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17.4.2 In the wider community

STI Foru 2023

<https://twitter.com/DrSKrishnan/status/1654360058854080520> [1]

Co-organised #STIForum 2023 event with @IndiaDST on Community Resilience Resource Centres for Post-Covid Socioeconomic Recovery. Impactful use cases by @wii_india @AmritaUni @UPESDehradun on community resilience.

@UNDPAccLabs

@Gina_labs

@RozitaSingh

@swetha_kolluri

@ErikaAntoine

Leveraging science, tech & innovation (#STI) for #ClimateResilience.

@IndiaDST & @UNDP

IN organized an event at #STI Forum on role of Community Resilience Resource Centres for SDGs & post COVID-19 recovery.

Over 100 participants from 40 countries🌐participated in the forum.





The World Design Challenge 2023

<https://twitter.com/UPESDehradun/status/1639293355577479169> [2]

The World Design Challenge 2023 is coming to an end and students from UPES & Algonquin College, Canada are showcasing innovative solutions to global sustainable development challenges. See it LIVE on 27th March.



**IT'S THE FINALE
OF THE WORLD
DESIGN CHALLENGE
2023!**

Catch the excitement **LIVE**

 **27th March**

World Design Challenge

<https://twitter.com/UPESDehradun/status/1634529110281322496> [3]

UPES is partnering with Algonquin College, Canada via World Design Organisation for the World Design Challenge.

Students from both the schools will put their design skills to the test as they tackle real-world problems.

#StayTuned to know more, begins March 13th.

WORLD DESIGN CHALLENGE 2023

Students of UPES School of Design and Algonquin College, Canada collaborate to participate in a global design challenge.

13th – 27th March Stay tuned!

Digital Humanities Discussion

<https://twitter.com/UPESDehradun/status/1613069230257369088> [4]

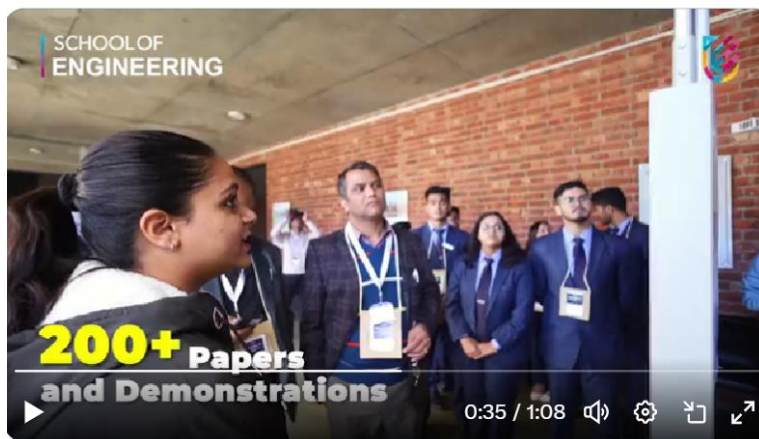
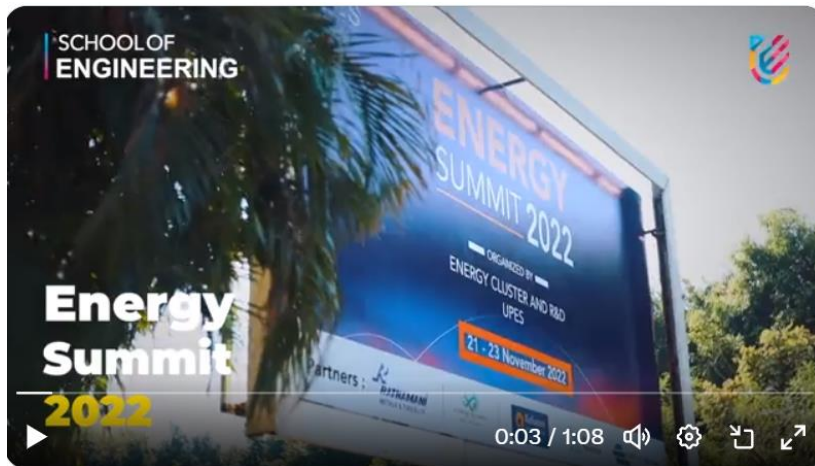
What happened when luminaries from across the globe came together to discuss Digital Humanities? Watch to know what academicians said about its future, its impact on research & the papers presented at the conference.



