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Editorial

The chariot of time has let another eventful year whizz by leaving its aroma for us to savour! And here is the AIMC byline, an yearly journal brought out by the students of Apeejay Institute of Mass Communication.

This edition of the byline captures the sentiments, intellect, creativity, talents and experiences of the students during the session 2010-2011 and we have tried to do justice to the same.

The students have made excellent efforts in penning down their thoughts about media. It reflects that they are all set to step out as media professionals into the outside world.

We have been on our toes collating information, editing stacks of papers, designing pages, sequencing events, selecting photographs and compiling all of this to give the journal a final shape. The whole journey has indeed been thoroughly enriching and fulfilling. We feel happy to bring out this edition of the byline that you hold right now!!

Shuchi Mehrist
Priyadarshani Sharan
AIMC BYLINE

ABOUT US

The introduction of new media technologies is fast changing the entire mass communication landscape. Almost all the leading television networks and newspapers have now strong presence on 'online'. The web presence of this new platform has been described as 'New Media'. Content writing, search engine optimizing are few of the media jobs that can be categorized under media journalism jobs.

With more and more students preferring net for news and other information, it is also attracting advertising and is increasingly becoming a very effective tool in brand building through PR initiatives and for announcing Events.

Keeping this in mind, this institute has introduced a new Post Graduate Diploma in New Media & Web Journalism from this academic session. This course is aimed at training aspiring students in digital media jobs such as: Content Writing, Citizen Journalism and Online marketing, mobile/wireless, search engines, web designing and development of online audio and video.

The experience that we have gained through seven years of running this institute gives us the confidence to add this new course to our already very successful courses in Journalism (both Print & Broadcast including TV News Anchoring and RJ), Television Production, Advertising, PR/Corp.Com and Event Management and in other areas of mass communication.

Our placement record has been excellent with students placed in leading television production companies and News Networks, Advertising agencies across different disciplines such as Client Servicing, Creative, Account and Media Planning, in PR / Event Management firms and also leading newspapers. This year we have achieved another feat in getting our students placed abroad in very reputed companies.

No wonder, the institute has emerged as one of the finest media education institutes in India and also Asia. We get student interested from almost all parts of India and sometimes from abroad as well.

Our focus is on ensuring quality teaching through personal attention and maintaining high industry interaction.

COURSES

- **Post Graduate Diploma in Advertising and Marketing Communication**
  Duration: 1 year full time

- **Post Graduate Diploma in Public Relations and Event Management**
  Duration: 1 year full time

- **Post Graduate Diploma in Television and Radio Production**
  With focus on News reporting/Anchoring & Video editing
  Duration: 1 year full time

- **Post Graduate Diploma in New Media & Web Journalism**
  Duration: 1 year full time

**Participation By Students**

- NATGEO Junior 'Talent Hunt' event organized by Encompass.
- Open Frame, International Film Festival and Forum organized by Public Service broadcasting Trust(PSBT), in partnership with UNESCO and the support of the national public service broadcaster, Prasar Bharti, INPUT (International Public Television) at the India Habitat Centre.
- Short term industry project with Lowe Lintas.
- Industry projects with Brandwidth Events and Miran Productions (Agency for Tata Consultancy Services).
- Styra Paul Award for Human Values conferred to Khushboo Mathur and Smriti Nag.

**New Faculty**

- Mr. Rajeev Panda, Diploma in Cinematography from Bijupatnaik Film & Television Institute of Orissa. Has ten years of industry and teaching experience.
The czarinas of ramp, the portraits of perfection or the empresses of excellence. The terminologies to articulate their presence, are only the synonyms of the charisma they shower on the dais, in one of the shortest shelf-lives in the world of fashion – Fashion Modeling.

One of the most enticing specialties lures their girlhood, at a very early stage of their lives. Money and fame being the closest relatives gives them the chance to get recognized nation-wide and earn in concert. An eminent appearance, a great portfolio and a bonafide coordinator is enough to kick the things off. Meeting the right people, taking the wise (but quick) decisions at right time take them to new heights every day. New assignments, media coverage and audience admiration promises to convert their life into a party which never seems to get over.

But nothing comes for free and this occupation pays a heavy price. People sitting on the either sides of the ramp or in front of the TV sets at home are restrained to see only the shiny side of the coin. The other (gloomy) side which is not at all glamorous carries all the agony, outrage and diligence. Long rehearsals, shooting and traveling hours, accompanied with PR and a lot of extra activities not allow timely diets and a glance at their personal and social lives. Break-up (in relationships) and breakdowns (motivation) have become a routine, out of which some have had infamous suicidal results.

Ms. Lu Biel, one of the finest models of Indian fashion-modeling history (she was one of the well known faces of brands like Hugo Boss, Dolce & Gabbana and many more) says, "From name to fame, from petty cash to promising funds and from recognition to admiration, one gets everything in modeling. But the stress of assignments and improper eating habits shows it's bad effects. You may lose contacts with your friends, relatives and social life almost disappears. Still it is the most exciting and interesting career which I still miss".

Tragically, past ten years have been devastating for some of these ramp's charming beauties and the whole fashion clad. Three suicides, road dramas and the wardrobe malfunction on the stage for media to cash on. Catastrophically, we (the audience) have enhanced a habit to see the world via media's eyes and forget that they only cover and highlight fashion modeling as a mere showbiz of figure (vital) statistics and a pool of drugs and sex.

Nevertheless, after giving so much to this fraternity what actually causes the decline of an enthralling career? Is it the monotony of life? Failure of relationships? Arrival of fresh faces? Or is it something else that drives these goddesses of fashion to call it a day.

Whatever the ground is, they are destined to debark this dais one day. This symbolizes that a new girlhood is biding the time to mark her appearance on it.

Truly enchanted by Lion Finn, 'Beautiful woman, come out and play, reveal your inner treasures. The sparkle in your eyes, the natural swing in your walk, you radiate excitement and enthusiasm'.

You need no latest fashion, no expensive haircuts, no blinding big accessories.

You glow in your passions, passionate in your pursuits; you know what you are made of.
The dictionary meaning of news is information about recent events or occurrences, especially as reported by newspapers, periodicals, radio or television. Some dictionaries call media a presentation of such information, as in a newspaper or on a newscast.

However, the real meaning of news is based upon newsworthiness of any piece of information, which is new or is not known to a large number of people. Newsworthiness is determined by few factors that vary with time and location.

Factors like timeliness, impact, prominence, controversy, oddity and currency decide that an event or fact will have space in the morning newspaper or not. Timeliness is the most important characteristic of news, as it is said yesterday's news is no news. The factor alone is a major reason for the invention of broadcast media, which gives away information almost in real time.

The audio visual nature of the news in broadcast media increases the impact of news and generates controversy, usually seen as matter of interest by masses. And in order to fill the huge time space, TV constantly digs out several unknown territories of human interest.

Media's 24X7 nature has taken the concept of controversy and oddity a little too far, thus, giving birth to a new genre of news – Breaking News! Growing up in an age of constant media and information and communication technology development has made me witness sea changes in the way media presents a news report.

In the days of Doordarshan, the news used to be delivered in a packet at the Daily Bulletin, broadcast at 8.30 pm. The language of news in these reports used to be very basic, with almost no bias and twist and turn. However, news as we see it today has an 'angle' attached to it always.

In a race to be first and the best, news channel constantly try to find and sometimes invent facts about almost everything under the sun. They find it, add facts to it, twist it, turn it and then add glam to it. But the whole process of 'news making' sacrifices the real news and its impact.

TV news channels report about everything, from politicians to business leaders, sports victories to filmy weddings, floods to droughts, scams to parties, slaps to kisses. And in India everything becomes a Breaking News!

Only few years back the Breaking News was used for news as big as 'Plane crash in World Trade Center' or 'Tsunami hit South India'. But the Breaking News has now earned itself a permanent place at the slug space of news channels.

