

IIMT

ENGINEERING COLLEGE

MEERUT

College Code : 127

Approved by AICTE, New Delhi

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Lucknow



TALENTO

"PROGRESS OF LIFE"

News Bulletin 2025

Vol 1, Issue 4: May 2025 – July 2025



IIMT ENGINEERING COLLEGE

"Three Decades of Crafting Engineers, Shaping the Future"

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Dear Students,

As you continue your journey through college and beyond, remember that every experience—both the triumphs and the trials—plays a role in shaping the person you are becoming. The path ahead won't always be easy, but it's through facing challenges that you'll gain strength, resilience, and wisdom. Stay curious. Stay driven. Embrace every opportunity to grow—not just academically, but personally. True success is not measured solely by grades or achievements, but by the character you build, the relationships you nurture, and the self-awareness you gain along the way. Each day offers a fresh chance to take a step closer to your dreams. Believe in your potential. Don't be afraid to take risks or venture outside your comfort zone—some of the greatest growth comes from uncertainty. Your college years are just the beginning. The world is full of possibility, and your journey has the power to be extraordinary. Trust in yourself, stay committed, and keep striving to make a difference. Wishing you courage, clarity, and success in all you pursue.

Shri Yogesh Mohan Gupta

Chairman

IIMT Group of Colleges



Dear Students,

As you begin your academic journey, remember that true success is built on persistence, passion, and a mindset geared toward growth. Every challenge you encounter is an opportunity to evolve, and every achievement brings you one step closer to realizing your full potential. As the leaders, innovators, and changemakers of tomorrow, you carry immense promise. We are dedicated to nurturing that promise through a well-rounded and future-focused approach to education. Our commitment to academic excellence is reflected in our accomplished faculty, state-of-the-art classrooms, and cutting-edge laboratories—all designed to foster an engaging and dynamic learning experience. Beyond academics, we place strong emphasis on holistic development. Our top-tier sports facilities promote physical well-being, discipline, and teamwork, while our thriving entrepreneurial ecosystem empowers aspiring innovators many of whom have already turned ideas into successful ventures. With a focus on knowledge, innovation, and leadership, we are proud to prepare future-ready professionals equipped to make meaningful, lasting contributions to society.

Dr. Mayank Agarwal
Managing Director
IIMT Group of Colleges



Dear Students,

At IIMT Engineering College, we firmly believe that academic excellence forms the cornerstone of a successful and fulfilling career. I encourage each of you to stay focused, remain curious, and stay committed to your learning journey. Our campus is equipped with state-of-the-art laboratories that provide practical, hands-on experiences to complement theoretical knowledge. We take great pride in our highly qualified and dedicated faculty, who are committed to mentoring you and helping you unlock your full potential—both academically and professionally. To ensure you stay ahead in a rapidly evolving technical landscape, we are continually enhancing our infrastructure. New, specialized labs are being developed to support learning in emerging technologies. In addition, regular technical workshops, seminars, and industry interactions are organized to bridge the gap between classroom learning and real-world application. Make the most of these resources and opportunities. Stay disciplined, keep your goals in sight, and aim high. The effort you invest today will lay the foundation for a successful and rewarding future. Wishing you continued growth, learning, and success.

Dr. Dharendra Kumar
Director, IIMT Engineering College

IIMT VISION

To create the most conducive environment for quality and research-oriented learning of undergraduate and postgraduate programs in the field of engineering and management and prepare the students for a globalised technological society and orient them towards serving the society.

