



Where dream Chisels into reality

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## TIAD organized Plantation Drive on World Earth Day



TIAD Students Planting trees on the occasion of the World Earth Day



Deepshikha Pathak

Every year, the 22nd of April is celebrated as World Earth Day, a day dedicated to raising awareness about the importance of protecting our planet and its natural resources. In honour of this day, Tecnia Institute of Art & Design organized a plantation drive, where students and faculty members came together to plant trees and promote a healthier environment.

The plantation drive took place on

the college campus. The college had arranged for a variety of saplings, including flowering trees, and shade trees and students also donate the plants. The event was organized in a manner that ensured social distancing and other COVID-19 protocols.

The students and faculty members actively participated in the plantation drive. The groups worked together to plant saplings, and the atmosphere was lively and filled with enthusiasm. Our Gardener also shared his knowledge about tree plantation and answered questions from the participants, which made the event more informative. He emphasized the need to water the plants regularly, remove weeds, and protect them from pests and diseases.

The plantation drive was a huge success, with over 100 saplings planted on the college campus. The event not only helped in creating a greener

“  
The planting of a tree is a modest form of immortality and one of the few truly long-term expressions of hope to mortal human beings.”

– Voltaire

environment but also sensitized the participants towards environmental issues. Dr. Madhu Aggrawal, Principal-TIAD expressed her gratitude towards the participants and emphasized the need for more such events in the future. It was heartening to see the students and faculty members coming together and taking a step towards a sustainable future. Let us all pledge to plant more trees and make our planet a greener and healthier place to live.

## FIT India Club organized Dental Health Checkup Camp



Manya Sarabhai

As with other routine checkups, dental health is also a crucial part of life. To maintain a beautiful smile, one should regularly visit a dentist for routine checkups. On April 12, 2023, a dental hygiene camp was organised by the FIT India club of the Tecnia Institute of Advanced Studies under the Nodal Officer, Mr. Nitin Yadav, and the Nodal Officer of the NSS, Mr. Piyush Kumar, in MPH Hall, PG building of Tias.

Dr. Sarema Jain was the dental surgeon who came to give a briefing about cleanliness of the mouth and teeth with Dr. Mithali, who is an orthodontist. The camp was collaborated with Dr. Reddy's Pharmaceuticals. Initially, the camp started with Dr. Sarika's interaction with the students. She talked about the patients



Dr. Sarika diagnosing dental problem &amp; giving tips to the Students during Dental Health Checkup Camp

who didn't take tooth problems seriously. She added some eating habits as well as cleaning techniques. Brushing twice a day and using a soft-bristled toothbrush in circular motions And brush carefully and gently along your gum line. The problem of tooth decay is very common now, so it can be prevented by dental implantation. She raised awareness about the increasing role of AI in today's world.

The scanning of the teeth and their needed prevention is done digitally. With this, she handed over the mic to Dr. Mithali, who gave a description of orthodontics, which deals in correcting bites, occlusion, and the straightening of teeth. Later, she gave a difference



between in-office bleaching and at-home bleaching. In the office, bleaching means a technique of teeth whitening with high concentrations of oxidising agents by the dentist's chairside, while at home, bleaching means a technique in which a customised kit is given to take home.

While concluding the session, both Dr. Sarika and Dr. Mithali put more emphasis on brushing techniques and cleared some doubts among the students regarding teeth braces. At the end of the workshop, Dr. Reddy's pharmaceutical collaboration distributes various toothpaste samples. The whole workshop was very fruitful for the student's dental health.