British journalism pioneer, Lord Northcliffe, once said, "News is what somebody somewhere wants to suppress; all the rest is advertising." The quote probably explains the media bias and marketing hype. I agree to the fact that media is a business too but unlike other businesses this task has a social responsibility, which needs to be fulfilled in order to sustain social freedom and democracy.

The reporting pattern of 26/11 attack, Kargil war and few other incidents gave strong signals that media needs a self regulatory system in place. But, with the ever increasing competition in the industry, the regulation seems like a distant dream.
For many people these two words may not fit together, therefore let me put it in another way – In the world around us, powerful people are usually businessmen, industrialists, politicians.

But when we think of knowledge, which groups of people come to our minds? No doubt University Professors, Scientists and so on.

Certainly with innumerable scandals being filed daily, our politicians seem to have a distinct lack of knowledge of how to handle affairs, but they no doubt have enormous power.

On the other hand, Scientists, Professors no doubt have enormous knowledge of their respective subjects but when it comes to Power, most of them are far away from it, they are deeply immersed in the theories & journals.

Therefore, it can be seen that a powerful person is not always knowledgeable, & a knowledgeable person is not powerful.

With the advent of the computer, the concept of online information has been hardly developed and accepted, Today’s society is a ‘Knowledge Based’ society. It should be noted that knowledge today does not include only academics; it encompasses everything, from Einstein’s theories to ups & downs of TISCO in stock exchange.

To be powerful in today’s world, one must have a vast & varied store of information at one’s fingertips. The simple reason is that these days everything moves so fast, everybody & everything is so interlinked that without the latest knowledge or information, one cannot be up-to-date with events.

As a result, if one cannot keep up with everyday affairs, how can one hope to have any power over those affairs?

Thus we see that today a powerful person must be Knowledgeable & that a knowledgeable person has a potential to be Powerful, as far as Beckon said “For knowledge itself is Power”.

“Justice and power must be brought together, so that whatever is just may be powerful, and whatever is powerful may be just.”

- Blaise Pascal

“Nearly all men can stand adversity, but if you want to test a man’s character, give him power.”

- Abraham Lincoln
Selling English movie channels in a country where speaking in English was supposed to be a fashion statement should not have been too difficult! Ironically, it is! Adding to the huge competition in this genre, are not only the fellow English movie channels but also the general entertainment channels. And you have a quasi-bloodbath in the making. The big question is will English movie channels ever dominate the hearts and minds of hindi channel-loving masses?

Out of the 400 odd channels in the country, how many can you count amongst your favourites? Five? May be even ten? Choosing television programmes these days is dependent upon what is “mutually acceptable.” This is because unlike twenty years back, TV viewers today have umpteen choices! If you have ladies in the house (both old and young, married and unmarried), your idiot box will invariably have either the ‘saas-bahu’ episodes flooding their senses or some curtain call at the end of a Hindi film receiving a breathless wonder from the fairer gender. If you have kid in the house, then you will be stuck to the world of pogo and tom and jerrys. If you have friends come over, then forget about the channel, then it’s the DVD which gets into action with the latest blockbusters! And then, there are wild life channels peddling apes and tuskers that wobble about and some spiritual and religious channels too. Of course, music channels for the modern MJ’s and news channels for the critics and sports channels for those who want to know the world cup winners! And then...

Here comes the English movie channels. They are hep, they are happening. They feature English movies that would make up to the Oscar roll call on any given day. Yet, they are not calling thundering successes in terms of viewership or even brand loyalty. Dump a load full of competition and the fact that masses prefer watching staid, rigmarole hindi and regional serials which are more than electrifying movies and you will start realizing why there is little viewership rating in the charts featuring English movie channels. But this does not mean that nobody watches English movies. Too many do! And that’s where the war begins!

In reality, not just English movie channels, but even English entertainment channels have a long road to cover on Indian soils. As far as English movie channels are concerned, as per the TAM media research, the average television rating percent for English movie channels is between 0.02 and 0.05. So, how are these outfits making money? After garnering rupees 220 crores in ad-revenues last year, 11 English movie channels have recorded a top line of about rupees 300 crores this year. The biggest in this genre are Star movies and HBO with respective market shares of 41% and 29%.

With 11 channels in the offering, the once deprived for choices, Indian viewer, is being spoilt for choice! Today, there are 30 premiers every month on three English movie channels- Star movies, HBO and WB. And while Sony pix and Zee studio offer bits of everything (featuring even sports programmes and reality shows at regular intervals), UTV World Movies and NDTV lumiere try and offer the best in international cinema.

But, at the end of the day, one cannot deny the fact that English movie channels are in niche business; it’s about engaging some lakhs of viewers, not crores. And it’s really the quality of movies that will prevent an HBO viewer to move on to Sony PIX or STAR movies.
A 3-day WE CARE festival of films devoted to "DISABILITY" was held at the campus in collaboration with BROTHERHOOD, an NGO that holds such festivals across the country. The 3-day festival was attended by students belonging to various institutes in the NCR region. Award winning films - both national and international were screened and analyzed during the festival.

Saksham Lok
Disability lies in mentality not in physicality, this line is explicitly proved in the short 5-min film Shaksham Lok. The title itself briefs the story line, but still some thing is there which we as normal people need to understand, that a disabled person is very well abled in himself. They are very much like us, its just that if they are disabled of something, they are much abled of something else. The film is an exposition of the view that self-reliance is the best assistance a challenged individual can have. The concept and story line has a great direction, which connects to the common man. It gives a message that disabled people hate when they are shown mercy at, they too want to be treated as a normal human being. The film is a short and meaningful fiction with strong characterisation.

Chal
"Chal" is the visualization of a world where difference in abilities doesn’t matter. And children for whom the world is the same in their innocent eyes, understand no difference in caste, creed, religion, ability and disability and live and grow together happily. The movie depicts the friendship among 4 kids in a village through a difference in direction. The director keeps in mind the title of the movie and directs movements of all the kids accordingly. He doesn’t focus much on the characterisation, but the bonding each one has by their small act of calling each other as the village kids would. They share every happy moment of life, without considering their dissimilarity in abilities. A simple script that comes out with the message of "celebrating diversity”.

Advitya
Presentation of a film from the point of view of the character has always proved to be an effective method of story telling. It connects and holds the attention of the audience throughout the movie. It's a story of special people leading special lives, celebrating their speciality in a unique, unparalleled world which they can call their own. People with mental retardation, cerebral palsy, autism and many other disabilities live under one roof spreading happiness among themselves. This is a salute to those who remind us to live our life to the fullest and not let cynicism of the normal world kill our hope and innocence.

Dark
It’s true that there is only one colour for the blind and that is “black” but it is not that their world is black too. They are capable of doing many things which we as a normal person can’t. This movie proves that if God takes away one thing from an ordinary person, he gives something extra to that person to make him “extraordinary” and different from others. This makes the person full of abundant capabilities and helps to develop a positive hope in him. The director of this film has tried to express that the strength of a blind person lies in the ability of his being able to see in the darkness. As in this film, a situation is beautifully depicted when there is a power cut in the house and this visually challenged man comfortably looks around for a candle and lights it for others with vision.

We Care Filmfest
Celebrating Diversity
February 09, 2010
New Delhi, India
THE GOOD, BAD & UGLY OF COMMONWEALTH GAMES 2010

If you want to kill a tree, don’t cut it, just curse it! The same happened with Commonwealth Games 2010. The Oct 3-14 Delhi Commonwealth Games were in the eye of a storm before they began, but the splendid opening ceremony came as a turning point. Several concerns were raised over the preparations of the Games, including excessive budget overruns, likelihood of floods in Delhi due to heavy monsoon rains, infrastructural compromise, poor living conditions delays in construction of the Main Games Venue, the withdrawal of prominent athletes, widespread corruption, by officials of the Games’ Organising Committee and possibility of a terrorist attack by militants.