IIMT MISSION

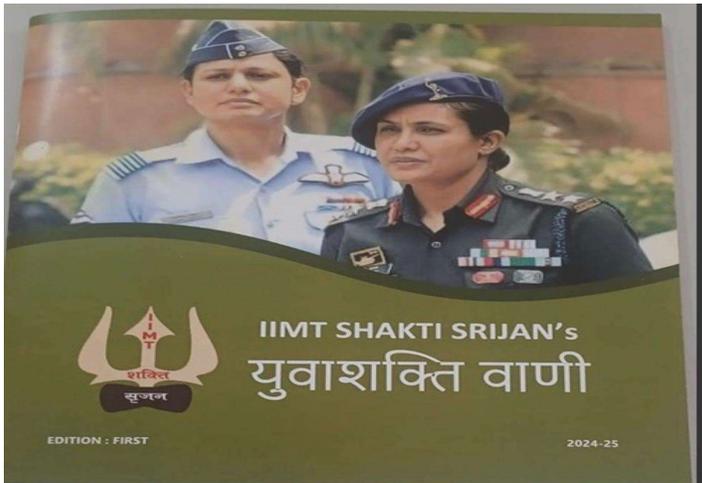
- To provide the best possible educational facilities and wide infrastructure for excellent career in technology and management.
- To provide a centre of knowledge for understanding of fundamentals and their application.
- To reach excellence in academic and research.
- To bridge the gap between industry and academia and fulfill the placement requirement.
- To provide a spirit of entrepreneurship and innovations.
- To organize short term courses, conferences & seminars on recent technological developments for overall growth and development.

MAJOR EVENTS

- **HR Synergy Summit 2025**
- **Women's Power & Innovation on International Women's Day**
- **Astrology Conclave 2025**
- **IPR AWARENESS PROGRAM**
- **MOU with UNAKI University**
- **Enthralling Book Fair**
- **Annual Debate at MMA**
- **Workshop on "Resume and LinkedIn Profile Building"**
- **Grand Alumni Meet 2025 at IIMT Ganganagar: A Night of Melody and Memories**
- **Role Play Competition Brings Business to Life at IIMT**
- **510 Army Base Workshop, Meerut Cantt.**
- **FDP on Universal Human Values**
- **Expert Talk on How to Plan for Startup**
- **Farewell Party**
- **International Yoga Day celebration**
- **Tree Plantation Drive**
- **Haryali Teej Celebration**
- **'Sehat ki baat community ke sath'**

IIMT Shakti Srijan Club

This club published the first edition of its magazine *Yuvashakti Vani*, featuring messages and articles from distinguished professors in India and abroad, as well as contributions from students and coverage of events organized during 2024–25. The edition also celebrated inspiring female students from the B.Tech and MBA programs.



1. FDP on Universal Human Values (1st May – 3rd May)



IIMT Engineering College, Meerut, successfully hosted a three-day AICTE-approved Faculty Development Program (FDP) on *Universal Human Values – Introductory*, beginning on 1st May 2025. The program provided a meaningful platform for educators to explore and inculcate ethical, human-centered leadership aligned with value-based education.

The inauguration was graced by Chairman Shri Yogesh Mohan Ji Gupta and Director Dr. Dharendra Kumar, along with distinguished guests. The sessions were facilitated by Mr. Himanshu Rai (Resource Person/Facilitator), Ms. Abha Mishra (Co-Facilitator), and Dr. Niyati (Observer).

Throughout the FDP, participants engaged in interactive sessions that emphasized the importance of values in shaping responsible, compassionate, and student-centric learning environments. The program highlighted how Universal Human Values can guide educators in creating a balanced integration of knowledge, ethics, and holistic development in academic practice.

This initiative reflects IIMT's vision of nurturing thoughtful, ethical educators who inspire students to lead with integrity and responsibility.



Department of MBA

Activities

2. Enhancing Skills Through Presentation: A Competition for MBA First Year Students



The Department of MBA, IIMT Engineering College, proudly organized a *Presentation Competition* for MBA First Year students, aimed at sharpening their communication, analytical, and public speaking abilities. This initiative provided a vibrant platform for students to showcase their presentation skills and boost their confidence in a professional setting.

The event was honored by the presence of distinguished judges *Dr. Vikhyat Singhal*, *Dr. Vandana Agarwal*, and *Mr. Brahameshwar Jha*, whose insightful feedback and fair evaluation were instrumental to the event's success.

Guided by the dedicated mentorship of *Dr. Shilpi Singh* and *Ms. Monika Chaudhary*, the competition saw active student participation and seamless coordination.



Congratulations to the winners:

1st Position: Swarnika

2nd Position: Tanishka Jain

3rd Position: Mansi Mittal

The event also witnessed the gracious presence of *Dr. Sugandha Shrotriya, Ms. Sayma Parveen, Ms. Shikha Dubey, Dr. Sahadev Singh Tomar, Dr. Geetika, and Ms. Harleen Gill*, whose support encouraged all participants.

