compared to 6 deaths in 2018, the Indian media's downfall is quite distressing as now it is becoming more apparent that external factors have a more substantial influence than ever.

However, amidst all this chaos, there remains a little hope. Newspapers all over the country have taken it upon themselves to provide their readers with the best honest, fact-based report they can provide. A well-known newspaper in the country recently published an obituary stating, "they mourn on the sad demise of media, daughter of truth and freedom." Such a newspaper's witty response shows how some are still willing to step for the media's independence.

-Ishika Shirmali

A new version of the much-awaited I-20 launched



The manager of Badola Hyundai said that the company had released the I-20 in a new look.

Udaipur: A new version of the much-awaited I-20 was launched on Badola Hyundai. Chief Medical and Health Officer Dinesh Kharadi handed over the key to the customer.

CPS Formation of Interact Club of Being Human

Udaipur: Rotary Club Panna launched Udaipur Interactive Club at the CP school. Rajesh Sharma, president of Rotary Club Panna, said that the club was named "Interactive Club of Being Manav Central public School" due to Rotary Club Panna and Being Manav. - Ishi Shukla nominated as President while Himani Chhabra as Secretary The director of Central Public School - Mrs. Alka Sharma, Principal - Mrs. Poonam Rathore, Mukesh Madhwani, and Tarika Bhanupratap congratulated the President - Ishi Shukla and Secretary - Himani Chhabra on taking over as the new club.

Diwali celebrated with destitute girls

Udaipur: The Innerwheel Club Udaipur celebrated the Deepavali festival for three days at the destitute girls' home in Dewali. Club President Anju Maheshwari informed that sweets, bottles, begs, sleepers, caps, etc. were provided to the girls on this occasion. Girls decorated rangoli, lit diyas, and danced on occasion. Secretary Rekha Kumar, Sheela Talesra, Indira Murdia, Neena Maru, Asha Khathuria, Sundari Chhatwani, Kanishka Shirmali were present on occasion.

