

INSIGHTS FROM THE



**COLLABORATION**

# Pioneering Collaborative Paths to a Global Future

**VOL.01**

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An investment in knowledge pays the best interest  
~ **Benjamin Franklin**

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# Navigating Forward: Leadership Lens

## A REFLECTION ON MANAV RACHNA'S GLOBAL OUTREACH



**Dr. Gauri Bhasin**  
Chief Operating Officer  
Manav Rachna

At Manav Rachna, we have long stood at the forefront of educational innovation, consistently pushing the boundaries of academic excellence and societal relevance. Our collaboration with 360info serves as a powerful amplifier of our existing commitment to nurturing thought leaders instilled with global consciousness and spearheading solutions that address pressing global challenges, aligning with the United Nations' Sustainable Development Goals (SDGs). This partnership expands our mission, providing a new conduit conceived as a bridge between the university research ecosystem and public stakeholders like the policymakers, financial institutions, social activists, and public intellectuals.

Our unique position at the crossroads of academia, entrepreneurship, and innovation offers us a distinctive voice in the international arena. The 360info platform now allows us to cast a wider net, transforming our researchers into "global academic ambassadors." This role transcends traditional boundaries, enabling our scholars not only to contribute to their fields but also to shape discourse on an international stage.

As we embark on the second year of this collaboration, our vision extends beyond metrics and reach. We aspire to forge a new archetype of academic engagement—one that harmonizes the depth of scholarly insight with the agility of contemporary media. This symbiotic relationship is set to catalyze a seismic shift where the boundaries between academia and industry become more permeable.

# A Few Words from 360info's Asia Pacific Editor



**Ilaria Walker**  
Asia Pacific Editor  
360info Global

360info, an academic newswire service and supplier of content to the world's newsrooms and civic society outlets based at Monash University Australia, entered a partnership with Manav Rachna in 2023. In the last year, 360info has more than doubled in size and impact, growing its editorial team from 10 editors to 23 across the world. Its articles have been regularly published by leading global news outlets including The Times of India, Hindustan Times, Al Jazeera and the Australian Broadcasting Corporation.

Manav Rachna has been foundational in 360info's mission of positioning universities across the globe as the world's Fifth Estate, as providers of information with integrity that addresses global problems and offers evidence-based solutions through research. Spearheading the South Asia regional hub, the successful completion of one year of the Manav Rachna-360info collaboration is an occasion for celebration. It gives us great pleasure to see that the ambitions outlined during our initial meeting with MREI Leadership — of responding to some of the world's greatest challenges by reimagining the university's role as purveyors of high-quality and trusted information — have been successfully realized.

Manav Rachna's researchers have been quick to respond to this call by re-positioning themselves at the heart of the fast-evolving new information ecosystem that 360info at Monash University is spearheading. The keystone of this success lies in the commitment of all the key players involved and in upholding the principles that are at the heart of 360info's business model: transparency and integrity in rebuilding the information ecosystem and combating misinformation through offering research expertise in the form of evidence-based solutions — all in the Creative Commons. As we enter the second year of this partnership, we look forward to enhancing our relationship by developing newer networks and exchanges and opening up new opportunities for researchers.

# Championing Research Excellence

## PARTNERSHIP OVERVIEW

The dynamics of education in the world and the role of universities in the 21st century is constantly changing. Universities play an essential role in strengthening the information ecosystem. The synthesis, translation and rapid dissemination of research insights to the global community are key to ensuring the integrity of this ecosystem.

In May 2023, MREI President Dr. Prashant Bhalla, 360info Founder and Director Andrew Jaspan and Associate Editor Bharat Bhushan signed an MOU between Manav Rachna and Monash University towards positioning universities as championing the rebuilding of the information ecosystem through offering Manav Rachna's research expertise to various stakeholders — policymakers, industry and civil society — via the media in the form of commissioned articles. To this end, a Senior Commissioning Editor based was appointed at MRIRIS for commissioning articles from the university.

Manav Rachna was the first Indian university to join the 360info global project consisting of a prestigious and expanding network of top-tier research institutions around the world.



# Outcomes

The most vibrant outcome of this collaboration is the publication of Manav Rachna articles across esteemed national and international media platforms, consolidating the university's position as thought leader and showcasing its unwavering commitment to spearheading global change through research-led solutions.