3. Showcasing Innovation: Business Plan Exhibition by MBA Students (16/5/2025)



A proud moment for *IIMT Engineering College*, as the *Department of MBA* successfully organized an *Exhibition of Business Plans* under the flagship of

the *MMA Students Chapter*. Held at the *Pallavpuram* office of *MMA*, *Meerut*, the event provided a dynamic platform for *MBA* students to present innovative business ideas, demonstrating creativity, leadership, and collaborative spirit.

Guided by the invaluable mentorship of *Mr. Gaurav Jain*, Founder of *K R Rubber*, and *Mr. Sukhvinder Singh*, Executive Director of *MMA*, the students showcased well-researched and practical business plans. Their outstanding presentations reflected deep understanding, strategic thinking, and entrepreneurial potential.

This initiative exemplified *beyond classroom learning*, allowing students to engage with industry experts and receive constructive feedback, thus bridging the gap between academics and real-world business challenges.

Heartfelt congratulations to all the participants for their remarkable efforts and for upholding the spirit and excellence of *IIMT*.

MBA Excellence MMA Students Chapter Future Leaders

4. Industrial Visit to Food Corporation of India, New Delhi (17/5/2025)



A proud moment for *IIMT Engineering College*, as the *Department of MBA* successfully organized an *Exhibition of Business Plans* under the flagship of



The *Department of MBA*, IIMT Engineering College, organized an enriching industrial visit for MBA First Year students to the *Food Corporation of India (FCI), New Delhi*. The visit aimed to bridge the gap between academic learning and real-world business operations.

Students had the opportunity to explore the functioning of one of India’s largest public sector undertakings in the food supply chain sector. They gained valuable insights into FCI’s logistics, storage, procurement processes, and management strategies, enhancing their understanding of supply chain operations and public sector functioning.

The students were accompanied and guided by *Mr. Chandra Pal Singh* and *Ms. Monika Chaudhary*, whose mentorship added immense value to the learning experience. The visit was efficiently coordinated by *Dr. Shilpi Singh*, Professor, MBA Department.

Dr. Vikhyat Singhal, Head of the Department, congratulated the students on their active participation and appreciated the successful execution of this industry-academia engagement.

5. Expert Talk on “How to Plan for a Start-up – Legal and Ethical Steps (19/5/2025)”



The Department of MBA at IIMT Engineering College organized an insightful Expert Talk on “*How to Plan for a Startup – Legal and Ethical Steps*”, featuring Mr. Gaurav Jain, Founder of K R Rubber and Chairman of the Student Chapter MMA, as the keynote speaker. The session focused on guiding MBA students through the crucial legal and ethical considerations involved in launching a startup. Mr. Jain shared practical insights on

business planning, legal registrations, IPR, and regulatory compliance, emphasizing the importance of ethical practices in entrepreneurship. The event was highly interactive, encouraging student participation and real-world discussions. It was coordinated by *Dr. Geetika Shukla* under the guidance of *Dr. Vikhyat Singhal*, HoD-MBA. Faculty members including *Ms. Sayma Parveen*, *Ms. Shikha Dubey*, *Ms. Monika Chaudhary*, and others graced the event. Special thanks to *Dr. Dharendra Kumar*, Director, for his unwavering support. The session concluded with a vote of thanks by *Dr. Singhal*.

6. Farewell Party (14/6/2025)



दैनिक आज का बुलेटिन

आईआईएमटी इंजीनियरिंग कॉलेज के एमबीए विभाग में अतिथि व्याख्यान का आयोजन

आज का बुलेटिन अतुल मोहंश्वरी मेरठ। आईआईएमटी इंजीनियरिंग कॉलेज के एमबीए विभाग में 'स्टार्टअप की योजना कैसे बनाएं, कानूनी और नैतिक कदम' विषय पर एक विशेषज्ञ वार्ता का आयोजन किया। एमबीए छात्रों के लिए विशेष रूप से आयोजित इस सत्र का उद्देश्य स्टार्टअप शुरू करने के मूलभूत चरणों में व्यवहारिक अंतर्दृष्टि प्रदान करना था।