## भारतीय शास्त्रीय संगीत – एक परिचय



वैभव पंत

संगीत मनुष्य का प्राकृतिक गुण है, शायद प्रकृति का भी और ब्रह्मांड का भी। हम अपने रोजमर्रा के जीवन में कोई ना कोई गीत तो गुनगुनाते ही रहते हैं। यदि देखा जाए तो भाषा और संगीत के विकास का उद्देश्य एक ही रहा है, 'अपने मन के भावों को प्रकट करने का एक सीधा माध्यम है जबकि संगीत मधुर माध्यम है। यदि भारत की बात की जाए तो हमारे भारतीय संगीत शास्त्रों के अनुसार गायन, वादन और नृत्य के समागम को 'संगीत' कहते हैं। संगीत एक ललित कला है, विद्या है और किसी भी विद्या को ग्रहण करने के लिए अथवा व्यवस्थित करने के लिए शास्त्र की आवश्यकता होती ही है। भारतीय संगीत भी इससे अछूता नहीं है, यहां भी अनेकों आचार्य, मुनि, पंडित, उस्ताद हुए जिन्होंने स्वर-संगीत के गूढ़ ज्ञान को समझकर एवं प्रयोग करके अनेक ग्रंथ लिखे, जैसे-शारंगदेव जी की संगीत रत्नाकर, मतंग मुनि की बृहद्येशी, अहोबल की संगीत परिजात, भरत मुनि का नाट्यशास्त्र आदि।

वे लोग जो भारतीय शास्त्रीय संगीत से परिचित नहीं है उनके लिए बता दू कि यह भारत का एवं विश्व का प्राचीनतम संगीत है जिसका जन्म वेदों से माना गया है। यह अत्यंत गूढ़ एवं व्यापक विद्या है। इस विद्या में आज के समय कहीं मधुर रागों का निर्माण हो चुका है, यहां रुपद, धमार, ख्याल, तुमरी आदि जैसी मधुर गायन शैलियां हैं (गीत के प्रकार)। वादन में, पखावज और तबला प्रमुख वाद्य हैं, लगभग 20 या अधिक तालें हैं, सितार, वीणा, बंसो आदि अनेक प्रकार के त, वितत, अवनद्ध, घन वाद्ययंत्र हैं। नृत्य में कथक एवं भरत मुनि के नाट्यशास्त्र पर आधारित भरतनाट्यम भी है।

गायकों में सर्वश्रेष्ठ गायक तानसेन से लेकर आज के प्रतिष्ठित गायक पंडित वेंकटेश कुमार, उस्ताद राशिद खान, पंडित अजय चक्रवर्ती, विदुषी अश्विनी भिड़े देशपांडे, विदुषी कौशिकी चक्रवर्ती आदि अनेक सुप्रसिद्ध गायक हैं। वादकों में सुप्रसिद्ध तबला वादक उस्ताद जाकिर हुसैन, सितार वादक पंडित रविशंकर, नीलाम्नी कुमार आदि एवं नृत्य में सुप्रसिद्ध नर्तक पंडित बिरजू महाराज जी जैसे अनेक कलाकार हुए हैं।

शास्त्रीय संगीत का प्रभाव, सम्मान एवं पवित्रता जितनी प्राचीन काल में थी आज भी उतनी ही है, परंतु आज इसके प्रचार-प्रसार की आवश्यकता है। आज भी यदि कोई संगीत सीखने या गाने का इच्छुक हो उसे सर्वप्रथम शास्त्रीय संगीत ही सिखाया जाता है उसके बाद ही वो किसी और शैली की ओर जाता है।





# The beauty of the Indian Constitution



**Sanya chadda**

The world's largest democracy gives home to the longest written constitution in the world, which is the Indian Constitution. The making of the constitution took 2 years, 11 months, and 18 days and contained 395 articles, 22 parts, and 8 schedules in order to provide each of its citizens with equal freedom and certain restrictions. The Indian Constitution even gave its citizens some fundamental rights and duties. These help the government to rule over the country in a better way, and

it even helps the citizens to be aware of their rights and duties since India is a democracy where the government is "for the people, by the people, and of the people".

Fundamental rights are one of the major parts of our constitution. They provide us with some basic rights that can help improve the workings of a country. In all, there are six fundamental rights present in the Indian constitution: the right to freedom, the right to equality, the right against exploitation, the right to freedom of religion, cultural and educational rights, and the right to constitutional remedies. These all play a very important role in the functioning of our government.