Let’s take a look at the good, the bad and the ugly of the mega event, which is still making news for the right and wrong reasons. First, what’s good about it.

The opening ceremony: Around 7,000 artists put up a spectacular display of Indian art and culture, making for a grand welcome for the 6,000 Games athletes and delegates. The three-hour-long show saw a giant aerostat float above the crowds in the night air, reflecting iconic images of Mahatma Gandhi, the Buddha and the Taj Mahal. As the crowds at Jawaharlal Nehru Stadium went wild with enthusiasm, millions felt proud just watching it on a television set.

Volunteers: They have made up one of the strongest pillars of the Games. Assisting on almost every front, the 15,000-odd volunteers, trained for over three months, earned a good name for the event. From guiding and controlling guests to extending small courtesies, they were doing it all.

Games Village: Arrangements have made the thousands of athletes and delegates putting up here happy. The teams, fed on negative stories, have been left wide-eyed at the world class treatment, complete with luxurious rooms, salons, a bar and even a disco.

Next, the bad.

Delays: The delay in completion of Games work, last-minute glitches and shortcomings that dogged the event right until they began was a major embarrassment. The collapse of a bridge outside the Jawaharlal Nehru Stadium attracted the worst criticism.

Last-minute hygiene issues at the CWG Village, complete with loitering dogs and snakes, prompted the international media to dub India as unprepared.

Traffic: Clogged roads were the worst part for Delhites. With a whole lane dedicated to vehicles for CWG athletes and delegates, traffic moved at a snail’s pace. While the fear of high fines kept many out, some took the opportunity to slip into dedicated lanes when no one was watching - or so they thought. There were over 1,600 ‘challans’ or fines by Sunday.

Public transport: With the Delhi government encouraging the use of public transport but at the same time taking 1,500 private blue lines off the road, the masses had to bear the brunt of overcrowded DTC buses. The Metro train remained the fastest and best option, but again was choked. A separate coach for women came up but couldn’t make much difference to the overcrowding in other compartments.

Now, for the Ugly.

Bad Media: Weeks before the start of the Games, Indian media highlighted the poor construction standards at several of the main Games venues. In late September 2010, the president of the Commonwealth Games Federation remarked that the Games Village were far from completion and needed a “deep clean” and New Zealand’s chef de mission even claimed that the Games might not take place given the amount of work to be done. The concerns came to media attention in late September 2010 after media outlets began reporting on “filthy and unliveable conditions”
and taking photos of Paan stains and excrement in living quarters at the games village. Just a day after these remarks, a footbridge under construction near the Nehru Stadium collapsed, injuring 27 and seriously injuring five. On 22 September 2010, some tiles at the wrestling stadium's false ceiling caved in; however, there were no reported injuries. After the start of the games, a large scoreboard at the rugby stadium toppled over, though before any competitions had started in the stadium. Security concerns were highlighted by an Australian TV crew from the Seven Network who claimed to have walked past security with a suitcase containing a dummy bomb casing and its detonator on 15 September, although the claim was later challenged as being 'bogus' and dishonesty. Concerns of a terrorist attack were also raised following a gun attack that took place outside the Jama Masjid on 19th September 2010. However, the Indian authorities stated that the shooting was a "one-off incident".

**Corruption:** Treadmills hire at Rs.9 lakh, air conditioners for Rs.4 lakh, toilet paper at Rs.3,757, umbrellas at Rs.6,000 per piece! From the exorbitant rates to Scheduled Caste funds being. There were also multiple cases of items being rented for the 45 days for more money than it would cost to actually buy the item. e.g., 72 golf carts were hired for 4.23 lakh (US$9,517.5) each, when they could have been purchased for 1.84 lakh (US$4,140) each.

In the opening ceremony, the chairman of Organising Committee, Suresh Kalmadi, faced further embarrassment when he was booed by the Indian spectators at the start of his welcome speech. The crowd atmosphere otherwise was upbeat, especially when they offered a warm applause to the neighbouring Pakistan squad despite the tense relations between India and Pakistan.

To conclude successful completion of CWG is what we all prayed for INDIA's image.... there had been so much negative publicity about it but it ended on a positive note!

**CHEERS TO INDIA...!!**

A British Columbia daily Vancouver wrote-

"Delhi Jeet Gaya, You did it, Delhi"

Courtesy : http://in.news.yahoo.com
The Television news networks today have become all about dirty gaming, where the issues are “exaggerated” for increased TRPs. Being greedy for ratings and manipulating stories to grab eyeballs is something just not expected of a news channel. Oh come on, they aren’t an entertainment source!

Of late, this trend where the media has started bringing itself to the limelight is raising questions in the minds of many ‘thinking audiences’. It’s all about entertainment and no news. Instead of money fuelling creativity, I wonder how has the television business become a means for creativity to fuel money? Well, I guess it’s simple!! These channels act as a mouthpiece for certain political parties and a lot of things that we see on it therefore can’t be taken seriously. I am sure having a free press in a democracy is no reason to call for media industry’s insatiable appetite for advertisers and viewers! If the media is a truth-telling machine in a democratic society, especially in the age of competition and compulsions, it should stick to being truthful to its utmost and not make entertainment out of a serious piece of news. In times to come, it shall change the notion in the minds of people that “it’s all about news and no entertainment!!”

Films like Rann, a Ram Gopal Varma production, portrayed how news on television is manipulated to suit the needs of politicians and is about the abuse of the media’s power to mislead the “aam janta” and the recent Aamir Khan’s Peepli Live, poignantly brings out the bureaucratic hypocrisy and media malice. The film is a pungent satire on the electronic media and shows how battalions of OB vans reach a news spot to extract even a bit of information relevant or irrelevant (but mostly irrelevant) which they can make into “Breaking News” or a so called “Exclusive Story”.

I would say that it’s time that the news channels should stick to their “job” and behave only as a truth-telling machine. It should put its foot down and not succumb to any competitions or compulsions!

It shall change the notion in the minds of people that “it’s all about news and no entertainment!!”
As a student when I chose to study media it was quite impossible for me to select its specific field as a profession on the very first day. And the same happens with the teaching faculty to decide the areas of interest of any student. Media is a broad subject and is therefore not just limited to journalism or reporting. It is extended to Advertising, Public Relations, Event Management and many more.

Earlier, media had a single identity and that was of the Reporter and not a Journalist. As a layman, people visualize a reporter as a person with long hair, wearing a khadi kurta and blessed with “a spectacle and a bag”. He was considered as a person whose major weapon to win the war was his pen. He was not well equipped with new technology and then he was a person with low salary but who worked hard to fight for the truth.

With the coming up of Globalization, media has extended its areas and work process. Everything is updated with new techniques. Innovation of electronic media has somehow increased the power of capturing the audiences. Now news has become an everyday menu for its viewers. But it is now no more “plain news” but a “cooked one”. Presentation of news has become an essential part of the job which is why today even small incidences can be blown out of proportion.

I think if one chooses to be a part of the media sector and plans to take it up as a profession, then he or she has to be competent enough to replace the old identity of a reporter. Media has established itself as the strongest pillar of democracy. Media has really played the role of a mirror to the government and the public. It is one of the best medium to express views and policies to people. Media has changed its value but the content remains the same “eyes of its people”.