कानूनी पंजीकरण, बौद्धिक संपदा अधिकार, नियामक अनुपालन और उद्यमिता में नैतिक प्रथाओं के महत्व सहित महत्वपूर्ण विषयों पर अपने व्यापक अनुभव और गहन ज्ञान को साझा किया। यह वार्ता कार्यक्रम का समन्वयक डॉ. गीतिका

शुक्ला ने विभागाध्यक्ष डॉ. विख्यात सिंघल के बहुमूल्य मार्गदर्शन में किया। सायमा परवीन, शिखा दुबे, मोनिका चौधरी, डॉ. सहदेव सिंह तोमर, डॉ. शिल्पी सिंह और हरलीन गिल को उपस्थिति ने भी कार्यक्रम को गरिमामय बना दिया। आईआईएमटी इंजीनियरिंग कॉलेज के निदेशक डॉ. धीरेंद्र कुमार ने कार्यक्रम के सफल संचालन में महत्वपूर्ण भूमिका निभाई। सत्र का समर्थन एमबीए विभाग के प्रमुख डॉ. विख्यात सिंघल द्वारा धन्यवाद ज्ञापन के साथ हुआ।

अमर उजाला



आईआईएमटी के एमबीए विभाग में हुए कार्यक्रम में प्रतिभागी एवं अतिथि। स्रोत : संस्था

स्टार्टअप की चुनौतियों पर किया मंथन

गंगागनगर। आईआईएमटी इंजीनियरिंग कॉलेज के एमबीए विभाग में अतिथि व्याख्यान हुआ। मुख्य वक्ता के.आर खबर के संस्थापक और स्टूडेंट चैंपियन एमएमए के अध्यक्ष गौरव जैन रहे। उन्होंने व्यवसाय नियोजन, कानूनी पंजीकरण, बौद्धिक संपदा अधिकार, उद्यमिता में नैतिक प्रथाओं के महत्व पर विस्तार से चर्चा की। इसके साथ ही स्टार्टअप की चुनौतियों पर मंथन किया गया।

निदेशक डॉ. धीरेंद्र कुमार ने संचालन किया। समन्वयक डॉ. गीतिका शुक्ला एवं विभागाध्यक्ष डॉ. विख्यात सिंघल ने कहा कि यह व्याख्यान बेहद उपयोगी रहेगा। कार्यक्रम में सायमा परवीन, शिखा दुबे, मोनिका चौधरी, डॉ. सहदेव सिंह तोमर, डॉ. शिल्पी सिंह और हरलीन गिल सहित अन्य मौजूद रहे। एमबीए विभाग के प्रमुख डॉ. विख्यात सिंघल ने सभी का आभार जताया। संवाद

The Department of MBA, IIMT Engineering College, organized a heartfelt farewell party to bid adieu to the outgoing MBA batch. The event was a perfect blend of emotions, joy, and celebration, bringing together students and faculty to honor the achievements and memories of the graduating class. Cultural performances, fun-filled games, and touching speeches by faculty members made the occasion vibrant and memorable. Juniors expressed their gratitude with warm wishes, while seniors shared their nostalgic experiences and future dreams.

The titles of *Mr. Farewell* and *Ms. Farewell* were awarded to **Tushar Malik** and **Ishika Tyagi**, respectively, adding to the evening's excitement. The event was successfully conducted under the leadership of **Dr. Vikhyat Singhal (HOD, MBA)**

with the valuable support of faculty members **Dr. Sahadev Singh Tomar, Ms. Shikha Dubey, Ms. Sayma Parveen, and Ms. Monika Chaudhary.** The event concluded with a vote of thanks, leaving everyone inspired and emotional.

7. **Faculties Achievements (May 2025 – July 2025)**

1. **Ms. Shikha Dubey**

- **FDP:** Participated in 3 days FDP on the theme **“Inculcating Universal Human Values in Technical Education”** organized by All India Council for Technical Education (AICTE) at IIMT Engineering College, Meerut from 1st May to 3rd May 2025.
- Presented a research paper in International Conference on Metaverse Banking and Financial Transformation 2025 on the topic of Assessing the impact of **“AI Driven Financial Inclusion Strategies.”**
- Presented a research paper in 20th IRDO International Conference Slovenia on the topic of **“Evaluating the Impact of Personal Responsibility in to Social Responsibility Education on Student outcome.”**
- Published a research paper on **“Neuromarketing: The Science behind consumer Decision – Making”** in a peer reviewed journal “Management Insight” Vol XXI, No 1.