The articles, distributed free under a Creative Commons Licence, were republished by leading publishers across the world, including The Diplomat in the US, Tempo.co in Indonesia, Al Jazeera, Australian Broadcasting Corporation, The Star and Astroawani in Malaysia. In South Asia, publishers included The Times of India, Down to Earth, The Wire, The Deccan Herald as well as Kathmandu Post and Setopati in Nepal.

These articles hold forth on innovative, indigenous solutions to the world's problems from a Global South perspective, be it tackling cancer, finding community-based solutions for India's ageing demographic, addressing cybersecurity, energy security or climate change concerns. The collaboration has opened up a unique opportunity to delve into the scholarship produced by Manav Rachna's professors, scholarship that too often remains within the confines of academia, and take it to relevant stakeholders. This process aligns university research with the Sustainable Development Goals to demonstrate real-world social impact and address society's greatest challenges.

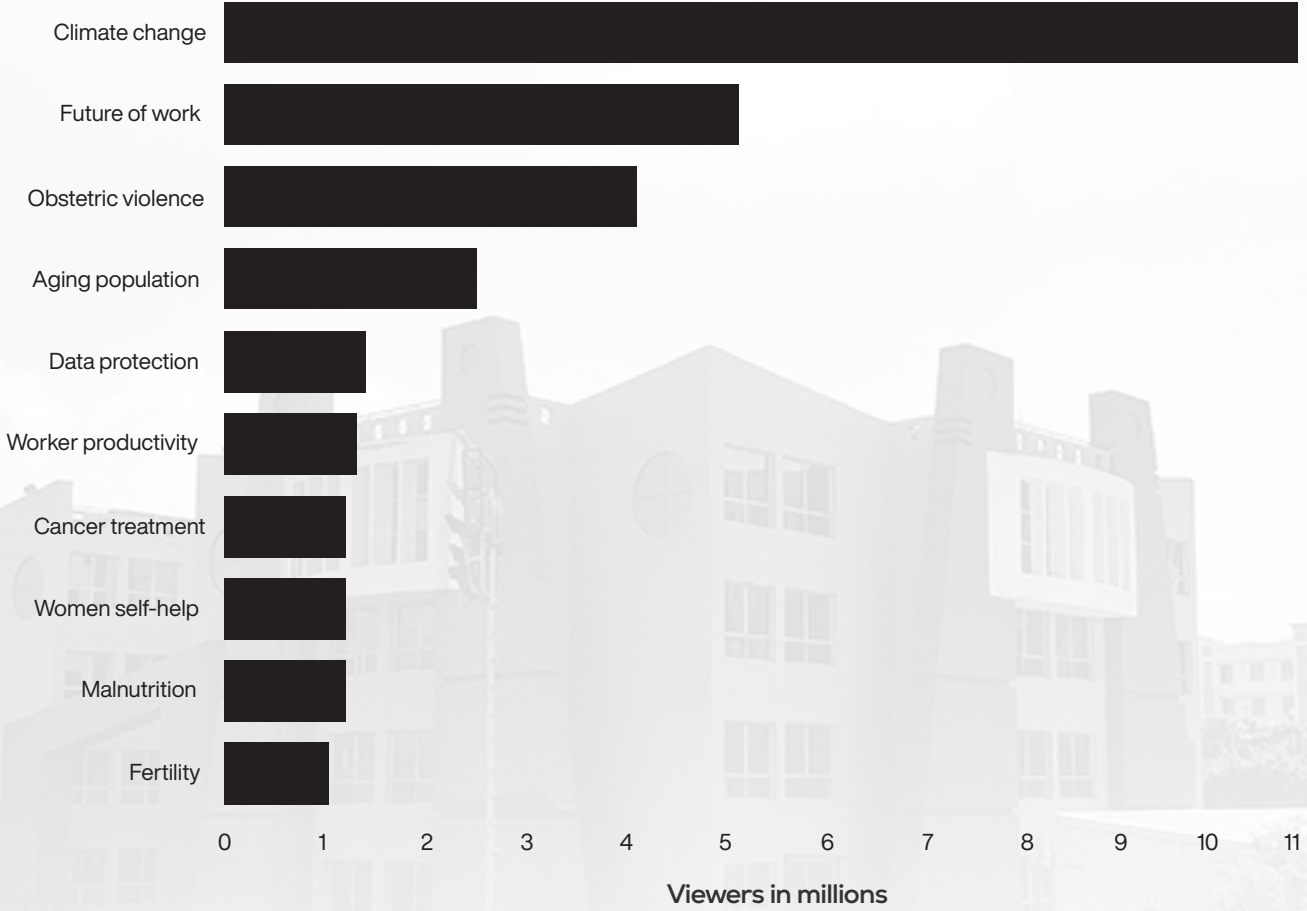


# Global Reach & Recognition

The collaboration has already yielded impressive results: 23 research-driven articles have reached readers across 45 countries, addressing crucial issues such as climate change, cybersecurity, medical misogyny, cancer, mental health, heat stress and energy transition.