One of the major freedoms mentioned in our constitution provides us with the freedom to express ourselves and convey our opinions in front of everyone. This right is freedom of speech and expression. This is



mentioned in Article 19(1)A of our constitution. It is a very important right as it includes the freedom to hold one's opinions without interference and to seek, receive, and impart information and ideas through any media. People usually do not understand the importance of this right. In many instances, this right has provided justice to the citizens. One such instance is Romesh Thappar vs. State of Madras,

where the voice of the people and media questioned the court's judgement and provided the people with justice. Even though this right has helped many people acquire justice, sometimes it can even be misused by some. In order to prevent the misuse of this right, our constitution has incorporated certain restrictions that explain this right in a more detailed manner. That's the beauty of the Indian constitution; it is rigid and flexible at the same time. It provides its citizens certain freedoms, but in such a way that they are unable to misuse them. The Indian Constitution is wholesome in itself. Formed almost 73 years ago, it stood for itself in order to provide equality and freedom to its citizens. In order to maintain the essence and the aim of our constitution, certain amendments are made over time, and thus the Indian Constitution has never failed to provide its citizens with justice.

## Dowry: A curse to society



**Shivani Jha**

The Indian society considered to be culturally rich is shadowed by certain evil practises that have been degrading the Indian society for ages. One such evil practise is the practise of dowry. This practise is deeply rooted in society, and it has achieved considerable legitimacy among various groups, scripts be religious or non-religious. Dowry can be defined as any valuable item having a substantial monetary value that is paid by the bride's family to the groom's family for marrying her. Dowry can include any valuable item, such as gold, property, vehicles, etc.

This practise of dowry is a major social calamity and has become a catalyst for a considerable number of crimes, including domestic violence, rapes, Murders, suicides, etc. This practise is prevalent even during the modern era and happens to be the core component of the marriages in India. This practise draws its connection to the ancient era and has been an integral part of Indian nuptials. A lot of religious Scripts have defined this practise; these texts regard dowry as an esteem practise and is associated with the Brahmanic caste of the Hindu social stratification, dowry in the ancient texts is referred to as yuatra, meaning gift, that confirms the marital bond. Dowry has been a part of Indian culture, since the Vedic period, where gifts were given by parents and relatives to the bride were known as stridhan and Recognised as the women's wealth, this was given to support the bride and for her personal use. In the event of the absence of her husband, the bride could use the property to support her, and her

offspring. But due to the major adulteration done in the social mechanisms of India during colonial rule Many practises have lost their main motive; the same is the case with dowry, it was in 1793 that Lord Cornwallis introduced the privatisation of land in India, which prohibited women from owning any kind of property. As a result, the gifts and the money that was given by the parents to their daughters at the time of marriage for their security automatically became the property of their husbands, and as a result, this gave a right to the husbands for misusing their wives wealth This led to the concept of dowry as a consideration for marriage where the bride was expected to bring anything desired by the groom's family. Initially, dowry wasn't something that was demanded rather, it was a positive aspect of the Indian marriages where the parents of the bride ensured her monetary security, which would make the bride some what independent. but with the induction of the colonial concept, This practise became the only legal way to get married, Dowrying has remained a taboo practise ever since.

The practise of dowry has turned into a disease that finds no cure. It has become a dimension of gender inequality, practised in India. The system operates on the belief that Males



hold superiority, and a girl is expected to provide a certain sum of money or property in order to support herself in her husband's household. This practise of giving and Receiving dowries has been deeply ingrained in our societal mindset and is widely acknowledged and adhered to. It has become an established tradition that is expected to be upheld, by all the members of the society. This practise has made Women are vulnerable to a very large number of crimes, especially Domestic violence: each year, several young brides become victims of prey of the crimes related to dowry, resulting in their ill treatment, and even death, according to the National Crime Record Bureau (NCRB) report in 2019. There is a dowry death, every 73 minutes in a day,