2. **Dr. Vikhyat Singhal**

- Book on “Business Research Methods” published by R.G. International Publication in the year 2025. ISBN: 9789349773240
- Published a research paper in conference proceeding on the topic ‘A Critical Study of SDG Centered Marketing and Consumer Behaviour’ in the International Conference on Sustainable Development Goals: Challenges, Issues and Practices (SDG-CIP 2025).

- Published an Article on the topic **“Roadmap to Education for Sustainable Development”** in a Magazine **“Endeavour”** published by the Meerut Management Association.

3. **Dr. Sahadev Singh Tomar**

- A Text Book on **“Fundamentals of Marketing”** published by String Production Publication, Roorkee with the ISBN: 978-93-6048-044-8.
- A Text Book on **“Neuromarketing in Business”** published in the year 2025 by IV Gardners Incorporation, Jaipur with the ISBN: 978-81-19145-56-0.
- Research Paper published on **“A Study on Customer Perception Towards E- Vehicle Specific for Two-Wheeler in Meerut Region”** in UGC Approved Journal of International Journal of Scientific Research in Engineering and Management (IJSREM), ISSN: 2582-3930, Volume: 09 Issue: 05 in May 2025, DOI: 10.55041/IJSREM47509 with the students of MBA.
- Published a research paper in conference proceeding on the topic ‘A Critical Study of SDG Centered Marketing and Consumer Behaviour’ in the International Conference on Sustainable Development Goals: Challenges, Issues and Practices (SDG-CIP 2025).
- Participated in 3 days FDP on the theme **“Inculcating Universal Human Values in Technical Education”** organized by All India Council for Technical Education (AICTE) at IIMT Engineering College, Meerut from 1st May to 3rd May 2025.

4. **Ms. Sayma Parveen**

- Participated in 3 days FDP on the theme **“Inculcating Universal Human Values in Technical Education”** organized by All India Council for Technical Education (AICTE) at IIMT Engineering

College, Meerut from 1st May to 3rd May 2025.

5. Dr. Geetika Shukla

- Participated in 3 days FDP on the theme “**Inculcating Universal Human Values in Technical Education**” organized by All India Council for Technical Education (AICTE) at IIMT Engineering College, Meerut from 1st May to 3rd May 2025.

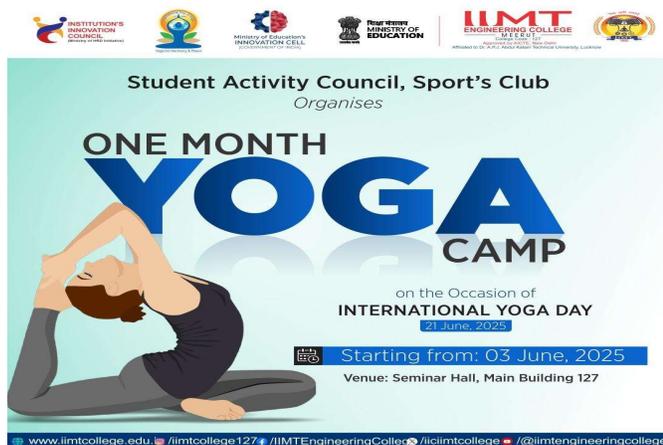
6. Ms. Monika Chaudhary

- Participated in 3 days FDP on the theme “**Inculcating Universal Human Values in Technical Education**” organized by All India Council for Technical Education (AICTE) at IIMT Engineering College, Meerut from 1st May to 3rd May 2025.

7. Dr. Shilpi Singh

- A Text Book on “**Neuro marketing in Business**” published in the year 2025 by IV Gardners Incorporation, Jaipur with the ISBN: 978-81-19145-56-0.

8. International Yoga Day (21/6/2025)



The poster features logos at the top for the Institutions' Innovation Council, Ministry of Education's Innovation Cell, Ministry of Education, and IIMT Engineering College. The main text reads: "Student Activity Council, Sport's Club Organises ONE MONTH YOGA CAMP on the Occasion of INTERNATIONAL YOGA DAY 21 June, 2025". Below this, it states "Starting from: 03 June, 2025" and "Venue: Seminar Hall, Main Building 127". At the bottom, there are social media links for the college's website and various platforms.