Manav Rachna has over 199 media mentions in different news publications across the world. Our best-performing article has over 10.3 million viewers and has been read in 20 countries.

## Best Performing 360Info Articles Manav Rachna



# Expanding Network

In its first year, the Manav Rachna-360info collaboration produced numerous high-impact publications from Manav Rachna researchers, reaching an audience of 19.3 million people and generating equivalent of an estimated potential advertising revenue of USD \$121,000.



Australia



Argentina



Antigua & Barbuda



USA



Netherland



UK



China



Chile



Canada



New Zeland



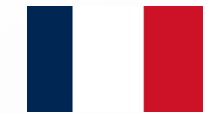
Czech Republic



Colombia



Fiji



France



Kuwait



Andorra



Norway



India



Italy



Brunei Darussalam



Peru



Germany



Ireland



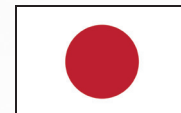
Hong Kong



Singapore



Turkey



Japan



Malaysia



Philippines



Portugal



Qatar



Russia



Saudi Arabia



Oman



Pakistan



Afghanistan



United Arab Emirates



Bangladesh



Zambia



Taiwan



Sri Lanka



Jordan



Maldives



Vietnam

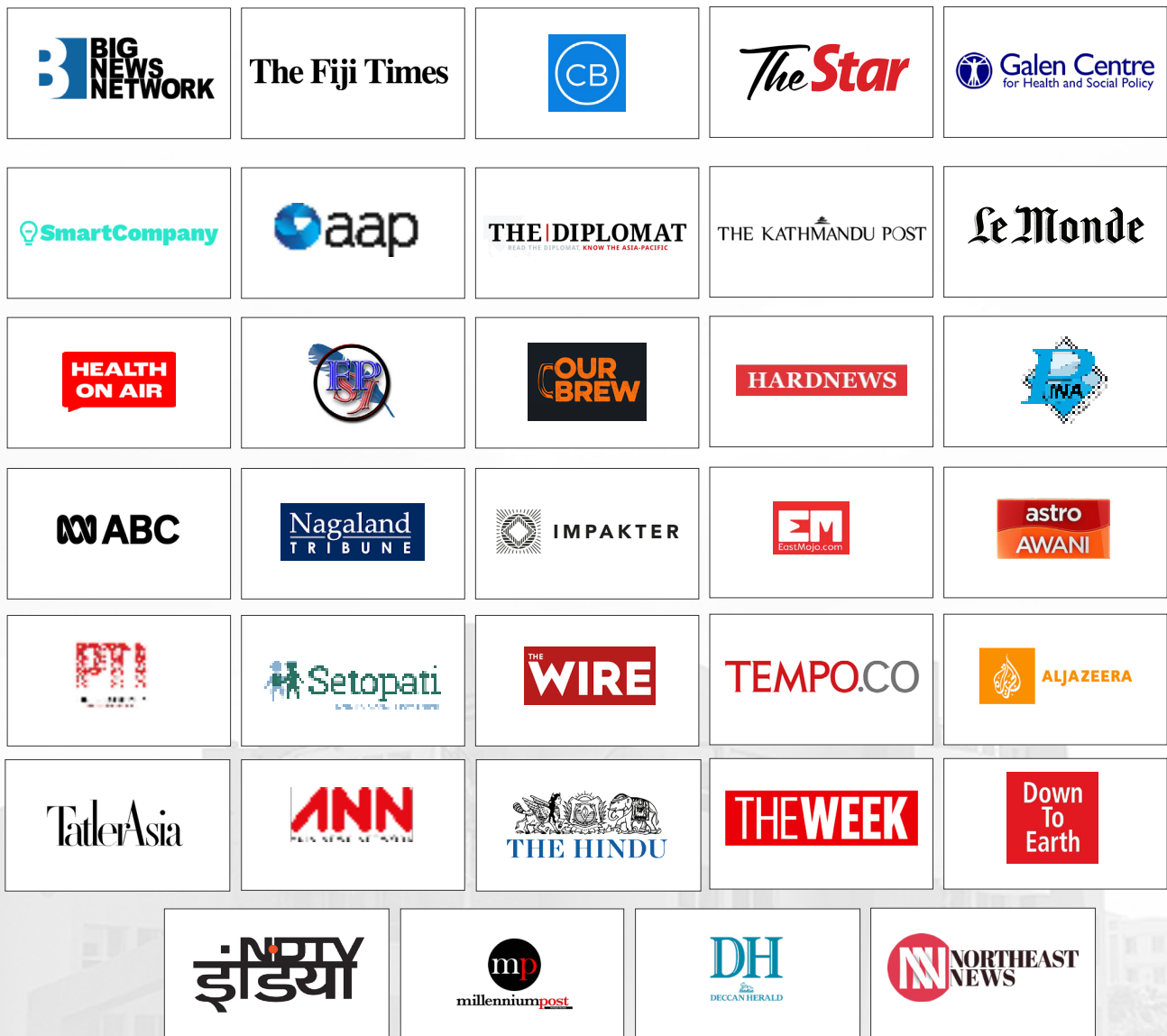


Mexico



# Media Patronage

Manav Rachna authors have left a global footprint have been featured in reputable media publications, newspapers and news websites across the world. Some notable publications are listed below.



# Most Read Articles



**On islands swallowed by water, there is nowhere else to go**

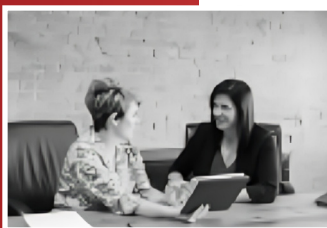
*By Piya Srinivasan, School of Behavioural and Social Sciences*

Poor and lower-caste women shoulder the worst impacts of climate change in the Sundarbans. The area also highlights key lessons on building climate resilience. [Read More](#)