that is about 23 deaths a day. Four minutes a woman is subject to cruelty by her husband, and in-laws, such statistics are quite disturbing and alarming. The dowry system puts a great financial burden on every It has led to crimes ranging from emotional injury to death is the most common form of dowry-related violence or physical violence, marital rape, acid attacks, and wife burning. Even though the practise of dowry is banned in India under the Dower Prohibition Act, which was enacted on May 1, 1961, was intended to prevent the giving and receiving of Dowry. The punishment for violating the anti-dowry law is imprisonment up to 5 years and a fine of Rs. 15,000 What is the value of the dowry given, also as per the Indian penal code of 1860, the cases related to dowry deaths include punishments where the imprisonment is not less than seven years and may be extended to life, but in spite of such Despite stringent laws, this practise still keeps going on, and the Crimes related to dowry are skyrocketing. So taking such heinous occurrences into consideration, it is an obligation on each and every citizen to eradicate this evil, practise. As rightly said by Mahatma Gandhi, Any young man, who makes dowry a condition of marriage, discredits his education and his country and dishonours womanhood."

## Literary Club , TIAS organized Article writing Competition on World Earth Day

**Manya Sarabhai**

The Literary Club Of Tecnia Institute Of Advanced Studies (TIAS) organized "Article Writing Competition" on 21st April 2023. It was an offline event where students participated and submitted their work with an objective to involve learning about the different aspects of article writing.

The learning objective to this contest was to promote creativity, thinking, and skill enhancing among the participants. The competition received 17 entries from various departments of TIAS. Students proactively contributed on their behalf. The results were decided by Mr. Bal Krishna Mishra, Faculty of BAJMC Department, TIAS considering the format, ideas and use of quote in writing an article on the topics related to Earth Day. Jaya Jain,



Delhi, Delhi, India

BAJMC, II Semesteer (Shift 1), Riya Bansal, BAJMC, II Semester, (Shift 2), Nitin Sachdeva, BAJMC, II Semester, (Shift 1) and Yashika. BBA, 6 Semester, (Shift 1) were the winners of the competition. The competition was very fruitful for the participants in a way to work on their writing as well as intellectual reasoning on a specific topics given to them.





# Celebrating the Importance of Public Relations Day in India



**Bal Krishna Mishra**

Public relations (PR) plays a vital role in shaping the perception of an organisation or an individual in the eyes of the public. In India, April 21st is celebrated as Public Relations Day, recognising the importance of this profession in building trust, reputation, and credibility. It may be noted that the

Public Relations Society of India (PRSI), the umbrella body, has announced "G20 and Indian Values: Public Relations Perspectives" as the theme for the occasion this year. It emphasises the role of effective communication in establishing a positive image of an organisation and fostering relationships with stakeholders. With the pandemic impacting businesses and individuals, the need for effective PR has become more critical than ever before.

PR professionals work tirelessly behind the scenes to create and manage messaging, media relations, crisis management, and stakeholder engagement. They help organisations navigate through challenging times and

*Public Relations Day is a reminder of the crucial role played by PR professionals in shaping perceptions, building trust, and fostering relationships.*

create opportunities for growth and development. PR also plays a crucial role in building a positive image of India globally.

With the world's attention turning towards India as an emerging economic power, effective communication is necessary to showcase the country's strengths, opportunities, and achievements. As we celebrate Public

Relations Day in India, it is essential to recognise the hard work and dedication of PR professionals who are instrumental in shaping the country's image.

The day also presents an opportunity for organisations to reflect on the importance of effective communication and invest in building robust PR strategies. Public Relations Day is a reminder of the crucial role played by PR professionals in shaping perceptions, building trust, and fostering relationships. Let us celebrate this day by recognising the importance of effective communication and appreciating the efforts of PR professionals who work tirelessly to make it possible.

## Music Marketing: A Journey of Raising Music Awareness



**Ruma Chakraborty**

Music is an integral part of our culture. Music is the art of arranging sounds in time through the elements of melody, harmony, rhythm and timbre. Now, when we define marketing, then 'Marketing' is the action or business of promoting and selling products or services, including marketing research and advertising. Thus, the interdependence of marketing and music provides the term commonly understood as 'Music Marketing'. In simple words, we can say that music marketing (or music promotion) is the process of raising awareness of music.

Before knowing music marketing, it is important for us to know what 'Marketing' is. Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling and delivering products to consumers or other businesses.