**Careers in Broadcast Media:**
- Actors, Directors and Producers
- Announcers
- Audio Engineering Careers
- Audio-Visual Collections Specialist
- Broadcast Journalist
- Broadcast News Analyst
- Business Communicators
- Copy Editor
- Copy Writers
- Content Writer
- Creative Writers
- Critics
- Editors
- Graphic Designers
- Journalist - Radio Television
- News Analysts
- Photographer
- Photojournalists
- Radio Station Manager
- Reporters and Correspondents
- Scriptwriter
- Sales and Marketing jobs
- Web Designer
RAY OF HOPE AND POWER TO DO SOMETHING
By: Vibha Baghel (Post Graduate Diploma in Television & Radio Production)

The 26th July, 2010 was a special day for me as it was the first day of my Post Graduate Diploma in Mass Communication. With lots of curiosity and eagerness to learn new things, I entered the institute in room no. 104. The first Monday went past introducing ourselves to the lecturers and he lecturers introducing themselves to us. And next we were called to see the studio then the library, then the computer labs to have an idea about the institute.

The next day, we were introduced to a special guest named Mr. Gautam Kaul, noted film critic. He was a bouquet of knowledge, inspiration, passion and just everything. He gave us an introduction to Bollywood. I came to know many realities of the media industry, like there are more than 12000 cinema halls in our country alone and 41 film production companies that are listed in stock exchange.

Moreover, India has the 5th biggest foreign exchange revenue in the world in terms of film industry. Cinema is the 5th biggest entertainment industry. There are 218 films made in Telugu, 190 films in Tamil, 177 films in Kannada, and 99 films in Marathi. The most interesting aspect which I came across was towards the end of the lecture in which I learnt about how films are financed and came to know that only LIC and DENA bank lend loans to films.

The days passed and one day Mr. Pradeep Bagchi, former senior news editor CNN-IBN walked into our room for a lecture. I was delighted! He taught us the history of TV in India from the time Doordarshan started in 1962 and only 41 sets of TV were there in India. Now there are more than 500 channels and more than 150 million homes are having TV sets. America is first in TV market revenue and India is third largest TV market revenue through advertisement subscription. Star TV network was the first private channel. NDTV used to produce the news session owned by STAR TV came in India (1991) followed by MTV. SUN TV (1992) was the first private Indian channel. There were various types of Audience Matrices for critical ratings like DART- Doordarshan Audience Research Team, INTAM- Indian Television Audience Measurement(1994), TAM- Television Audience Measurement(1997) etc.

Mr. Bagchi also shared his personal experiences of the industry with us. Somewhere I could connect with him and could imagine myself up there after having completed my course. I enjoyed and went back home that day with lots of knowledge and felt proud to be a part of this institute. And since then I am planning all ways and means in which I shall serve the industry after becoming a part of it!

In the darkest hour, a ray of hope and a voice of reassurance has given a zeal and confidence of working towards a brighter future.
Whenever I want to write something and am unable to, I feel so irritated, it's like I want to do some important work and someone inside me is resisting me. Really, it's too difficult to hold your feelings inside so when I write them, it feels like I'm in heaven! A relief to my mind and my soul is the time when I go through such a problem, at that my heart says "What happened? What's wrong? It's as if either sky has eaten the words or the Earth has swallowed the sentences!" As always, I don't have any answer. And if by-chance at the same time another irritating problem seems to come near me, then it is like a battleground where I and my feelings are at one end and the words, sentences (which I am unable to write or arrange) are at the other.

I don't know what to do in such times, it's such a mess when I don't feel like crying, don't want to put myself in anger's drive and can't sit quite too as the feelings inside me just want to come out! Aah!!

But, when I read about so many great writers who talk and discuss the same, then, I could relate better to this dilemma as I realized that I AM NOT THE ONLY ONE and there are many more suffering like me. I got some relief and took a deep breath and gathered a greater understanding on the issue.

I realized that the main problem is all about terms and conditions. Every writer has his own terms and needs a few special conditions to express their feelings! For instance, talk about the famous writer Majrooh Sultanpuri, he was unable to write any 'sher' till the house was full of voices. This was because his children shouting and his wife screaming were an inspiration to his thought process. Graham Greene, an English author, always uses lined pages to write and if by-chance there was any spot or stain on it, he would tear off that page at once. Even Allama Iqbal, who wrote the famous song "saare jahan se acha", of course had his own T&C!! People say that except "saare jahan se acha", he always let his clerks write for him when he used to lie on his bedstead with his hubble-bubble and dictate his feelings to them.

I realized that the main problem is all about terms and conditions. Every writer has his own terms and needs a few special conditions to express their feelings!

In my point of view, not only the writers, but each and every creator either painter, singer, musician or an animator, whoever it is, works on his own terms and conditions to give way to their imagination and then structure to put it before the World.

Finally, I got the solution to my "irritating problem!"

Have your own terms and conditions. Create something. Give shape to your imaginations and feelings and the World will be able to meet your creation! ■
Hey everybody Commonwealth Games are here
There will be fun, frolic,
And a lot of cheer!
There would be people present from all around the globe
From different cultures,
Clad in different robes
The crowd will be shouting and yelling and screaming
For all the winners whose faces would be beaming
There would be 53 countries, 71 teams
Now is their time to fulfill their dreams
I wonder how I would get there,
The roads will be jammed
Once I would get there,
The stadium will be crammed
So many medals
So many trophies are stashed
Some would make it
Many dreams would be dashed
Some would be stronger
Some would be fitter
But I wish all the best to all competitors!

Daily Telegraph on CWG’2010, “India has every right to be proud after a torrid build-up”
Light, Camera and... Show must go on!

By: Eesha Singh (M.A. in Journalism & Mass Communication, Final)

After public outrage over television coverage of Mumbai terror attacks, a new debate crisis has risen that was it right or wrong to show such a vast coverage?

However, this is a dangerous issue created because TV channels said “we simply do what we are told and that media is capable of any kind of self regulation and it is unable to think beyond the next shot unless they are instructed what to do”.

So, here is an invitation for censorship or external regulation.

This huge step has to be taken not for one reason but for many. One, the National Security Guard (NSG) believes that one of its commandos died in airman house assault because the terrorists knew he was coming. Second, terrorists went to the chambers at the Taj and open fired after they heard that the guests were hiding there. Third, they showed the commandos being lowered onto the Nariman house and finally to avoid these things from repeating in future.

The repeated telecast of the footages were creating terror in the minds of People.

Why people were so angry with such TV coverage was the complete misjudgment of tone. Too many journalists failed to realize this, inflicting their own sorrow on this, emphasizing the emotional dimension of the crisis. Nobody needed that calm authority even as the crisis of horror unfolded because the rest of the India was still functioning normally.

Even senior officers gave T.V interviews while the operation was still on, proudly displaying the evidence for the cameras without considering the security ramification.

Two things are clear. First, we desperately need a unified command structure. However, the police need to take help from the army, the navy, the NSG, the CRPF etc.

but all these agencies cannot operate in isolation. There needs to be one boss; one man who calls the shots while everybody else listens.

Second, we need a PR protocol. There must always be somebody in a position of authority who decides where to draw line. What can be shown like how to prevent released hostages from being moored by T.V reporters? How to punish or stop the channels that air interviews with terrorists giving false news.

We all agree on some things, politicians must learn to be accountable. The intelligence apparatus must be overhauled and our reaction times must be quicker. Our force should get the alms facilities they need and to add one more, the T.V channels must never repeat the mistake of depicting the siege of Mumbai. ■

we simply do what we are told and that media is capable of any kind of self regulation and it is unable to think beyond the next shot unless they are instructed what to do.
WE CARE PHOTO GALLERY

Theme: Dignity & Justice for All

Chief guest Major H.P.S. Ahluwalia welcomed by Mr. Satish Kapoor, Founder Director, We Care

Inaugural remarks by Dr. Puja Mahesh Program Director (AIMC)

Mr. Satish Kapoor (We Care)

Vikram Dutt (Film Critic)

Promoting Films
WE CARE PHOTO GALLERY

Major H.P.S Ahluwalia ‘Sharing Moments’

Housefull with enthusiastic audience

Dinesh C. Upadhyaya, President, Dwarka RWA

Rajiv Chandran, Director UN Information Centre

Shashi K. Kapoor, former Director General Doordarshan & AIR
Children do not have much purchasing power but they do have a persuasion ability that is wooed by the market.