**Stats:** 10.7 million viewers

**Top Republishers:** Al Jazeera, ABC Australia, The Diplomat, Nouvelles du Monde, Setopati Nepal, The Wire, The Hindu Frontline, The Week, Dev Discourse US, Impakter UK.

**Countries published:**



**Work is changing so fast can employers keep up?**

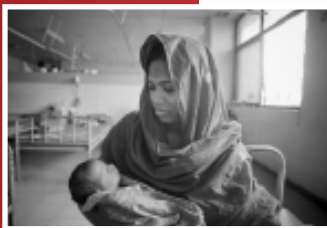
*By Nandini Srivastava and Shiwangi Sharma, School of Leadership and Management, and Gauri Bhasin, Chief Operating Officer*

COVID changed the way we work. It also changed the way employees see their work. It could have huge implications. [Read More](#)

**Stats:** 5.4 million viewers

**Top Republishers:** Tempo.co Indonesia, The Wire, Smart Company Australia, Daily Hunt, Tatler Asia, East Mojo, Northeast News

**Countries published:**



**We need to talk about obstetric violence**

*By Vijayetta Sharma, School of Behavioural and Social Sciences*

Expectant mothers deserve proper care when giving birth. Instead, some face forced surgery, bullying, coercion and insufficient pain relief. [Read More](#)

**Stats:** 4.1 million viewers

**Top Republishers:** The Wire, Big News Network United States, EastMojo, Impakter UK, Breaking News

**Countries published:**



**Community living a solution for India's ageing population crisis**

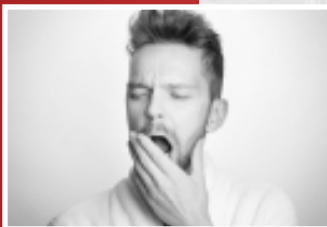
*By Amit Seth, School of Leadership and Management; Anandajit Goswami, School of Behavioural and Social Sciences and Anita Prasad, School of Behavioural and Social Sciences*

Community living isn't well known in India and has a stigma among those who do know it. Yet embracing it could be a boon to its ageing population. [Read More](#)

**Stats:** 2.5 million viewers

**Top Republishers:** Deccan Herald, EastMojo, Tempo.co Indonesia, Astroawani Malaysia, Big News Network United States, Luminews Malaysia, CodeBlue Malaysia