Technology has been central to the production, distribution and consumption of popular music for over half a century: indeed, it has become a precondition for popular music culture at its broadest and most fundamental levels. The reproduction of music fundamentally may develop in three independent ways, by way of a physical medium (a sound recording – once being the gramophone record and audio cassette, and today in most cases by way of CDs and DVDs), as well as by today's modern formats which are based on computer and communication technologies. Together, these manners of reproducing music shall be the focus of marketing contemplation in this work, which we have entitled 'Music Marketing'.

The Music Industry is a business which sells compositions, in other words, their performances which are by way of recording registered in a specific format so that, in a narrow sense. The term 'Music Industry' encompasses

those business objects which record, produce, distribute and sell (market) recorded music. The music industry encompasses an entire list of business from varied branches of human resources, so that it may also encompass sound recording, music publishing, radio and TV stations, music school and workshops, music associations, associations for the protection of copyrights and other related rights (like IPRS, ISRA, IRRO, etc.), performers, composers, lyricists, arrangers, musical theorists, producers, record companies (like SONY, T-Series, SaReGaMa, etc.), distributors, organizers and concert promoters, marketing agencies and promotional agencies, etc.

### Current Scenario

In the 1980s, owing to developments in digital technology and informatization enormous changes occur in the music industry. The CD has pulled us into the digital world in which music is one of the most represented contents. Never in the history of the human race has music been made more available and heard. Wherever we turn, people are listening to MP3s, downloading, streaming, ripping, burning, sharing and uploading, while at the same time a home studio on their PC enables them to create their own compositions and remix another's work. Music is in the automobiles, mobile phones, computers, CD-players, i-pods, and even key-chains.

The term 'Market' is generally understood as a place where the buyer and seller meet for exchange purposes. But this is not the correct understanding of a market. Virtual marketplace is one of the important markets for the music marketing and for the artist to promote their music through different virtual marketing platforms. YouTube, Amazon, Hotstar and other entertainment apps have invested heavily in content development, awareness creation and customer inducements.

The digital music landscape is more crowded than ever, but the proliferation of platforms and mediums has had a democratizing effect. The gates of the music industry once guarded by labels and distributors are now open to anyone. That's why the real challenge of music promotion in the

21st century is to develop a 3600 marketing strategy that reaches all these audiences and connects with every potential opportunity – and to do that you need the right tools, like Spotify for Artists, YouTube Music, ReverbNation, SoundCloud, BandCamp, etc.

The purpose of marketing is not only to acquire customers but also to retain them. As we know that music is one of the best and beautiful medium for communication and artist always wants to win the heart of his/ her listeners. Music marketing helps the artist to reach their listeners via different marketing strategies and through different marketing segmentations.

**Market Segmentation** – Market segmentation helps to compete in a highly competitive market. It is

important to identify the bases for segmenting the markets. In relation to music market segmentation, music market can be segmented into three sections:

- Current users
- Potential users
- Those people, who are not considered part of the target market.

Target marketing focuses on the first two groups only. The third group may include who do not consume music or who are unwilling to pay for the music products.

Some of the major areas of marketing and income sources for the music industry are Radio, Television, Streaming, Live Events and Background Music.

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## साक्षात्कार

## कपिल शर्मा का नया उपन्यास 'लैम्डा'

बिहार प्रशासनिक सेवा के अधिकारी कपिल शर्मा का नया उपन्यास 'लैम्डा' पाठकों में काफी लोकप्रिय हो रहा है। वर्तमान में बिहार के मुख्य निर्वाचन अधिकारी कार्यालय में निर्वाचन अधिकारी के रूप में कार्यरत कपिल शर्मा बहुमुखी प्रतिभा के धनी हैं। प्रशासनिक सेवा में कार्यरत रहते हुए भी उन्होंने अपने अंदर के साहित्यकार को जिन्दा रखा है। प्रशासनिक सेवा में आने के पहले वो सक्रिय पत्रकारिता में लम्बा समय गुजार चुके हैं। भारतीय जनसंचार संस्थान, दिल्ली से पत्रकारिता की पढ़ाई करने वाले कपिल मानते हैं कि लेखन उनके जीवन का अभिन्न हिस्सा है। व्यंग लेखन, लघु कहानियां और स्क्रिप्ट लेखन के बाद कपिल अब अपना उपन्यास लेकर पाठकों के बीच हैं। एक नए तरह के कथानक और अपनी रोचक प्रस्तुति के कारण उनका उपन्यास काफी चर्चित भी हो रहा है। उनके नए उपन्यास पर शिक्षाविद् अमित शर्मा ने उनसे बात की। प्रस्तुत हैं उसी बातचीत के अंश :



