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# SIKKIM UNIVERSITY CHRONICLE

## Editor's Note

*It is with great pleasure that I bring forth yet another issue of the SU Chronicle. I do apologise for the delay in the April issue. The month of April kicked off with the Business Fest JUVENIS- 2018. Participants from different colleges, institutions and universities participated in a day long fest organised by the Dept. of Management. The fest mood continued through the month as students prepared to participate in the 'University Students' fest Ramailo Su- Khim. Ramailo Su- khim was organised to give students an opportunity to shed their inhibitions and participate in various events lined up during the fest. The students participated in the events with much fervor and enthusiasm. It served as a platform wherein students were able to showcase their talent and at the same time work in co-ordination with their team mates. This issue also focuses on the Central Library and highlights some useful resources accessible in the University library. I hope you enjoy reading and continue to show us your support by generously contributing articles for all our readers.*

Mrs. Kunjini Prakash Darnal

## RAMAILO SU- KHIM

Sikkim University witnessed cultural fest "Ramailo SU-khim 2017", under the secretary for cultural affairs, Prasanga Limbu . the much awaited cultural fest started from 28th April that continued to 30th of April, the fest began with the audition round on the 21st April of solo song competition in Cauvery hall, 5th mile, Followed by group dance and solo dance on the 2nd day. The main event that was keeping many students on their toes thus began from 28th April in Saramsa Garden, Ranipool. The first day of the event was solo song followed by the group dance where Sikkim University witnessed cultural-fest Ramailo SU-khim 2017", under the secretary for cultural affairs, Prasanga Limbu .the much awaited cultural fest started from 28th April that continued to 30th of April, the fest began with the audition round on the 21<sup>st</sup> April of solo Song competition in Cauvery hall, 5th mile, Followed by group dance and solo dance on the 2nd day. The main event that was keeping many Students on their toes thus began from 28<sup>th</sup> Saramsa Garden, Ranipool. The First day of the event was solo song Followed by the group dance where fashion show, the theme was 90's, the hall was bright and glamorous filled with students all dressed up and glamed up and a special event that each and every student of Sikkim University was excited and was waiting for and had become the talk of the university. The highlight of the event, "PROM". It was also the judgement day for Mr. and Miss University 2018. The students of Sikkim university showed their diversity in a cross cultural program where they highlighted their culture that made us think about the diverse country India is. The 3<sup>rd</sup> day brought exciting and grand events.

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# LIBRARY CORNER

Electronic Resources in Sikkim University

## e- books

Usage of electronic resources is becoming more popular day by day over printed materials due to their easy and convenient access anywhere anytime. Sikkim University library is building its collection of print as well as e-books. It started selective acquisition of e-books which are mostly textbooks and recommended reading. The collection is from the following reputed publishers:

- Taylor & Francis
- Pearson
- Springer
- Elsevier

All titles have been judiciously and thoughtfully selected by the faculty members of the respective departments which are highly useful and meeting the requirements of students and faculty relating to the courses being offered by the University. These titles have been systematically arranged according to the departments with URL to each title which takes the users directly to the publishers' websites to browse, download and print the whole book or its chapters and hosted on library webpage.

In addition to such collection library has also developed its own digital repository of digital resources mainly covering the following areas:

- Literature on North-East with special reference to Sikkim
- Faculty publications
- Administrative documents
- Content pages of current and back volume of journals available in library
- MPhil and PhD theses
- Video films on North-East

## Access links:

E-BOOKS: <http://library.cus.ac.in/index.php/subject-wise-e-books/>

DIGITAL REPOSITORY: <http://14.139.206.50:8080/jspui/>

## e-journals

Library is subscribing following package of E-Journals for the year 2018-19:

- E-Journals (4896)

(EBSCO & Emerald), covers multi-disciplines, special packages for Education, Hospitality & Tourism and Management from EBSCO have been subscribed.

## Education Research Complete

This package covers 3465 Full-Text Journals providing access to current issues and back issues from the first issue of the journal Hospitality Tourism Complete

"Core" coverage refers to sources which are indexed and abstracted in their entirety (i.e. cover to cover)

"Priority" coverage refers to sources with a substantial volume of materials relevant to the field.

"Selective" coverage refers to sources with an occasional volume of material relevant to the field. Selective content is chosen from thousands of titles containing articles that are relevant to this subject.

The database covers more than 800 titles with full-Text providing access to current as well as back volumes.

## Management Fest- JUVENIS 2018

Learning is never limited to the classrooms. One of the dimensions of learning is that it is beyond boundaries.