**Countries published:**



**Better workers don't need more hours, they need decent sleep**

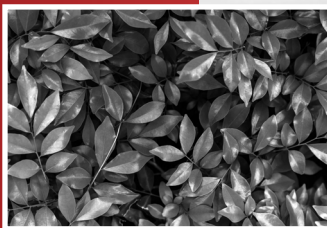
*By Srinivasan Ramachandran, School of Engineering and Biotechnology*

Boosting sleep health may create a more efficient workforce than working longer hours. [Read More](#)

**Stats:** 1.3 million viewers

**Top Republishers:** Tempo.co Indonesia, The Wire, Setopati Nepal, CodeBlue Malaysia, Big News Network United States

**Countries published:**



**Plants can be game-changers in cancer treatment**

*By Nidhi Didwania, Professor, Department of Biotechnology and Director, Manav Rachna Centre for Medicinal Plant Pathology*

Plant-derived anticancer agents are effective cancer inhibitors. Their production and use need to be managed to keep up with demand sustainably. [Read More](#)

**Stats:** 1.28 million

**Top Republishers:** The Star Malaysia, Setopati Nepal, CodeBlue Malaysia, Luminews Malaysia, Northeast News, Imphal Review of Arts and Politics

**Countries published:**

# Portfolio of Featured Articles


**How young women suffer chasing an Instagram beauty ideal**

*By Ritika Pahwa, Priyanka Tiwari and Anika Magan, School of Behavioural and Social Sciences*

Young women are bombarded with Instagram images that can define beauty and how they see themselves. While empowering for some, it can cause many to suffer. [Read More](#)

**Stats:** 658.4 K viewers

**Top Republishers:** Astroawani Malaysia, EastMojo, Big News Network United States, OurBrew Philippines

**Countries published:** 




**Protecting people's health data an urgent priority**

*By Vijayetta Sharma, School of Behavioural and Social Sciences*

As cyberattacks increase, healthcare providers risk a loss of patient trust if they cannot guarantee information security. [Read More](#)

**Stats:** 1.4 million viewers

**Top Republishers:** Tempo.co Indonesia, Big News Network US, The Vibes Malaysia, Setopati Nepal

**Countries published:** 



**AI is set to change fertility treatment forever**

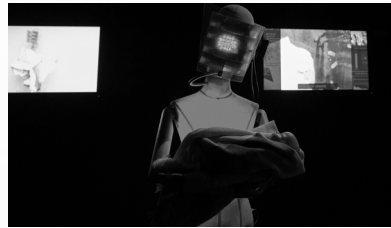
*By Vijayetta Sharma, School of Behavioural and Social Sciences*

From robotic nannies for embryos to algorithms that determine the prime time for conception, AI is changing how we make babies. [Read More](#)

**Stats:** 1.0 million viewers

**Top Republishers:** Tempo.co Indonesia, Smart Company Australia, Big News Network United States, EastMojo, CodeBlue Malaysia, Impakter UK

**Countries published:** 




**A potential digital lifesaver for diabetes patients**

*By Srinivasan Ramachandran, School of Engineering and Technology and Anandhi Ramachandran, International Institute Of Health Management Research*

India is especially well-placed to take up digital therapeutics in the prevention and treatment of diabetes. [Read More](#)

**Stats:** 160.8 K viewers

**Top Republishers:** Big News Network United States, Setopati Nepal, Luminews Malaysia, Northeast News

**Countries published:** 




**Domino effect: Can state elections upset the Modi machine in 2024?**

*By Nikhil Sehra, School of Behavioural and Social Sciences*

The elections in five states will be seen as a proving ground for campaign strategies ahead of national vote. [Read More](#)

**Stats:** 142 K viewers

**Top Republishers:** The Diplomat, Kathmandu Post, Big News Network US, Hard News Media

**Countries published:** 




**Self-help groups can empower women financially**

*By Durairaj Kumarasamy, Sukhvinder Kaur and Vandana Jain, School of Behavioural and Social Sciences*

Financial inclusion ensures equal access to financial services so women can mobilise their savings, obtain credit and make financial decisions independently. [Read More](#)

**Stats:** 1.2 million viewers

**Top Republishers:** Tempo.co Indonesia, Big News Network US, Nagaland Tribune, Northeast News

**Countries published:** 



# Portfolio of Featured Articles

Long road ahead for true gender equality

By *Piya Srinivasan, School of Behavioural and Social Sciences*

Economic empowerment, targeted legislation and cultural shifts are required to create gender-just societies and restore women's dignity.

