



MU CHRONICLES

A Monthly Newsletter of Malwanchal University

NL/2026/05 | May 2026

Time: The Most Valuable Currency

DR. HIMANSHU RAI

Malwanchal University hosted an inspiring session by Dr. Himanshu Rai, Director, IIM Indore, focusing on the value of time, discipline, and purposeful living. He emphasized that being punctual is a responsibility, encouraged participants to confidently refuse unnecessary distractions, and inspired them to create new paths through innovation and courage. Concluding with the message, "Anything in moderation is nectar; in excess, it is poison," the session motivated students and faculty to lead balanced, disciplined, and meaningful lives.



EVENTS**INNOVATION AND ENTREPRENEURSHIP WORKSHOP INSPIRES FUTURE DENTAL PROFESSIONALS**

The Department of Conservative Dentistry and Endodontics at Index Institute of Dental Sciences organized a Lecture and Workshop Programme on “Innovation and Entrepreneurship” on 21 May 2026. Eminent speakers Dr. Ajay Mishra and Mr. Manish Satpal shared valuable insights on innovation, entrepreneurial thinking, leadership, and professional growth. The interactive session motivated students to embrace creativity, develop a forward-looking mindset, and explore emerging opportunities in healthcare and business, preparing them to become future-ready professionals.

EDUCATIONAL VISIT TO BHOPAL FOR SEMINAR “SARVA KALYANAM”

Students of Index Ayurvedic College Hospital and Research Centre, Malwanchal University, participated in an educational visit to Bhopal to attend the seminar “Sarva Kalyanam.” The seminar provided valuable insights through expert lectures, interactive sessions, and meaningful discussions on holistic healthcare and Ayurveda. The visit enriched students’ academic knowledge, practical exposure, and professional understanding beyond the classroom, fostering a deeper appreciation of integrative healthcare practices and supporting their overall educational and personal development.

**CELEBRATING THE SPIRIT OF COMPASSION: INTERNATIONAL NURSES DAY AT INDEX NURSING COLLEGE**

Index Nursing College, Malwanchal University, celebrated International Nurses Day 2026 by recognizing the unwavering dedication, compassion, and commitment of the nursing fraternity. The occasion honored nurses for their selfless service in healing, comforting, and inspiring countless lives through quality healthcare. Their tireless efforts continue to strengthen the foundation of the medical profession and society. The celebration reaffirmed the institution’s respect for the invaluable role nurses play in promoting health, care, and human dignity.

EVENTS**INDEX INSTITUTE OF DENTAL SCIENCES SHOWCASES EXCELLENCE IN ORTHODONTICS**

INDEX INSTITUTE OF DENTAL SCIENCES, INDORE
DEPARTMENT OF ORTHODONTICS AND DENTOFACIAL ORTHOPEDICS
celebrated
WORLD ORTHODONTIC HEALTH DAY 2026



The Department of Orthodontics at Index Institute of Dental Sciences, Malwanchal University, is committed to creating healthy, functional, and confident smiles through advanced orthodontic care. The department offers specialized diagnosis and treatment for teeth and jaw irregularities using modern techniques and technology. Along with delivering quality patient care, it provides students with practical clinical exposure, research opportunities, and expert guidance, preparing future dental professionals to excel in the field of orthodontics.

ORAL HEALTH PROMOTION CAMP: CREATING SMILES THROUGH AWARENESS

The Index Institute of Dental Sciences, Malwanchal University, through its Department of Public Health Dentistry, organized an Oral Health Promotion Camp to spread awareness about the importance of oral hygiene and preventive dental care. The camp educated participants on healthy dental practices, early detection of oral diseases, and the value of regular dental check-ups. The initiative encouraged the community to adopt better oral health habits, promoting healthier smiles and overall well-being through awareness and prevention.

**INDEX HOSPITAL PERFORMS ADVANCED HEART PROCEDURE ON 16-YEAR-OLD PATIENT**

Index Super Speciality Hospital, Indore, successfully treated a 16-year-old patient suffering from a 27 mm congenital heart defect (Atrial Septal Defect) through an advanced minimally invasive cardiac procedure on May 16, 2026. Performed by Dr. Sudeep Verma, the 20-minute catheter-based intervention eliminated the need for open-heart surgery and was conducted free of cost under the Ayushman Bharat Scheme. The successful treatment reflects the vision of Chairman Shri Suresh Singh Bhadoria, Vice Chairman Mr. Mayankraj Singh Bhadoria, and the institution's commitment to providing advanced, accessible, and affordable healthcare.

EVENT**Robotic Knee Replacement Gives Farmer a New Lease on Life at Index Super Speciality Hospital**

Index Super Speciality Hospital, Indore, successfully performed an advanced robotic total knee replacement surgery under the Ayushman Bharat Scheme on May 12, 2026. A 60-year-old farmer from Barwani district, suffering from severe osteoarthritis and mobility challenges, received treatment free of cost. The procedure was successfully led by Lt. Col. (Retd.) Dr. Ajay Singh Thakur, Head of Orthopaedics. This achievement reflects the vision of the institution's leadership and its commitment to delivering advanced, affordable, and patient-centric healthcare.

EDITORIAL ARTICLE**How Digital Content Changed Marketing and Traditional Publications**

The growth of digital content has transformed the marketing world. While traditional publications such as newspapers and magazines once dominated advertising, businesses today have shifted much of their attention to digital platforms. This change has not happened because publications lost value, but because digital content offers marketers new and powerful ways to connect with audiences.

In the past, companies relied heavily on print advertisements to reach large audiences. Today, digital content enables brands to target specific groups based on interests, demographics, location, and online behavior. A single social media campaign can reach millions within hours while providing real-time performance insights.

Digital marketing is also more affordable, allowing small businesses to promote their products through social media, websites, blogs, and videos without the high costs of traditional advertising. This has made the marketplace more competitive and accessible.

As advertising shifted online, traditional publications faced challenges. However, many adapted by launching digital editions, subscription models, newsletters, podcasts, and multimedia content, creating new opportunities for growth and audience engagement.

Rather than replacing publications, digital content has transformed them. Success today lies in combining the credibility of traditional publishing with the speed, reach, and flexibility of digital platforms.

**SANKALP OJHA**

Publication Manager,
Malwanchal University

**MALWANCHAL
UNIVERSITY**

Campus: Index City, NH-59A, Nemawar Road,
Indore - 452016 (M.P.)

☎ 0731-4013774, 4013370

✉ registrar@malwanchaluniversity.in