Energy Summit 2022

<https://twitter.com/UPESDehradun/status/1607585981523283969> [5]

At our Energy Summit 2022, School of Engineering students interacted with global academicians & industrialists. With 1200+ participants & 200+ project demonstrations, students got an opportunity to show their zeal towards leading the nation in its quest for an energy transition.



[Life of a media student at UPES](https://blog.upes.ac.in/a-day-in-the-life-of-a-media-student/)

<https://blog.upes.ac.in/a-day-in-the-life-of-a-media-student/> [6]



EKTA KASHYAP · FEBRUARY 14, 2022

SoMM students during a session with Vikas Singh (Middle), Executive Editor of The Times of India newspaper

SoMM students during a workshop with Vikas Singh (Middle), Executive Editor of The Times of India newspaper

Interactions with the who's who of the media industry over coffee, outdoor workshops, riverside photography sessions – there is never a dull day at the UPES School of Modern Media

It is a sunny afternoon in the cold climes of Dehradun. Students are sitting outside the classroom, encircling a renowned media personality – Professor Nalin Mehta, an award-winning social scientist, journalist, author and now Dean, UPES School of Modern Media (SoMM). They are talking animatedly, taking notes from the wealth of his experience with major Indian media houses. Prof. Mehta has been Executive Editor, The Times of India – Online; Consulting Editor, The Times of India; and Managing Editor, India Today (English TV news channel). He has also held senior positions with the Global Fund in Geneva, Switzerland, and UNAIDS.



Professor Nalin Mehta (Centre), Dean, School of Modern Media, with students during a class

On another day of the week, the Modern Media students are taken for a photography session at river point. It is a unique experience – a sensory gift – that enables significant reflection and introspection. It allows students to explore powerful visual storytelling.

There are times when the Dean decides to do a random check on classes. It leads to a freewheeling discussion while Associate Professor TM Veeraghav, who has held leadership positions at The Hindu,

CNN News 18 and NDTV, imparts lessons in Media Laws to the MA Journalism and Mass Communication (MJMC) batch.



Associate Professor TM Veeraraghav (L) during a hybrid-mode class

Masterclasses with the media heavyweights

Students at the UPES School of Modern Media learn from the best in the industry. The faculty comprises leading sports journalist Dr. Boria Majumdar; Senior Vice President and Head of Business, Voot (Viacom 18 Media) Chanpreet Arora; and international literary publishing consultant Jaya Bhattacharji Rose, among other luminaries.

Recently, Vikas Singh, Executive Editor of The Times of India newspaper, decided to spend a week at UPES. There was an open house session where he regaled all batches of SoMM students with his stories, from war reporting in Israel to the headline of a report that rankled master blaster Sachin Tendulkar.

Lessons on making waves on social media

Everybody loves being active on social media, but how often does the content go viral? SoMM students are given enlightening sessions on social media outreach, and the pros and cons of posting content on different platforms. The biggest learning for students – one size does not fit all – on social media. Now, the BA first year students are all set to handle social media accounts for big businesses.

Dumb charades in Media Law class

It is not always about heavy reading and taking down copious notes. The classrooms are fun and interactive, as the students found out when they engaged in a game of dumb charades to sharpen their knowledge of legal terminology in their Media Law class.

This is the usual drill in the life of a student at the UPES School of Modern Media. Combined with traditional classroom learning, the pedagogy at the university enables experiential learning, i.e., learning by doing.

The curriculum is designed to match the pace of the industry, including subjects such as Digital Marketing; Social Media; Digital Media Communication; PR and Advertising and Digital Media and Contemporary Relevance. From writing for media to developing communication skills to learning the basics of electronic and digital productions, the UPES School of Modern Media bridges the gap between theory and practice by engaging with industry experts who bring real-world knowledge and experience to students.