**Stats:** 1.2 million viewers [Read More](#)

**Top Republishers:** Tempo.co Indonesia, Nagaland Tribune, Tatler Asia, EastMojo

**Countries published:** 




The tragic toll of competitive exams

By *Nooria Rehman, School of Behavioural and Social Sciences*

The extreme pressure on students to compete sometimes results in students taking extreme steps such as taking their lives. [Read More](#)

**Stats:** 156.8 K viewers

**Top Republishers:** Setopati Nepal, CodeBlue, Northeast News, EastMojo, Health on Air, The Secretariat

**Countries published:** 



City where the promise of good health turns to ash

By *Durairaj Kumarasamy and Pinki Chahal, School of Behavioural and Social Sciences*

Regular stakeholder consultation is needed to address climate change and lessen pollution-related health impacts. [Read More](#)

**Stats:** 160.2 K viewers

**Top Republishers:** Down to Earth, The Federal, CodeBlue Malaysia, Eco-Business, EastMojo, The Mooknayak

**Countries published:** 




Loneliness or inclusivity? India needs to choose

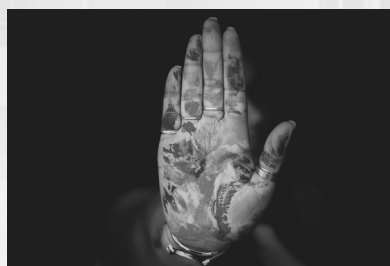
By *Nikhil Sehra, School of Behavioural and Social Sciences*

Both Indian law and society need to change to counter the current stigma felt by members of the queer community. [Read More](#)

**Stats:** 46 K viewers

**Top Republishers:** Do  Earth

**Countries published:**




How Delhi can meet its energy needs amid a sizzling summer

By *Anandajit Goswami, School of Behavioural and Social Sciences*

Securing cities from future heat effects requires a fictional reality which can become a future truth.

**Stats:** 81.7 K viewers [Read More](#)

**Top Republishers:** Down to Earth, EastMojo, Millennium Post, Pratirodh

**Countries published:** 




How art therapy can empower neurodivergent students

By *Shreyansi Sahai, School of Behavioural and Social Sciences*

Interventions like art therapy in schools benefit neurodivergent students and their neurotypical peers by promoting empathy and different ways of communicating. [Read More](#)

**Stats:** 838.8 K viewers

**Top Republishers:** The Star Malaysia, Setopati Nepal, EastMojo, Health on Air, The Fiji Times

**Countries published:** 



# Portfolio of Featured Articles

**Is India ignoring its athletes' mental health?**

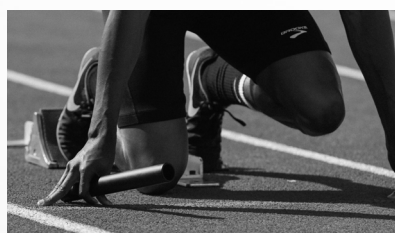
*By Kashish Pandey, School of Behavioural and Social Sciences*

As the Olympic Games kick off, normalising conversations around mental health is the gateway for positive mental wellbeing and the best performance by Indian athletes. [Read More](#)

**Stats:** 17.9 K viewers

**Top Republishers:** Big News Network United States, CodeBlue Malaysia, EastMojo, Pratirodh

**Countries published:** 




**Malnutrition is killing India's future sports stars**

*By Vijayetta Sharma, School of Behavioural and Social Sciences*

To improve its performance on the sporting stage, India needs to address malnutrition in children. [Read More](#)

**Stats:** 1.25 million viewers

**Top Republishers:** Deccan Herald, EastMojo, CodeBlue, Northeast News, The Secretariat

**Countries published:** 



**Affordable molecular testing can be the next hope for cancer patients**

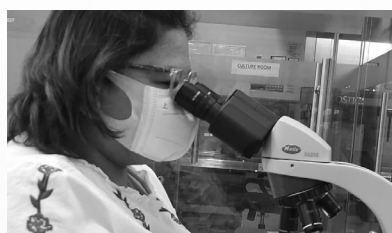
*By Bhardwaj Tina Neelesh and Kanchan Bhardwaj, School of Engineering and Technology*

Duty exemptions will support better patient outcomes and encourage the integration of advanced medical technologies into the Indian healthcare landscape. [Read More](#)

**Stats:** 17.8K viewers

**Top Republishers:** Big News Network United States, CodeBlue Malaysia, EastMojo

**Countries published:** 




**How physiotherapy can help with sports concussions**

*Dheeraj Kumar, School of Allied Health Sciences*

A step-by-step plan should be developed to safely return to sports, work or school after all symptoms have resolved, with regular follow-ups. [Read More](#)

