Media is today one of the fastest growing industries in the country and over the next few years it is expected to offer thousands of job opportunities in various disciplines of entertainment & mass media. Keeping this in mind Apeejay Institute of Mass Communication is offering various courses aimed to train aspiring students to sync with industry requirements.

Entering in the 10th academic session of this Institute, having a strong network of the alumni, its ambassadors who personally come to share their experiences of media Industry are a testimony to the Institute’s focus on quest for excellence. The placement record has been excellent with students placed in leading television production companies and News Networks, Advertising agencies, PR & Event Management firms and also leading newspapers. No wonder, the institute has emerged as one of the finest media education institute in India.

AIMC Byline is our regular journal brought by us, the students of AIMC. As future media professionals, we desired a platform that could help us in putting forth our creative writing skills and visual imagination pragmatically. In this issue, we have tried to explore as many aspects of media and prevailing conditions. 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. Through this, we acquired the nuances of Journalism & Mass Communication.

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!!

**Editorial Team:** Suyash Verma, Sana Mirza, Debleena Chatterjee, Sethulaxmi B, Arunita Sen, Pooja, Rashmi Sharma & Rituparna Roy.

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**AIMC COURSES**

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<th>Course</th>
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<tr>
<td>Post Graduate Diploma in Advertising &amp; Marketing Communication</td>
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<td>Post Graduate Diploma in Corporate Communication &amp; Event Management.</td>
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<tr>
<td>Post Graduate Diploma in Television &amp; Radio Production</td>
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<td>with focus on: News Reporting / Anchoring/ Electronic Cinematography &amp; Video Editing</td>
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<tr>
<td>Post Graduate Diploma in Social Media &amp; Web Journalism</td>
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**LATERAL ENTRY:**

Post Graduate Diploma pass out students of AIMC who have secured 50% marks or above are eligible for direct admission into 2nd year of MA Journalism & Mass Communication in UGC recognised Apeejay Stya University

**For Admission in BA (Hons), MA and PhD in Journalism & Mass Communication from Apeejay Stya University (UGC recognized), kindly refer to Page No. 39.**

**Participation by Students**

- Open Frame, International Film Festival organized by Public Servive Broadcasting Trust (PSBT) in partnership with UNESCO and Doordarshan at India Habitat Centre.
- Short term industry project with Miran Productions-an Event Management Company.
- Two week industry project with Centre for Media Studies, on VATAVARAN FILM FESTIVAL.
- Stya Paul Award 2011 for Human Values to Suyash Verma.

Apeejay Institute of Mass Communication has been ranked among the top media institutes of India by reputed magazines ‘Career 360’ and ‘India Today’.
If something undemocratic happens within the media, the concept of “paid news” tops the list. This malice practice of publishing news or broadcasting news by paying the publications or the broadcasting media has ruined the scenario of transparent journalism in India. Basically, the payment of money by candidates to representatives of media companies for favourable coverage or the phenomenon popularly known as “paid news”. It is not much different from paying for advertisements. Again, very similar to advertisements in the way it favors the advertising candidate but it differs only by not adding the advertising tag.

Covert mal-practice:- Any regulation regarding paid news was not taken seriously till a time. But research has shown that how paid news has influenced the people, the basic reason being the media influence. Also, there is violation of tax laws and election spending laws. This way the audience also do not come to know how they are being deceived, and how they are being influenced by this media.

The report “Paid News: How corruption in the Indian media undermines Indian democracy” clearly shows how media have explicitly violated the norms of journalism by adhering to paid news and not only the indulgence but also how big media publications and channels have taken up this practice. Also there are three levels which takes place during this process: First, the audience or the readers who gets exposed to these kind of “paid news” thinks them to be actual news as they do not come to know whether it’s a paid or non-paid news. Secondly, Conduct of Election Rules, 1961 is violated by the election participants who adhere to such payment of news. And lastly, the media organizations themselves violate Acts such as Companies Act, 1956 and Income Tax Act, 1961.

Paid news and Elections:- During the elections, a lot of campaigning is done by the candidates. Though they have an expenditure mark for elections, many candidates plunge themselves into illegal expenditure by paying the media publications and channels for publishing/broadcasting news on their favor. They also carry favourable news for the participant who paid for the news and unfavourable news against the rival party. What leads all these is to influencing the readers and the viewers who follow this news. So, legally and ethically the concept of paid news is a malpractice and the sad part is, the people look up to the media for actual news but they do not realize how they are being deceived. Subsequently during elections, a lot of prominent politicians and party people opt for this way because it has an assurance of working out. Thereby this process is a safeguard for those candidates who want to hide their expenditure on election campaigning and thus paying for the news columns without any notifications to the Election commission.