Media students during a photography workshop at river point



SoMM students with faculty at river point during a photography session

For Yash Pranjal Rishi, an MA first year student, experiential learning from media doyens using innovative approaches has fuelled his intellectual quest. He says, “The world is changing fast. The curriculum and teachers have ignited my imagination and the desire for lifelong learning. SoMM has given me the tools and platforms to learn meaningfully and effectively. There is a world of difference between what the media industry was just five years ago, and what it is now. This school has understood the demands of the changing times and created a syllabus that prepares us not just for the present, but also for the future. There are no monotonous lectures; classes are interactive and engaging. My time with SoMM has been amazing, and I look forward to the coming semesters.”

[How industry-aligned curriculum helped this student bag an offer from Samsung](https://blog.upes.ac.in/how-industry-aligned-curriculum-helped-this-student-bag-an-offer-from-samsung/)

<https://blog.upes.ac.in/how-industry-aligned-curriculum-helped-this-student-bag-an-offer-from-samsung/> [7]



EKTA KASHYAP · SEPTEMBER 9, 2022

B.Tech. student placed at Samsung

Harshit Joshi, who pursued B.Tech. with a specialisation in Cloud Computing and Virtualisation Technology, got placed at Samsung. He credits his success to the advanced curriculum, approachable faculty, R&D labs, and placement cell at UPES

The knowledge, skills, attitudes and standards that enable people to succeed professionally must be developed through education. Today, employers value students who have industry knowledge so they can start delivering as soon as they join while continuing to learn on the job. This is where an industry-aligned curriculum helps students stay ahead and meet the expectations of the world of work.

For B.Tech. student Harshit Joshi, who got placed at Samsung, the advanced curriculum at UPES prepared him thoroughly for the industry. He says, “The curriculum followed by UPES has played the most important role in my academic journey. The subjects taught to me right from the first semester – be it Operating Systems (OS), Database Management Systems (DBMS), and Object-Oriented Programming (OOPS) – are helping me now in the industry. I will always be grateful for that. Knowledge of OOPS concept especially has been the most crucial aspect in making a career in this industry.”

Apart from subject-matter expertise, the key to success lies in learning how to set clear and specific goals, collaborate with people who have different perspectives, identify untapped opportunities, and find numerous solutions to challenging issues. Harshit believes that participation in student chapters and societies can prepare an individual for more than just the workforce. “There are many student chapters in the college. I was part of the UPES ACM and UPES ACM-W student chapter, which helped me tremendously to grow my leadership and technical skills. I would suggest everyone to join a

student chapter in their college lives. It gives them the tools they need to be engaged, active and responsible members of society,” he says.

From practical career-related support to a more realistic view of the workplace, assistance for implementing ideas into real-life projects to psychological benefits such as increased self-efficacy, UPES’ industry-focussed education has benefitted students in many ways, especially during placements.

Elaborating upon the placement process at UPES, Harshit says, “The placement cell starts training us at the end of the third year. Each student is provided with multiple training sessions that help us later in the interviews for the companies that come to recruit us. The curriculum usually refines your aptitude and skills and trains you in coding practices. There is a special career department with the most talented faculty, which helps each student with everything required to crack the recruitment procedure of a company, starting right from resume-making skills to communicative assessments. We are also provided with mock test series and mock interviews, which give us a sneak peek of what lies ahead for us.”

He adds, “Right from the beginning of my fourth year, multiple reputed companies started arriving at college. While cracking the various rounds of the recruitment procedures of different companies, I realised the training that I had earlier with the placement team had already refined my skills so much that with a little bit of determination, I was able to crack them easily.”

Recalling some of the interview questions asked during the interview, Harshit says, “The questions were mostly related to my technical skills. It was a one-hour-long interview consisting of two coding questions and questions on concepts of ADBMS, OS and OOPS. Coding questions included how to implement a circular queue and a real-life-based question.”

The thing Harshit enjoyed the most about his education at UPES were the interactions with the “most approachable” faculty. “They made my college life a cakewalk by helping me with conceptual learning and being always available in time of need. Other than that, I reaped the benefits of the Research and Development (R&D) labs and the equipment college provided for us,” he says.

What skills does he hope to gain working in this job? “I want to hone my interpersonal and technical skills, which will help me solve problems and empower people,” Harshit quips.