**Stats:** 23.4 K viewers

**Top Republishers:** CodeBlue Malaysia, The Federal

**Countries published:** 



**How India can build a winning sports culture**

*By GL Khanna and Divya Tripathi, School of Allied Health Sciences*

Investing in sport opens up a world of opportunity for Indian students and the wider community. This is how it could be done. [Read More](#)

**Stats:** 15.6K viewers

**Top Republishers:** EastMojo, Nagaland Tribune, Hard News Media

**Countries published:** 



**Manav Rachna Schools that have contributed**



**SBSS**  
School of Behavioral & Social Sciences



**SLM**  
School of Leadership and Management



**SAHS**  
School of Allied Health Sciences



**SET**  
School of Engineering & Technology

# University Engagement

To identify the best research and deliberations within the university and take it to the wider global community involves creating awareness of what 360Info does and how this can positively affect the life of the university. Integrating themselves within the research activities of the university, the 360Info commissioning editor at Manav Rachna participated in expert-led discussions and conferences with the aim of disseminating conference outcomes in the form of news articles and adding to the MR brand.

## SHOWCASING SYNERGIES

The 3rd BRICSCESS Conference hosted by MRIIRS marked a significant milestone for creating new synergies between academic communities of BRICS nations and industry practices towards catalysing innovative solutions in health and sports sciences. The conference deliberations set the stage for a [360Info article](#) on universities taking a lead in instilling sports culture among young people through early talent recognition, athletic development, funding and public-private partnerships with an eye on the 2036 Olympics.



Caption (L-R): Dr. G. L. Khanna, Dr. Sanjay Srivastava, Prof Dr. Ming-Kai Chin, Lt. Gen. Dr. Jagbeer Singh Cheema, Dr. Prashant Bhalla, Prof. Dr. Hans de Ridder, Prof. Dr. Ricardo R. Uvinha, Dr. Uri Schaefer.



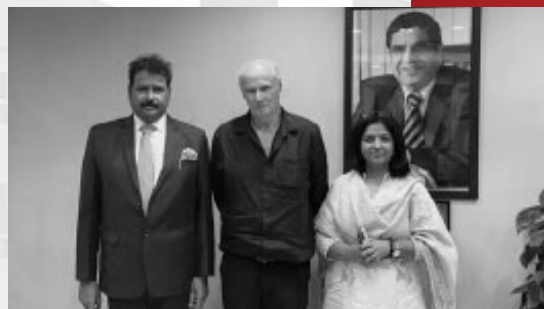
Caption (L-R): Bharat Bhushan, 360Info, Dr. Soma Arora, Prof. Dr. Rene Ruth.

## PROMOTING RESPONSIBLE JOURNALISM

At Manav Rachna's International Conference on Sustainable Growth through Digital Innovation, 360Info highlighted transformative practices in journalism. Their approach emphasized evidence-driven research and the role of universities in meeting society's growing need for reliable information.

## STUDENT-CENTRIC INITIATIVES

As part of enhancing value through knowledge transfer, 360Info organized a two-week workshop on Multimedia Storytelling for BA Journalism and Mass Communication students, led by Australian journalist Martin Daly, former multimedia editor of 'The Age'. The program also included a faculty enrichment session on innovative storytelling using emerging technologies like generative AI.



Caption (L-R): Dr. Sanjay Srivastava, Martin Daly, Dr. Shilpi Jha.



## BRIDGING ACADEMIC HORIZONS

A glimpse of Ms. Sanya Bhalla, Executive Director, Alumni Relations and International Collaborations, and Dr. Puneet Batra, Principal, Manav Rachna Dental College, during their visit to Monash University, connecting with 360Info's Editor-in-Chief Andrew Jaspán and General Manager Eve Anderson in Melbourne.

# Future Directions

Our mission is to perpetually create enduring value and establish a legacy of research distinction for the Manav Rachna community. The following strategic initiatives will guide us in achieving this goal:

## Engagement

Deepening strategic collaborations with Manav Rachna's Centres of Excellence, including those in Health Innovation, Advanced Water Technology & Management, Peace and Sustainability, Media and Communication, Advanced Learning, Molecular Biosciences, and Sports Science, among others.

## Showcase

Introducing a quarterly Research Insights newsletter to illuminate ground-breaking advancements across a spectrum of disciplines.