The Student Activity Council and Sports Club of IIMT Engineering College, Meerut, proudly organized a *One-Month Yoga Camp* to mark the occasion of *International Yoga Day*, celebrated worldwide on 21st June. The camp commenced on **3rd June 2025** and was held at the **Seminar Hall, Main Building 127**. This initiative aligns with the vision of the Ministry of Education’s Innovation Cell and the Institution’s Innovation Council to promote holistic well-being and mindfulness among students and staff.

The month-long program aimed to inculcate the practice of yoga as a daily routine, enhancing physical health, mental clarity, and emotional balance. Certified yoga instructors guided participants through various asanas, breathing exercises, and meditation techniques. The camp witnessed enthusiastic participation, reflecting a shared commitment to fitness and inner peace. It was a commendable effort towards creating a healthier campus environment through the timeless wisdom of yoga.

9. Tree Plantation Drive (24th July 2025)



Heads of Departments, faculty members, and students.

A variety of saplings, including neem, peepal, gulmohar, and fruit-bearing trees, were planted across the campus. Students enthusiastically participated in digging, planting, and watering the saplings, showcasing their commitment to creating a greener future. The dignitaries highlighted the vital role of trees in maintaining ecological balance, mitigating climate change, and improving air quality.

The drive also featured awareness sessions on the long-term benefits of tree plantation, such as air purification, soil conservation, and biodiversity enhancement. Coordinated by Mr. Kuldeep Kumar and Ms. Anshika Rana, the event successfully promoted environmental consciousness while reinforcing the institution's vision of building a sustainable and eco-friendly campus.



10. Haryali Teej Celebration

(27th July 2025)



IIMT Engineering College, Meerut, organized a *Tree Plantation Drive* on 24th July 2025 as part of its mission to promote environmental sustainability and social responsibility. The event was inaugurated by Director Dr. Dharendra Kumar, along with Deans,

Radio IIMT 90.4 FM Activities- May 2025 to July 2025



Teej Mahotsav, a festival symbolizing joy, beauty, and cultural heritage, was celebrated with great enthusiasm at IIMT Engineering College, Meerut, on 25th July 2025. The event was coordinated by Ms. Rashi Sharma, whose dedicated efforts ensured its grand success.

The celebration witnessed the wholehearted participation of female faculty and staff members, who added charm and vibrance to the occasion. Melodious songs and graceful dance performances by Dr. Vandana, Dr. Shilpi Singh, Dr. Geeta Shukla, Dr. Chanchal, Ms. Shikha Dubey, Ms. Monika Chaudhary, Ms. Sayma Parveen, Ms. Anshika Rana, Ms. Himani, and Ms. Ruchi captivated the audience and created a festive spirit.

Adding to the merriment, engaging and fun-filled games were also organized, which brought smiles, laughter, and togetherness. The celebration beautifully reflected the essence of Teej by promoting women empowerment, preserving traditions, and strengthening the bond of unity and joy among all.

On May 21, the Radio IIMT 90.4 FM Meerut team visited the Ayushman Arogya Mandir in Bana village on Mawana Road under the “Sehat Sahi, Laabh Kai” (“Good Health, Many Benefits”) campaign, run in collaboration with SMART NGO.

During the local community gathering, discussions were held on malnutrition, vaccination, and various government health schemes. Attendees were informed about how these schemes can improve their lives. The team also listened to health-related concerns through open dialogue and encouraged people to stay informed. The aim of this initiative was to increase health awareness at the community level and connect people with government facilities.



On May 30, the Radio IIMT 90.4 FM team visited the Ayushman Arogya Mandir in Alampur Buzurg and, with the support of CHO Dr. Ram Kirti Gupta, organized a public meeting. The village residents, especially women, participated with great enthusiasm.

Under the “Sehat Sahi, Laabh Kai” (“Good Health, Many Benefits”) campaign run in collaboration with SMART NGO, detailed information was provided about government health schemes and their benefits. Listeners were also invited to tune in to the radio programs. The aim of this initiative was to make villagers aware of their nearby health centers and available services, and to connect them with better healthcare facilities.