अमित शर्मा

1. ऐसा माना जाता है कि प्रशासनिक कार्यों में लगे हुए लोगों का मन शुष्क हो जाता है। आपने किस तरह से अपने अंदर की रचनात्मकता को बचाकर रखा?

जवाब- मैं कई बार इस सवाल की पड़ताल अपने भीतर करता हूँ कि आखिर लेखन का बीज मेरे भीतर क्यों आया, कई बार लगता है ये अनुभवों का घाव है जो लेखन के माध्यम से सुकून पाता है और अगर ये बात सही है तो क्या फर्क पड़ता कि मैं प्रशासन से जुड़ा रहूँ या कुछ और रोजगार करूँ। ये अपना रास्ता बनायेगा ही। लेखन से जुड़े लोगों की अपनी अलग-अलग वजह हो सकती है, कुछ पहचान के लिए लिखना चाहता हों, कुछ रचनात्मक है इसलिए ये करना चाहते हों। मैं इसे अपने लिए करता हूँ क्योंकि यह सुकून देता है।

2. उपन्यास लेखन साहित्य की सबसे कठिन विधाओं में एक माना जाता है। आपने अपनी शुरुआत सीधे उपन्यास लिखने से की है। ये प्रेरणा आपको कहाँ से मिली?

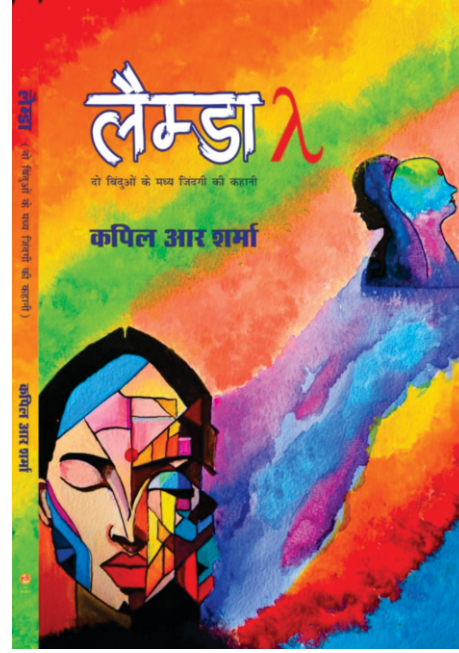
ऐसा नहीं

है, मैंने सबसे पहले शुरुआत व्यंग्य लेखन से की थी, जिन्हें बहुत पसंद किया गया था। फिर लघु कहानियों की ओर झुकाव हुआ, पिछले कुछ वर्षों में कुछ लघु कहानियां समाचार पत्रों व पत्रिकाओं में प्रकाशित भी हुईं, स्क्रिप्ट लेखन को समझा और उससे आज भी जुड़ा हूँ। एक लघु फिल्म भी लिखी जो बनी और सोशल मीडिया में चर्चित भी हुई। बिहार में विधानसभा चुनाव में इलेक्शन कमीशन के लिए थीम गीत लिखा। कुछ फिल्मों के लिए गीत भी लिखे जो अभी पाइपलाइन में है।

अंततः उपन्यास की ओर मुड़ा। चूँकि मैं काम की व्यस्तता की वजह से अन्य साहित्यकारों से सीधे संपर्क में नहीं रह पाता हूँ, ऐसे में मेरे काम पर बहुत ज्यादा चर्चा नहीं हो पाती है लेकिन मैं लगातार सीख रहा हूँ और आगे अपने उपन्यास की एक सीरीज लाने के प्रयास में हूँ जिसमें एक कहानी तीन हिस्सों में आयेगी। मेरी पुस्तक लैम्डा को लेकर भी मुझे बहुत अच्छी प्रतिक्रिया मिली है, जो मेरा मनोबल बढ़ाने वाली है।

3. इस भाग-दौड़ भरी जिन्दगी और अपनी जिम्मेदारियों के बीच आप साहित्य लेखन के लिए समय कैसे निकाल लेते हैं? आपका टाइम-मैनेजमेंट का गुर क्या है?