JUVENIS 2018 was conducted on 10<sup>th</sup> April 2018 by the Department of Management, Sikkim University. The preparation to make the event successful had started well in advance under the guidance of the Head of Department.

The main objective of organizing the fest was to provide a platform to the departmental students for interaction and a competitive feeling among the participants of different colleges and universities. The department also aimed at exploring the opportunities for the students by inviting guests from the corporate sector/ industries to the programme. Various events were conducted at the Conference Hall, Barad Sadan and at Cauveri Hall. A total of 59 students participated from six colleges/ universities viz. Sikkim Government College, Burtuk, Sikkim Government College Tadong, Sikkim Government College Namchi, Sikkim Manipal University, SMIT, Majitar and Sikkim University.

The inaugural session began at 11 am with the welcome note by the convener of the fest Dr. Krishna Murari, Head, Dept. of Management followed by a message by Prof. V. Rama Devi Dean School of Professional Studies, chief- guest Mr. R.V. Sangvai, General Manager, RBI Gangtok and the Vice- Chancellor Prof. Jyoti Praksh Tamang. During his address, Mr. Sangvai expressed his interest to have a long term collaboration with the department and university for providing internship to the students and project work involvement.

The day came to a close with the valedictory function chaired by the Registrar Sh. T.K. Kaul.





## THE IMPACT OF SOCIAL MEDIA

Mrs. Kunjini Prakash Darnal, PRO Sikkim University

Man invented technology to make his life better and it became a revolution. Today, technology can be seen everywhere. Use of technology has affected the human life to such an extent that we are literally dependant on the technology in our daily lives. Technology has also changed the way we communicate with other people. With the use of social media people are connected with each other. Any website, portal or app which brings the social aspects of human life online can be called as social mediasites like facebook, twitter, Youtube, Instagram, Snapchat etc.

It's been always debated social media is boon or curse/bane. Schools and colleges across India organize various competition such as speech competitions and essay competitions throughout the academic year and many students participate in them. In this article, we have provided the information necessary to write a perfect essay or a better speech on the effects of social media on our lives. We are giving the core information and you can modify it according to your needs as the essays and speeches have a different structure. So let's discuss whether the social media is good or bad for our society and people.

Schools and colleges across India organize various competition such as speech competitions and essay competitions throughout the academic year and many students participate in them. In this article, we have provided the information necessary to write a perfect essay or a better speech on the effects of it on our lives. We are giving the core information and you can modify it according to your needs as the essays and speeches have a different structure. So let's discuss whether the social media is good or bad for our society and people.

The use of social media in our daily life has increased at a very high level. Especially the youth is highly affected by the use of it. Our daily life, society, and even the human relationships are affected by the social media. But one question always rises. Is the social media a blessing or a curse? Is it a boon or bane for our society? These questions are debatable in many ways. There are both advantages and disadvantages of it. So let's discuss the pros and cons of social media.

### What are the Advantages/benefits of social media?

Social media is a great way to connect with people in your life. It enables you to share important events, information and the moments in your life with people that matter. Youth/young generation is highly affected by the use of it. Today, students learning in schools and colleges use social media to share their daily life with their friends. It creates a virtual network of your friends, colleagues, acquaintances and enable us to see what is going on in their life and social media sites like Facebook, Twitter, Instagram, Snapchat and many others are the ways to do it.

#### New ways to express yourself

Earlier there were very few opportunities available to express e.g. forums, debates, competitions etc. But not all are well versed to express themselves at these places, social networking sites brought this opportunity of expression to each and everyone in their palm. Now we can say what you want to say, support what we like, thrash things we don't like. We can support changes, petitions, social causes, show sympathy to disaster, calamity survivors. On Youtube you can share your knowledge by making videos, on Quora you can help others by answering their questions. Social media also gave medium to raise voices against serious issues like eve-teasing, women safety, feminism etc. Facebook WhatsApp communities helped a lot of people finding their lost children by circulating the 'missing' message. Social networking sites gave us a channel to help others too.

#### Information Aggregator / Delivery Channel

Social media and social networking seem to play an imperative part of peoples' lives around the world. There are some who debate whether it is improving or crippling communication skills. Sitting behind a computer communicating with cyber friends can be easy and fun but can weaken a person's verbal communication skills.

Communication is defined as the act or an instance of communicating; the imparting or exchange of information, ideas, or feelings. (Collins, 2009). Communication involves the transfer of meaning or information from one person or group to others. (Baack, 2012). It is an integral part of everyone's life.