On June 5, on the occasion of World Environment Day, Radio IIMT 90.4 FM organized a public meeting at the Ayushman Arogya Mandir in Saini under SMART NGO’s “Sehat Sahi, Laabh Kai” (“Good Health, Many Benefits”) campaign. With the support of Medical Officer Mrs. Pinky Samuel, the program aimed to raise awareness among villagers about environmental conservation, cleanliness, the harmful effects of plastic, and the importance of health.

The team highlighted that protecting the environment is closely linked to our health. Information was also shared on tree plantation, water conservation, hygiene habits, the Nutrition Mission, vaccination, and government schemes related to women’s health, all aimed at promoting public welfare.



On June 11, the Radio IIMT 90.4 FM team visited Pilona village on Mawana Road under SMART NGO’s “Sehat Sahi, Laabh Kai” (“Good Health, Many Benefits”) campaign and organized a public meeting. With the support of the Ayushman Mandir’s CHO, the program aimed to provide villagers with essential health information, share measures to protect against heat waves, and raise awareness about government schemes.

While interacting with the public, the team discussed the importance of taking precautions during rising temperatures and explained ways to benefit from government schemes so that everyone can access better health services.



On June 20, in the village of Incholi on Mawana Road, Radio IIMT 90.4 FM, in collaboration with

SMART NGO, organized a special health awareness program. Under the “Sehat Sahi, Laabh Kai” (“Good Health, Many Benefits”) campaign, women and villagers were provided with important health-related information.

Detailed discussions were held on family planning, yoga, vaccination, and government health schemes. The main objective was to make the rural community more health-conscious and inform them about the government facilities available to them. This initiative is a commendable step toward improving rural health and will continue to inspire efforts to ensure that information about health services reaches every individual in society.



On June 28, with the support of Smart NGO, Radio IIMT 90.4 FM visited Sthal village on Fort Road to take the “Sehat Sahi, Laabh Kai” (“Good Health, Many Benefits”) campaign to the public. A public meeting was organized at the Ayushman Arogya Mandir with the assistance of CHO Joy Kumar Singh, where village women were specially invited.

ASHA workers played a crucial role in mobilizing the women. The program covered topics such as health awareness, information about government schemes, the importance of vaccination, ways to protect against heat, and the health of underweight and malnourished children



On June 21, on the occasion of International Yoga Day, the team from Radio IIMT 90.4 FM actively participated in a special yoga camp organized at IIMT University. The objective was to raise awareness about yoga and promote a healthy lifestyle.

The team practiced yoga themselves and informed the students, teachers, and the general public present about the importance of yoga. Interviews and messages from experienced yoga instructors and practitioners were recorded and will be broadcast in special programs. This event was part of the “Sehat Sahi, Laabh Kai” (“Good Health, Many Benefits”) campaign, run in collaboration with Smart NGO, which provides accurate information related to health and lifestyle.



On July 9, Radio IIMT 90.4 FM and Smart NGO jointly organized a public meeting at the Ayushman Arogya Mandir in Chilora village, located on Antara Fort Road, under the “Sehat Sahi, Laabh Kai” (“Good Health, Many Benefits”) campaign. A large number of rural men and women participated in the event.

Participants were informed about health, various government schemes, hygiene, nutrition, and the importance of regular check-ups. CHO Dr. Manish Kumar Singh, ANMs, and ASHA workers played a key role in making the program a success. This initiative is proving to be an important step toward increasing health awareness.



On July 31, Radio IIMT 90.4 FM and Smart NGO jointly organized an awareness program in the village of Kamalpur under the campaign “Sehat Sahi, Laabh Kai” (“Good Health, Many Benefits”). The aim of the program was to provide essential information to the rural community about health and nutrition.

During “Breastfeeding Week” (observed from August 1 to 7), mothers and women were informed about the benefits of breastfeeding, infant nutrition, and the importance of the mother’s health. Vishnu Gupta, CHO at Ayushman Arogya Mandir, shared details about health services and government schemes. The event saw enthusiastic participation from ASHA workers, ANMs, and local villagers.

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