“Advertisements”- is a glamorous industry full of attractive offers! It has the power to attract, provide variety, choices and solutions to all the problems. Children do not have much purchasing power but they do have a persuasion ability that is wooed by the market.

According to a research, 63% of children aged between 8-15 years are involved in purchasing decisions from a small pin to big cars.

Promotional offers made by a company also add on to attracting children. For instance-McDonald’s "Happy Meal" or Nirula’s offering free ice-cream to students who have excelled in their exams, free collectible coupons or a tattoo inside chips packets and various other advertisement gimmicks. Such offers add value to the product and by using such techniques companies lure children for increased consumption of their goods irrespective of their adverse effects and various health issues.

There are some good offers available in the market too which target children. Keeping in mind the health issues, Knorr soups came up with an advertisement having the punch line "Tummy khush Toh Mummy Khush" persuading children to have a healthy 7pm meal.

I personally feel that for targeting ads on children the Advertising Regulation Committee should formulate rules to avoid misleading, unfair or excessive number of advertisements particularly of products or foods which discourage healthy habits.

In addition a separate body should be constituted to closely monitor the contents of Television advertisements aimed at young children so that no wrong or unhealthy message reaches them.

To conclude I would say, product preferences are affected by children product purchase requests which pressurize their parents to buy a certain product.

The Government needs to draft and implement laws on advertising agencies to take care of every aspect of advertisements especially those which target young children and their food habits.
The city of Delhi is a heaven for shoppers. One can find the true colors of India in the Delhi markets. They are crowded yet vibrant and rejuvenating. One can experience the true joy of shopping while passing through the myriad of lanes in the various parts of the Old City.

The bazaars in Delhi can be distinctly demarcated between the Old City and the newer ones. The traditional markets are located in the original part of the city and here you can find product specific shops. Some of the markets deal only with utensils while others sell jewellery and some are famous for embroidery and zardozi.

Markets of Old Delhi:
Chandni Chowk: Shahajahanabad or the old walled city was settled by Emperor Shahajahan when he shifted his capital from Agra to Delhi. The city and its neighboring landscape were designed by his favorite daughter, Begum Jahanara.

Chandni Chowk is more than 300 years old and was established in 1650. The market runs through the center of the walled city, from Lahori Darwaza(Gate) of Red Fort to Fatehpuri Masjid(Mosque). In those times, a canal called the Faiz Nahar(Canal) ran through the middle of the street which was lined with beautiful fountains. The canal was later renovated by Ali Mardan Khan and provided water for both drinking and irrigation.

Chandni Chowk takes its name from the moonlight which was reflected in the water of the canal and depicts an arcade built in the shape of the half-moon. It is situated opposite the Red Fort and also houses the Digambar Jain Temple and Sunheri Masjid.

It is one of the busiest markets in the city today where one can find almost everything. Its very essence is the variety of its markets and their Indianess. One can easily find authentic Indian food, delicacies and sweets, to heavily hand-embroidered chikan and zari(brocade) saris. In the narrow lanes of the bazaar there are many shops selling books, clothing, shoes, leather goods, antiques and other consumer goods.

Chawri Bazaar: This is also one of the oldest markets in Delhi. It is also located near the Red Fort and Chandni Chowk. This market is symbolized by its narrow lanes and congestion and yet it is one of the busiest and flourishing trade centers in Delhi. There are many varied things which are traded like iron hardware, brass utensils, copper and stainless steel utensils too.

Sadar Bazaar: Sadar Bazaar is one of the most chaotic places in the city, given its status as the largest wholesale market in Old Delhi. Like all markets in the country, it is overcrowded but buzzing with activity. Even though it is a wholesale market, yet one can easily buy things at the retail prices too. The Bazaar caters to the daily household needs of the consumers living in the areas nearby and one can easily get good and quality stuff at half the price that malls and other high end shops charge.
India's national capital, Delhi is different in many ways. Though it is frequently debated as traffic hell but the city has a beautiful side as well. The city has something for everyone. To know what Delhi has in store for you, read on...

DELHI, DILLI, Shahjahanbad, Indraprastha - one city and several names. The city has an x-factor that makes it special and sets it apart from rest of the world and other Indian cities. Perhaps, it is the wide cultural mix that you find here or the kind of history it has.

Delhi is probably the only city in the world that has been destroyed and reconstructed so many times. The huge city has seen several rulers coming, conquering and fading away, from Slaves to Lodhis from Mughals to Britishers. The city grew with its rulers. Its explicit history makes the city worth a visit. The city, now the national capital of world’s largest democracy - India, has a lot to offer its visitors. Situated in the north of the nation, it boasts of walled city - Purani Dilli, historic monuments, national museums, lush green gardens, wide streets with trees, havelis, farm houses and the list goes on.

The city does not disappoint anyone. Artists find their paradise in Mandi House, which is an area near Delhi's shopping hub Connaught Place and includes several theatres, photo galleries and auditoriums.

Delhi has a different way to do its business as well. Most of the Delhi's high profile business and cultural events find its venue at beautiful green and eco-friendly campuses of the India Habitat Centre and India International Centre. The walled city, a wonder in herself, has everything to fall for. It's famous for almost everything it has, the centuries old structures, food joints, markets and most of all 'the people'. Old Delhi still has the Mughal charm intact to it.

The nation's second largest metro (first is Mumbai) also boasts of world renowned religious places. Birla Temple, which was built in 17th century, was later renovated by Birla family and inaugurated by none other than Mahatma Gandhi.

Delhi's walled city also has the Asia's largest mosque, Jama Masjid. And not to forget the newly added asset to city's beauty - Akshardham Temple, which is the largest Hindu temple in the world.

With its old charm, Delhi does not cease to become the hot destination for fashion freaks. With growing number of fashion shows being held in the city, Delhi has become the upcoming fashion capital of the country. Indian film industry has also shifted its focus from old and well exploited Mumbai locations to untouched Delhi resources.

In the recent past, several films have been shot with the city as the backdrop. Bollywood blockbuster Rang De Basanti, Fanna, Pyar ke Side Effects, Hum Tum were shot in Delhi.

Delhi has a huge list of malls that offer almost each and every brand from the world of fashion, technology, food, accessories, furniture, jewellery, etc.

The city has so much to offer that one gets confused what to do and what not in a limited period of time. If ever you a pay a visit to India's cultural model, please make a list of your type of places (I am sure list will be long enough), visit these and feel the experience yourself. And if you still think your visit wasn't worth it, here's your chance to be a part of eternal history; listen to the Sufi qawals at 'Nizaumidin Ki Dargah'.

I am sure the Sufi music will take you away to a much more divine and beautiful world of love and peace.
Getting Confused? Whether I am talking about netaas or Cricketers??

Political situation in one of the newest formed state seems to be inspired by the shortest form of cricket. 'Fatafat Politics' has become synonymous with Jharkhand which has witnessed eight different Chief Ministers within two periods of Presidential rule, that too in only ten years of its formation. The batsman of the state politics fails to stay on pitch for a long time and gets bold immediately without making a good score. Like T-20, these players allegedly make lots of money in a very short innings. How can anyone forget the former Chief Minister Madhu Koda, now in jail, who was arrested by the state Vigilance department for illegally taking over all wealth to the tune of several hundred crores of rupees. Another famous player is Shibu Soren who also served as a Captain (Chief Minister) of the State for three times but failed to play a long inning in all his tenures. The present Chief Minister, Arjun Munda has also faced a similar kind of situation. Actually, Jharkhand has only 81 seats in the present assembly constituency and there is a need for 41 more seats to get full majority in any government. There are too many small and big parties having a cut-throat competition for each and every seat. No one ever gets full majority. That's why every party has to form alliances with one another to form a government on reasonable or unreasonable conditions. But, over the years, a lack of coordination has cropped up between parties resulting in an unstable government always. Because of issues like development, education, eradicating Naxalism and more; further industrialization has taken the back seat. With recent efforts in the captaincy of Arjun Munda, the state has got a new government but only God knows about its fate!