"All communication areas are significant in that each area represents a system that operates within a broader system of destination management, and contributes to its overall efficiency. However, each area of communication has its own characteristics and the knowledge of these characteristics will ultimately help establish an efficient communication pattern. There can be no argument that technology has had a major impact on the world and how people communicate." (Omrnen, 2009)

Accessibility that one has to the internet through smart phones, tablets, computers, and other mobile devices has made accessing information and connecting with people a touch away in some cases. People are communicating almost all day every day through texting, e-mail, and the ever-expanding social media. Because it has had such a modern explosion in popularity and usage, social media has become the new norm when it comes to communicating everything from huge life events like engagements and the birth of children to minute particulars like what one ate for dinner. Social media has had one of the most substantial impacts on how people communicate within the past decade.

The internet has a greater impact on people today than ever before. It has been a continual source of news, entertainment, and education for users around the world for more than 20 years. However, the most innovative of its technologies, social media, did not achieve mainstream popularity until about ten years ago. Facebook, Twitter, and similar services are becoming the most visited destinations on the internet. These websites allow users to quickly and easily share pictures, links, ideas, and messages with other users; theoretically facilitating social interaction. These services, through a combination of accessibility, simplicity, and intuitive design promote positive social behaviour by encouraging interaction among friends, relatives, and co-workers; facilitating communication between individuals, and fostering a profound sense of community.

Social media networking allows for a communication outlet. Social media is being utilized by students, parents, businesses, and religious organizations. It is being used in many forms by many different platforms for many reasons.

Social networks like Facebook and Twitter have always encouraged their subscribers to come up with an online persona. They then build a personal network of friends that connects to an open worldwide community (Griffith & Tegnah, 2009). Information is now shared freely between the two. These parties can communicate either publicly (writing on 'walls') or via the more discrete personal messages.

Apart from connecting to a network of friends, a subscriber can join community groups with a specific interest. Here, the subscribers discuss different issues touching on that interest. More often than not, events are created where physical meetings are arranged. Most of these groups encourage the subscribers to give suggestions on how they should be run and to engage in debates. They also provide a social forum for members to interact amongst each other and with the leaders of the groups.

Most of the social sites have now incorporated webcams for their subscribers. Webcams enables 'friends' to have a one on one conversation while at the same time watching each other. This communication is more private and very effective as subscribers get to see each other. There has really been an increase in popularity in webcam conversations.

With the rising growth of social media networking, businesses are turning to it as a means of advertisement. It allows businesses and organizations to reach millions of users on a platform they are using on a daily basis. Businesses and organizations reach numerous users on Facebook by creating pages and offering promotions and discounts to get fans.

It is important to realize that as social media evolves the realm of communication changes. The technological advances added to social media changes the way we communicate with people on daily basis. It has made communication quicker and more efficient. Social media sites like Facebook send daily reminder of friend birthdays. Instead of picking up the phone and traditionally wishing someone birthday greetings, you can simply type your birthday greeting on their page. This has eliminated the need to make a phone call or send a greeting card

There is no general rulebook on the do's and don'ts on how to effectively use social media without making yourself vulnerable. Privacy has been become a rising issue in social media and networking with the addition of locations and gps tracking. Recently, Facebook has made it easier to understand and adjust your privacy settings but it is up to the user to ensure their privacy is protected.

The best way to protect your privacy is to be mindful of what you post and who can access and view what you are posting. I suggest not posting anything on the social media and networking sites that you do not want broadcasting to everyone. Although you believe your family and friends are viewing what you are posting, anyone can access it.

Communication has improved greatly by emerges and continual growth of social media. Everyone from churches to schools use it to communicate with users. Social media has evolved communication to new heights. The ease of access and growth makes it very beneficial to everyone from pastors to politicians. As social media evolves, communication will improve and continue to soar to new heights. The positive impact on communication definitely overcomes the negative and makes it very beneficial.



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The chief guest For the day was Tulsi Devi Rai minister for Social Justice Empowerment&Welfare and PHE and water security. There were exclusive performances by Gayzing College depicting the rich Nepali culture throughout the time. Next was a performance by a student by geography student she amused everyone in the audience with her dance and spooky performance. The Rai community of Sikkim university show cased their traditional dance. And the event that every rock and roll fans were waiting for THE BATTLE OF BANDS! The judges were also very special the Nepali old school rock band "THE MANTRA". The audience danced and grooved while the band played their song. After the battle of band the special guest of the hour, "B8-HOTTIE", stunned everyone in the crowd with his performance, beats and his songs. The crowd enjoyed and danced to his song. After the awesome and energetic performance. It was time for prize distribution ceremony of the cultural events. With this it was the end of an epic three day long festival of the SUiets. It was an amazing time for the students of Sikkim university as it is the only time they can come together as one. It is a binding force that keeps the students together.