## Collaboration

Prioritizing research driven by synergistic academia-industry collaborations, ensuring the application of knowledge to real-world challenges.

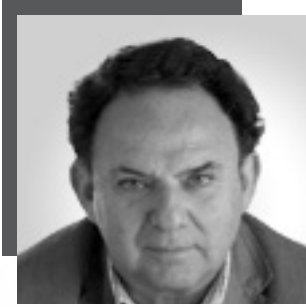
## Consultations

Facilitating consistent engagement with various schools and R&D cells to amplify the scope and frequency of scholarly contributions.

## Skills

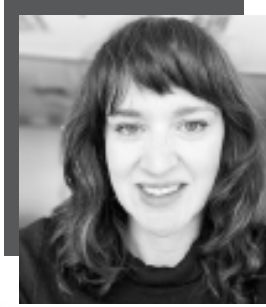
Refining research communication competencies through 360info's comprehensive editorial framework, coupled with the forthcoming news-writing workshops and journalism competitions for MRIS students to cultivate sophisticated writing and journalistic acumen.

# 360 Editorial Team



**Andrew Jaspán**

Editor-in-Chief and Director, 360info



**Ilaria Walker**

Asia Pacific Editor, 360info



**Emma Hoy**

Media Liaison, Communications and Development Coordinator



**Bharat Bhushan**

Associate Editor & South Asia Editor, 360info



**Eve Anderson**

General Manager, 360info



# MANAV RACHNA Editorial Team



**Dr. Nandini Srivastava**

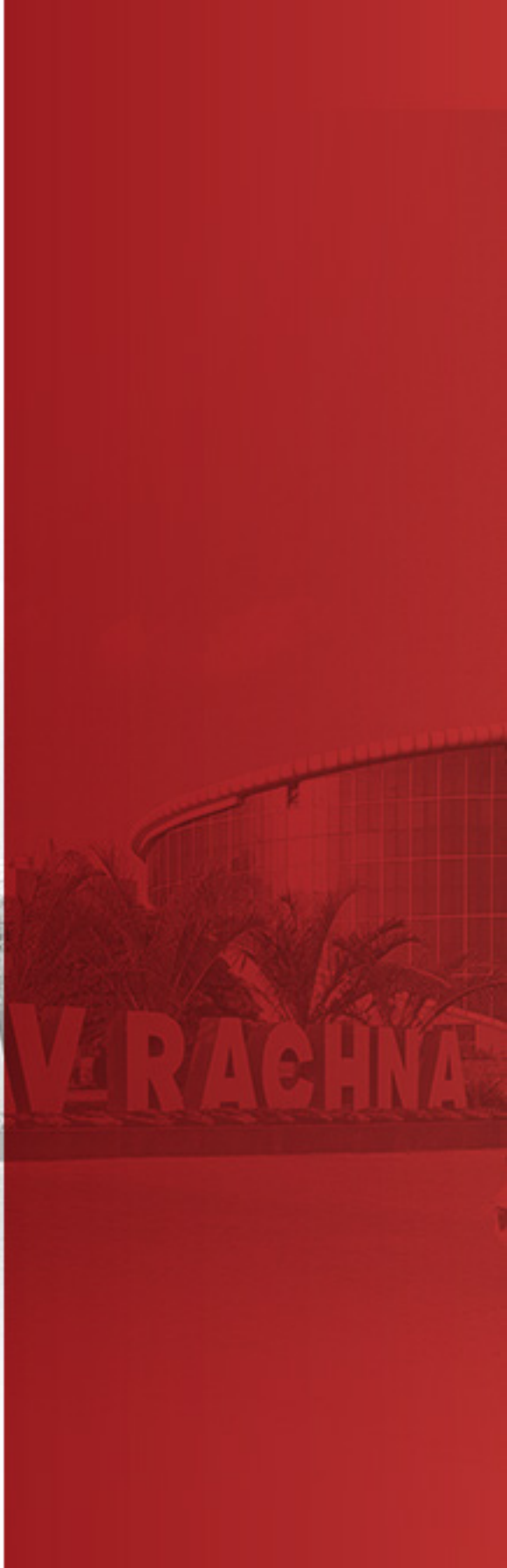
Director, CDP & Professor SLM



**Dr. Piya Srinivasan**

Deputy Editorial Director, MRVPL & India Commissioning Editor, 360info





## MANAV RACHNA EDUCATIONAL INSTITUTIONS

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