It's not that Jharkhand only has negativity. It is one of the richest states in terms of Minerals. The Dhanbad district has one of the largest Coal mine areas in the country. Bokaro, the steel City has one of the best steel plants in India. Besides; Ranchi, the capital is developing as an educational hub which produces one of the most successful students in various fields. Tourism and cultural diversity have lots of space in the state.

And then, anyone dare forget the present Captain of the Indian Cricket team, none other than Padam Shri Mahendra Singh Dhoni, who has made India proud on several cricketing occasions across the World. His Jalwaa still continues. I hope that the so-called 'Care taker of the states' manages to take an inspiration from these positivities and makes the land of Birsa Munda, 'a pride of the nation'!
CRIMINALITY IS NOT INBORN

By : Debasish Chakraborty (M.A. in Journalism & Mass Communication, Final)

One, who commits a crime, is called a criminal in the eyes of 'Law'. Every child is affectionate to its mother. When a baby comes into a family, everybody rejoices but no one knows what he or she will be in future. The parents naturally dream big about their child even if it may or may not come true. All Parents perform many rituals for the sake of their successful life. All these are fictitious because it is quite certain for us to predict the future of a newborn baby.

If we take a closer look, we can eventually realise the fact that our crooked society is solely responsible in making 'a criminal'. There is always a painful and pathetic story behind the life of every criminal.

As soon as child attains three or four years of age, he or she is sent to a school for receiving primary education. Gradually he grows up under the affectionate care of his parents and teachers. Sometimes we find that such a well-looking after child is accused of crime and punished by the law. Infact the criminals who are passing their inhuman, ruthless and obsessed life behind the bars were once the beloved children of their parents. But the question arises as to how and why he/she is leading such an inhuman life..??

Society is a group of socialised people who look down upon the criminals. But if we take a closer look, we can eventually realise the fact that our crooked society is solely responsible in making 'a criminal'. There is always a painful and pathetic story behind the life of every criminal. The laws and the preserver of it, only know to punish or to prosecute the offenders but they seldom do not try to know the reason of offences.

A real criminal comes from a prison and an innocent one is sentenced to jail, carrying a charge of a false crime, gets doomed for the rest of his life. He /she starts to suffer an absolute set back and loses the charm of his life to live no longer in this unfair and corrupted society. Then a 'broken soul' turns itself into a criminal...

Therefore, it can be concluded that a criminal is not born in his /her mother's womb. The poisonous mind and behaviour of the so-called cultured and civilised society leads an unfortunate man towards criminalism. The real criminals are living snugly in the society holding high esteem and high post shrouding the eyes of law by their financial and political influence.

It is the spirit and not the form of law that keeps justice alive.

- Earl Warren

Justice is incidental to law and order.

~ John Edgar Hoover
FAITH

By : Neha Ghosh (Post Graduate Diploma in Television & Radio Production)

“tumhe tumhari mummy ki kasam ye
Sms 15 logo ko
Bhejo nahi to ashubh hoga!
Sorry yar mujhe b fasaya
Gaya tha!!!!!!
i love mom...”

???

“hanuman ji ke 7 namo ko
11 logon ko bhejo
kal apko ek khush khabi milegi...
Ignore mat karna
warna saat salo ke liye bad luck!!!”

SMS was first used in December 1992, when Neil Papworth, a 22-year-old test engineer used a personal computer to send a text message "Merry Christmas" via the Vodafone network to the phone of Richard Jarvis and today it has become a mere business!

Fake messages are common to our ears today which can be blocked easily. But the messages we receive from our friends saying as small a phrase as “muje b fasaya gaya, Sorry” at the end, is certainly fake and cannot be blocked. But yes, it can certainly be stopped by not reacting to them. Stop forwarding them to your friends in some sort of a fear, rather just delete your fear along with the message. And stop this fear from spreading!

Is this faith or being faithless? What probes us to be a victim of such unfaithful words? These questions need to be answered not through any book or some personality but through a simple answer to a question “what is faith”? Faith in God, faith in Love, faith in the World, faith on everything we do, but what is faith?

Faith has always changed meanings for different people with different backgrounds. But, today in gen-X, where technology and development have changed the face of the world, how are we still caught in the cobwebs of these unfaithful words that take the form of SMS’s and e-mails!! When we have already moved ahead of “faithless” faith written in religious books that hooked us to one place for years, then how can we have faith in some odd faithless SMS when we already know that it is nothing but a man made “Short Message Service”. From time in memorial and even today, a part of our nation is struggling to free itself from the faithless faith of fear, of religion and more which were inscribed in books. Today, with not much difference, we are again caught in the fear of having faith or not in some man-made SMS.

To have faith in God is right, to have faith in the name of God is also right, but to have faith in some message sent through short message service by some unknown person is certainly not right.
Blood is one of the most important components of the human body. On an average, four to five litres of blood is present in an adult's body, which is constantly generated. Hence, donating blood is harmless and safe for the human body.

HUMAN BLOOD is one of the most precious assets of the human body. In spite of jet-speed medical advancements and remarkable emergence of technology, nothing could replace human blood. The human body is the only source of blood, for the person himself and others, who are in need.

Blood donation is the only method of accumulating blood to meet emergency requirements for saving lives. In unfortunate incidents like road accidents, bomb blasts and natural disasters, people suffer injuries that shed huge amounts of blood which immediately require replacement.

In India, half of the population is medically fit to donate blood. However, only four in a thousand are blood donors and only five per cent are women. There are four main blood groups i.e., O, A, B and AB. Group O is the most common and therefore the most in demand.

A person can donate blood 168 times between 18 to 60 years. Males can donate every three months while females every four months. All donated blood is regenerated within 21 days. At one time only 350 ml is taken from a donor in not more than 20 minutes including time for rest and refreshment.

Blood collected from voluntary donors are stored in blood banks and is provided to needy patients. All units of blood collected are tested for malaria, hepatitis B and C, VDRL and HIV.

Blood donation is harmless and safe for the body. Rather, it is a social responsibility where the donor is donating for saving lives of his fellow beings. He himself may use the same in his own need. So today's donor may be tomorrow's recipient.

There are several myths and misconceptions related to blood donation, however, the truth remains that blood donation is safe and does not cause any kind of weakness. Other reasons for many people who hesitate to donate blood can be fear of needles, pain, sight of blood, possible ill effects, objection from elders, ignorance and illiteracy among others.

It's time for society to overcome these hurdles and stand up for a cause. Blood donation is the easiest way to save someone's life. All it costs is a little courage!
Managing Crisis the Metro Way:

Students got an insight into Delhi Metro Rail Corporation’s (DMRC) Public Relations secrets and success mantra through the legend himself, Mr. Anuj Dayal.

The face and icon of India’s one of the most successful public sector firm DMRC, Mr. Anuj Dayal was recently invited at Apeejay Dwarka campus for an inaugural lecture. Apeejay Dwarka, which caters to Mass Communication and Management aspirants, was celebrating its 8th inaugural session.

Mr. Dayal, Chief Public Relations Officer DMRC, gave the lecture on general PR tips and Crisis Management. He shared his experiences, learnings and suggestions with more than 400 aspiring Media and Management professionals. Mr. Dayal's lecture focussed on the journey of Delhi Metro from a nobody to one of the most celebrated brands in public sector, it’s fall during 2008-2009 due to accidents and re-establishment.