ये बहुत कठिन है। नौकरी के बाद जो भी समय बचता है उसमें मैं अपने लिए खाली समय को खोजता हूँ। कामों की रोजाना एक सूची बनाता हूँ जिन्हें खत्म करने के बाद सूची से काटता जाता हूँ और नये कामों को जोड़ता जाता हूँ। पिछले पंद्रह सालों से ये कर रहा हूँ लेकिन ये सूची खत्म हो ही नहीं रही। लक्ष्यों को छोटे या बड़े में बांट कर समय प्रबंधन करता हूँ ताकि किसी एक काम में अनावश्यक समय बर्बाद न हो। अनिवार्य



गतिविधियों से भी खुद को दूर रखता हूँ। नई स्किल्स सीखता हूँ ताकि काम को करने में समय की खपत कम हो सके और दूसरों पर आश्रित होने से भी बचा जा सके। समय प्रबंधन जीवन का सबसे कठिन काम है और मुझे आज तक लगता है कि मुझे इसमें निपुण होने के लिए अभी और भी बहुत कुछ सीखना है।

4. 'लैम्डा' - आपके उपन्यास का नाम बड़ा ही अनुठा है। कुछ इसके बारे में बताएं। यहाँ नाम आपने क्यों चुना?

मैं जब स्कूल में भौतिकशास्त्र को पढ़ता था, तब लैम्डा शब्द से परिचित हुआ था और सोचता था कैसा अजीब सा नाम है। कुछ महीनों पहले मैं ऐसे ही कहीं लैम्डा के बारे में पढ़ रहा था तो मुझे जानकारी हुई कि लैम्डा का प्रयोग दो बिंदुओं के बीच तरंग का मापन करने के लिए किया जाता है। इसका जब मैंने जीवन से संदर्भ

जोड़ा तो मुझे लगा कि जन्म और मृत्यु ही वह दो बिंदु हैं जिनके बीच हम सबकी जिंदगी की तरंग चल रही है। जो उपर उठती है, नीचे गिरती है, हमारी आंतरिक शक्ति, बाहरी तत्वों जैसे किस्मत, अनुकूल समय और हालातों से नियंत्रित भी होती है। ऐसे में हम सब लैम्डा से प्रभावित हैं। लैम्डा का इतना गहरा अर्थ जब मुझे समझ में आया तो ही मैंने इस अपने उपन्यास का नाम रखने का निर्णय लिया। मेरे उपन्यास के पात्रों की जीवन भी ऐसा ही है, ऐसे में शीर्षक यथोचित है। कई बार अजीब से लगने वाले शब्दों के अर्थ बहुत गहरे होते हैं जिसमें जीवन का पूरा दर्शन समाहित होता है, लैम्डा वैसा ही शब्द है।

5. संक्षेप में अपने उपन्यास के बारे में बताएं। लोगों को इस उपन्यास को क्यों पढ़ना चाहिए?

लैम्डा उपन्यास सपनों और संघर्ष की कहानी है। उपन्यास का पात्र अपना सपना पाने में असफल होता है, जीवन में कुछ और करने को नहीं बचता है। वह वापिस गांव आकर अपनी जिंदगी को संभालने में लग जाता है और उसका सपना भीतर ही भीतर मरना शुरू कर देता है। फिर वर्षों गुजर जाने के बाद अचानक एक दिन उसे एक वजह मिलती है जिसमें उसे लगता है कि उसकी मंजिल इस रास्ते से भी मिल सकती है। अक्सर जिंदगी में हमारा सपना कहीं और खड़े होकर हमारा इंतजार कर रहा होता है और हम किसी और लक्ष्य के पीछे भाग रहे होते हैं।