His one-hour lecture also comprised tips and tricks for PR practitioners, media handling tools and value of ethics in the smart game of publicity and promotion. Mr Dayal gave students an insight into the professional world of neck to neck competition and media rivalries. He also spoke about importance of oratory skills and presence of mind in Public Relations. Besides, he added that being a good listener with calmness in attitude pays well in this profession.

He highlighted the role of Public Relations which has made Delhi Metro, a brand without spending much on Advertising.

The official spokesperson of DMRC shared his good and bad experience with media. He also solved student queries. Mr Dayal also introduced Apeejay students to the noble concept of Metro Volunteers, where they can volunteer to make Metro ride safer and convenient for daily commuters and tourists.
A National Seminar was organised on

“Public Service Broadcasting: Challenges Ahead” on:

“Golden Jubilee of Doordarshan”

Eminent figures Mr. Sunit Tandon, (Director of Indian Institute of Mass Communication) and noted theater personality and formerly CEO Lok Sabha Channel, Ms. Annapurna Vancheswaran (Director, Corporate Communication TERI), Mr. Vikram Channa (Vice President, Discovery and Animal Planet), Mr. Pervaiz Alam (India head, Radio drama team, BBC World Service Trust) and Mr. Sushil Pandit (Noted Advertising Professional & CEO-The Hive) and noted academician Prof. Devesh Kishore dwelt at length on the importance of Public Service Broadcasting and the challenges in the context of the advent of satellite channels.

Doordarshan which had its modest beginning in Delhi on 15th September 1959 completed its 50 glorious years and its role as a public service broadcaster. This also coincides with the Public Service Broadcasting Day being celebrated every November to mark the first and the only visit by the Father of the Nation, Mahatma Gandhi to Akashvani Studios in New Delhi.

In his opening remarks Prof. Ashok Ogra, Director, AIMC highlighted the key milestones of Doordarshan, and the factors of its recent decline in popularity. He referred to channels like National Geographic Channel, Discovery broadcasting programmes that fall within the ambit of Public Service Broadcasting and yet are commercial and posed a question whether they qualify to be a Public Broadcaster.

Mr. Sunit Tandon highlighted some characteristics of Public Service Broadcasting such as its availability, independence, impartiality of judging, variety of programmes & financial matters. He said, “Its fashionable to laugh at DD but nobody wants to explore why it is, how it is.” He dwelt in length on the programmes broadcast then and now by Doordarshan and emphasized on the services of the Public Broadcaster in highlighting the events of national importance such as Olympics, Asian Games or even time given to programmes meant for minority audiences.

Mr. Vikram Channa delivered a presentation on ‘Future of Documentary Scene’ and stressed the importance of ‘story-telling’ in retaining the audience interest. He further carried on the discussion by speaking about the history of Discovery Channel and about the impact of documentary films on the minds of people. Giving examples from Discovery Channel, he remarked, “There is no harm to mix commerce within content, as long as the content integrity is retained.”

Ms. Annapurna Vancheswaran of TERI, referred to the critical importance of using mass media such as Doordarshan for popularizing public service messages – particularly those relating to environment and climate change. A moving presentation was presented by her on ‘Public Service Messages: Challenges Ahead’, which focused mainly on Sustainable Development Outreach, Green India report and Green Olympiad, which was well received by the members of the audience. She brought forth socially relevant issues through various presentations and explained how media and communication plays a major role in solving these issues.
Mr. Sushil Pandit in his detailed presentation spoke about the methodology used in arriving at TRPs, and that Doordarshan will have to take the competition into consideration while formulating their strategies. “The days of monopoly are over, and the audience now have a choice”, he further added. According to him, doordarshan has been unable to face the challenge posed by the satellite channels. “The revival of Doordarshan lies in accepting the fact that audiences have a choice to use remote”, he remarked.

In his presentation on the "Future of Radio", Mr. Alam said that the future belongs to local radio as long as it reflects their interests and needs. “Radio expansion is a good thing but we need trained manpower to manage the station”, he added. He discussed the time when radio was the only source of entertainment and people used to listen to radio in large numbers. These days there are so many radio channels but the listeners are not interested in the programmes because it has become monotonous. He was of the opinion that we need good channels and good programmes on radio. At last he ended the presentation with his opinion that Doordarshan can be used as an "institution".

The function was also attended by senior faculty such as Dr. Sanjeev Bhanawat, Head of the Department, Mass Communication & Journalism, University of Rajasthan,

Dr. Ambrish Saxena of Guru Gobind Singh Indraprastha University, Delhi and many experts from the industry & academia including the students from other universities & institutions – all took part in the discussions that followed. Dr. Devesh Kishore of IMS was also presented a memento.

Pervaz Alam (India Head Radio Drama Team, BBC World Service Trust) and Mr. Sushil Pandit (noted advertising Professional & CEO The Hive)
AIMC BYLINE

INKING IDEAS

SYNERGY CELEBRATION

Jasdev Singh, noted Broadcaster flagging off MARATHON

Arjun Singh Sisodia, winner of Marathon

“Bhrastachar” the street play

Students walking on the ramp

“Painting an imagination on face”

Classical Performance
Q. Sir, your hospital Indian Spinal Injuries Centre is the best in Asia, what motivated you to open this hospital?

A. Well, I was injured during the 1965 war and since at that time we did not have any hospitals in India that specialized in spine injury, I had to go all the way to UK for a treatment. This is what motivated me, I thought there must be other people like me as well in India, who suffer from similar injuries and require treatment. Thus this is what brought about the idea and motivated me to open a hospital for spinal injury. For seven years I struggled for help from the Govt. of India and after no help I started on my own.

Q. How was the experience of climbing Mt. Everest?

A. At the time you are climbing you are so busy with climbing that you do not realize anything else. It is not only a physical but also a psychological task to keep proceeding inspite of all the problems like bad weather, glaciers. There is a feeling of sadness though when you start your descend.

Q. Keeping in mind today’s programme on disability, what is your message to the society?

A. Society must understand that any form of disability is a part of everybody. Therefore, everyone is equal and everyone has the same right, be it for entertainment or education. I have 20 disabled people working under me and I can say that they are far more hard working than the others.
“SAVE TIGERS” CAMPAIGN THROUGH MEDIA: A SUCCESS STORY

END TIGER TRADE
Just 1411 Left.

THE EYES OF THE WORLD
ARE WATCHING

“The Tiger Tiger burning bright,
will not let you fade out of sight,
that is my promise
and for you we will fight.........”
--Naveen Hakhoo

Simple Ways to Save the Tigers

1. Create awareness
Anyone and everyone can help if they put their mind to it. So make posters, fliers, shout it out from the roof tops, spread a word; in other words create awareness about the importance of tigers on the planet. Organize birthday parties with tiger theme, parents can take the children to zoo

for more information on tigers.

2. Educate the locals
People living near the forests need to be educated about the importance of tigers in terms of ecosystem. They need to be told that if there will be no tigers there will be no forests as all the grass eaters will devour the forests.
3. Stop poaching and don't encourage poachers
Sale of tiger skin and other body parts is banned. So if you find somebody hunting tigers, report them to your local police station or even the forest officials. They will take care of the poachers.

4. Support a cause
Join a cause for tigers. You can join save our tigers and support them by blogging, or by making posters, sending fliers among other things. You can also organise a tiger sale and donate the money to the cause.

5. Ban the goods made of tiger skin
Please do not use goods made of tiger skin. Also please don't use the medicine made out of tiger's body parts. On an average one wild tiger is killed each day for profit killing.

6. Protect forests
In order to save tigers forests need to be protected. Apparently the species are becoming extinct because of the loss of their natural habitat.

7. Support accredited zoos and wildlife sanctuaries
You can also support various accredited zoos and wildlife sanctuaries in your area. They are active in research and conservation programmes with some of the zoos involved in captive breeding of tigers.

8. Donate money to tiger conservation organizations
You can also donate some amount to tiger conservation organizations who are constantly striving to fund money for their research as well as educational programmes on tigers.

AIRCCEL, India's 5th largest GSM mobile service provider initiated the campaign towards a social cause in association with world wildlife fund (WWF)-India to help save our tigers along with MEDIA. Aircel “Save Our Tigers" is the latest campaign where it intends to draw attention towards dwindling numbers of tigers across the planet and bring forward the seriousness of losing tigers from our planet.

Tiger, the national animal of India, has been on key target of poachers and in 2009 alone India lost 86 tigers. From around 40,000 at the turn of the last century, there are just 1411 tigers left in India. The national animal is on the verge of extinction and if serious efforts are not undertaken Tigers will only be found in our history books.

Cricket Player and Aircel's brand Ambassador Mahendra Singh Dhoni, footballer Bhaichung Bhutia and South Indian actor Surya are part of this campaign. Apart from TV and print advertising it has launched a website www.saveourtigers.com which will be instrumental in propagating and disseminating information about saving tigers. It urges people to be informed and create buzz across all forums like blogging, writing on facebook, twitter and writing letters to the editors of newspapers. It has also created a platform where people can donate money to NGOs working relentlessly for the cause.

'Save Tigers' is among the successful stories where corporates have joined hands with the media to create awareness among people.
Press Trust of India (PTI) is India's premier news agency with over 400 journalists and 500 stringers to cover almost every district and small town in India. They put out more than 2,000 stories and photographs a day to feed the appetite of diverse subscribers which include the mainstream media, specialized press, research groups and the governmental and non-governmental organizations.

My experience of internship with the PTI included majorly reporting at the entertainment desk plus an overview at all the other news desks comprising business, politics, economics, sports and more. My exposure to one of the leading wire news agency, led me to get interview with some of the television's prominent faces like Varun Badola and Ronit Roy on their upcoming serials. I also covered the Wills Lakme Fashion Week '2010 and witnessed different genres of designer's participation for the couture collection for the first time ever in the capital.

Though for a minimal tenure, but, the PTI gave me an understanding of the nuances of wire news networking and its reliance by all forms of the media be it print, broadcast or the new media.

I owe a sincere thanks to my faculty who provided me an opportunity to intern with one of the leading English news channels, Headlines Today in New Delhi. My training took place between the 21st of June '2010 to 20th of July '2010. During this period, I learned the basic skills of Research, Scripting, Video editing, Graphics designing & Production in the guidance of my mentor, Mr. Mahesh Iyer.

I had my hands on in making video packages for news and features. I felt proud of myself when I was offered to “cut” the video of a very confidential tape on ‘Saffron Terrorism’ just when it went on air. All this and that too at the prime time news hour! This video became the reason for the RSS People's aggression who attacked Headlines Today office the very next day. Of course, as you and I know that the attack was condemned by various media houses and politicians thereafter.

I was delighted to also work for the program titled 'Ground Zero'. I was fortunate to meet famous celebrities like Nikhil Chopra, Chetan Chauhan, Saurav Ganguly, Koel Pooire, Prabhu Chawla and many more. All in all, it was a great experience.

Jessy Iype

Bedanta Bikasha Kalita
As an integral part of my Masters in Journalism and Mass Communication and for the partial completion of my degree, I was supposed to take an internship experience in the industry. I interned with the Fashion division of **NDTV Good Times** for two months beginning from 30th May to 1st July’2010.

I worked extensively on a program called “I’m too sexy for my shoes”. I then moved onto working for the promo for the fourth season of the show. I also worked on a few episodes of the show. I also got a chance to cover the Van Huesen’s Men Model Hunt’2010 (Delhi auditions).

I was lucky next when I got an opportunity to be a part of the Delhi Couture Week’2010. I covered the whole fashion week and took bytes from many hot shots including designers and Bollywood stars. I took bytes from Sabyasachi, Rohit Bal, Manish Malhotra, JJ Vallaya, Anamika Khanna, Rani Mukherjee, Anil Kapoor, Carol Gracias, Diandra Soares to name a few. Also to be a part of the fashion shows during the couture week was a great feeling!

My experience was quite eventful and interesting yet tiring as I was working for real long hours, but, that is what this industry demands from you!

Shuchi Mehrish

My first internship in **CNN-IBN** helped me lot to groom myself for the media industry. I worked for two months on business, news and international desk. This was quite a big opportunity that a student gets. It helped me to get a peek into the media world and also sharpened my skills and broadened my mental horizon. The office environment was convenient enough to show my talent. The seniors were helpful and supportive. It helped me to bridge a gap between theory and practical. Overall, it was a great learning experience. I think that it would help me a lot in my future perspectives as a journalist and a media person.

**Priyadarshani Sharan**

**Alumni Speaks :**
“I truly feel lucky to have got admission in an institute like AIMC where everything is wonderful! This college is unlike other management institutes and the basic task is not to mint money from students but to make careers for them. Each and every need of yours is looked after, all students are treated equally & special attention is given to the needs of each n every student. Teachers take pain for placements & internships. A million thanks from my side to the institute!!!”

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Formerly: Vice President, Discovery Channel (South Asia), Director, Doordarshan / All India Radio, Faculty Member, Film & TV Institute, Pune

Mr. N.K. Suri
Sr. Executive Producer
More than 35 years of experience in media industry particularly in Doordarshan & private channels. Specialist in TV lighting & Programme Engineering. First Indian Member of LIGHTING DIRECTORS, London.

Ms. Panchali Das
Sr. Lecturer & Program Co-ordinator (Advertising, PR & Event Management)
MBA (Marketing & Advertising), FDP (IIMA) Has over ten years of experience in Industry and academics. Her core competency is in Management, Advertising & Marketing Communications & Brand Management

Dr. Puja Mahesh
Assistant Professor & Program Director
Ph.D. Journalism & Mass Communication
M.Sc. Development Communication
PG Diploma in Advertising & Public Relations Specialization in Development Communication and Media Research and has over ten years of Teaching and Research experience

Mr. Naveen Gautam
Video Editor-cum-Graphic Designer
Advanced Diploma in Multimedia & Video Editing Has over 10 years industry Experience in editing TV News Shows and Documentaries. Has also taught at a well known TV Training Institute.

Mr. Rajeev Kumar Panda
Sr. Camera man
Has more than 10 years of experience as a Film maker and teaching at various institutes. He is a product of reputed Biju Patnaik Film & TV Institute, Orissa

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GM, Aaj Tak

and many more...
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Iftekhar Ahmed, Dean Film & Television Institute, Pune

Dr. Shakuntala Rao, Prof. Plattsburgh, State University of New York

Girish Chadha, New Media Consultant

Suhasini Haider, noted T.V. News Anchor, CNN-IBN

Vibha Desai, Former Resident Editor O & M
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Arms Communication
Asia News International
Asian Age
BAG Films
Balaji Films
Bates Advertising
Bollywood
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P7 News Channel
PC Quest
Press Trust of India
Publicis
Rajendra Advertising Films
Ramanand Sagar Production
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Sahara News
Sahara TV
Sampark PR
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Triton Communications
Weber Shandwick
Wilderness Films
Wildlife Films
Wizcraft Entertainment
World One Entertainment
Zee News
Zee Sports
Zee Business
Zenith Optimedia

International Placements

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<tr>
<td>Shruti Soni</td>
<td>East West Public Relations</td>
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<td>Priyanka Gautam</td>
<td>Sky Broadcast</td>
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<td>Prabal Gaur</td>
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The genesis of every eminent institution lies in an idea. As it is with everything else, so is it with Apeejay Education Society. Founded in 1967 by the eminent industrialist Dr. Styra Paul, the Society reflects the founder’s vision of the future. A vision, which has kept the Apeejay Education Society focused on an ever-continuing quest for excellence.

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