उपन्यास में कई और भी पात्र हैं जो इसी झंझावात से गुजर रहे हैं, सबको एक कॉमन वजह मिलती है, ढेरों संघर्ष, चुनौतियां आती हैं, वे इनसे कैसे जीतते हैं और अपनी राह बनाते हुए क्रांतिकारी बदलाव ला देते हैं। उपन्यास इसी थीम पर है। मैं कोई बहुत बड़ा लेखक नहीं हूँ इसलिए मुझे इस बात की चिंता नहीं करनी चाहिए कि मेरे लिखे को साहित्य समाज किस तरह से शैली और लेखन के तराजू पर तौलेगा। अभी मेरा लक्ष्य और खुशी इसी बात में है कि जो कोई भी पाठक मेरे उपन्यास को पढ़ कर पूरा करे तो उसे जीवन में एक नई उर्जा की प्राप्ति हो, एक सकारात्मक ताकत मिले।

## Breaking Barriers: Empowering Women for a Better Future



Dr. Pushpa Rani

Women empowerment is an important concept that has gained a lot of attention in recent times. It refers to the process of enabling women to have greater control over their lives and to participate fully in social, economic, and political activities. Women empowerment is essential for creating a more equitable and just society, where women have equal opportunities and are not discriminated against on the basis of gender. In this article, we will explore the concept of women empowerment, its importance, and the various ways in which it can be achieved. Women empowerment is a concept that has gained widespread recognition in recent years, as more and more people become aware of the gender-based disparities that still exist in many areas of life. Empowering women means giving them the tools, resources, and opportunities they need to reach their full potential, both as individuals and as members of society. It involves challenging the social, cultural, and political structures that limit women's rights and opportunities and promoting gender equality in all areas of life.

## Importance of Women Empowerment

Women empowerment is important for a number of reasons. Firstly, it is a basic human right. Every woman has the right to live a life free from discrimination, violence, and oppression. Secondly, empowering women is essential for achieving gender equality. When women are empowered, they can participate fully in all aspects of life, including politics, the economy, and society as a whole. This leads to a more balanced and just society. Thirdly, women empowerment is also important for sustainable development. Women play a key role in economic development, and when they are empowered, they can contribute more effectively to the economy.

## Ways to Empower Women

There are many ways to empower women. Some of the most effective ways are:

**Education:** Education is one of the most powerful tools for empowering women. When women are educated, they are better able to make informed decisions and participate fully in society.

**Employment:** Providing women with employment opportunities is another way to empower them. When women are employed, they are able to contribute to the economy and gain financial independence.

**Political participation:** Women's participation in politics is essential for achieving gender equality. When women are represented in government, their voices are heard and their needs are addressed.

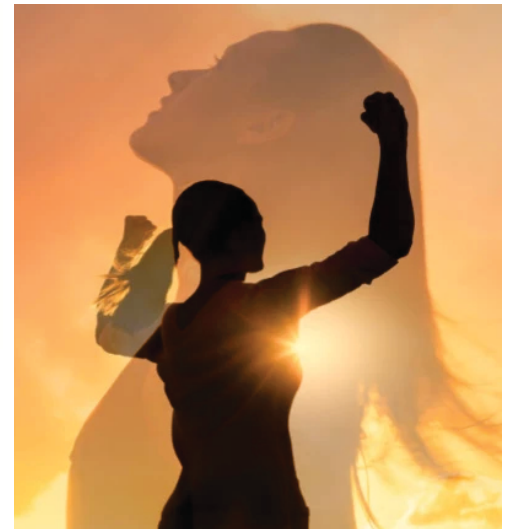
**Access to healthcare:** Women's health is an important aspect of women



empowerment. When women have access to healthcare, they are able to take care of their own health and that of their families.

**Legal rights:** Ensuring that women have legal rights is essential for their empowerment. This includes ensuring that women have the right to own property, the right to divorce, and the right to inherit property.

Empowering women is not just a moral imperative, but also an economic and social imperative. Research has shown that societies that invest in women's education, health, and economic empowerment tend to be more prosperous and stable, with higher levels of economic growth and social development. By empowering women, we can build a more just and equitable world for all.



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