Corrupting the Electoral Process:- Recently, in an article under the headline “Cash for votes a way of political life in South India,” in the newspaper The Hindu, it told the readers about how corrupted were the South Indian LokSabha Elections of 2009 and also how the parties indulged in unfair norms in order to bribe the people.

Several veteran journalists such as late Shri Prabhash Joshi, Shri Ajit Bhattacharjea, Shri B.G. Verghese and Shri Kuldip Nayar have alleged that how media have provided news spaces in order to print favorable news for the parties which have paid these organizations.

There are some past examples as such who went through this process:
1. S. Sudhakar Reddy, who was an electoral participant, CPI was blamed for indulging into paid news.

2. Ashok Chavan, CM of Maharashtra was also blamed for spending huge amount of money for paid news.

3. Rajendra Darda, ex-Director of of IBN Lokmat also started campaigning for himself through his channels.

4. Akhilesh Das, BSP, Faizabad said though he spent money for his campaigning but he did not get coverage.

When the Press Council of India met in 2009 to express serious concern over paid news, it said that restoring to such process this phenomenon of “paid news” is doubly jeopardizing the functioning of the independent media in the country and also it is influencing free and fair elections in a wrong way. Thus, day by day there is a blur between the editorials or the opinion news with the actual news. This is exerting a wrong perception towards the press.

Remedies by the Election Commission:- The Election Commission has taken the right measure by asking the respective electoral officers of the States and Union Territories to obtain standard advertisement rate cards of Television and radio channels. And they asked to check the content of the print media adhering to before six months of the elections.

They also mentioned that the new guideline they are tracking is to deal with those advertisements which are produced by the political parties and politicians.

Also, in the State and district level, the media certification and monitoring committee would monitor all the political advertisements in relation to candidates and also informing at the right time to the Returning Officer for issues of notices to candidates for inclusion of the notional expenditure based on the standard rate cards in their account.

Thus, it is very important for the Government to take a proper approach to curb this menace as this harms the electoral process and truly undermines the notion of democracy in India. It becomes much more active during the election period. The wide scale practice of this leads to influencing the voters who get swayed by the media messages without knowing the actuality and deciding on the candidates through those messages. So, it’s a high time to regulate these organizations.

**PORTRAYAL OF RELIGION IN MEDIA**

By: Sneha Dev (PG Diploma in PR & Event Management)

Religion has always been one of those very controversial topics which media has painted in as many ways as it is perceived. Every religion has its own idiosyncrasies but how it is portrayed by the media depends upon how it is perceived. Religion is one of those topics which does not have a clearly defined ‘black’ or ‘white’; there are several grey areas in between. Over the years a vast degree of religious liberalism has been seen in the mainstream media. But then again there are several shows which desperately cling on to the false beliefs, the exhausted myths and then lament the ‘loss’ of religion to the current generation. Some criticize media for being skewed in its portrayal of religion. But no one can deny the tremendous role media plays in shaping beliefs and influencing minds. It, in many ways, is a demi god. If it can raise hell, so can it annihilate evil?
Religion is a sensitive issue and is very, very personal. The slightest hint of a disagreeable thought can cause frenzy. Dan Brown’s books provide the biggest examples. His last three consecutive books were soaked in controversy and wild frenzy. Even though the books are clearly fictitious, it didn’t stop people from burning them down or banning them in several states. Salman Rushdie’s ‘Satanic Verses’ too stoked immense controversy. The book was enough to fuel up anger and hate amongst the people. But it has not stopped other writers from writing about religion, nor has it stopped eminent directors from making movies and documentaries on religion, and often religious cruelties. Media has come a long way from being hush-hush about controversial topics to being out rightly blatant about one’s or a particular group’s beliefs. Media is a powerful tool and can be used to do away with religious evils yet preserve its integrity.

Religion plays an important role in the animated series ‘The Simpsons’. Though the series has often been termed blasphemous and anti-religious, it is not the case. The series draws upon sensible and rational beliefs instead of a fanatical approach. The series often satirises religious evils and irrational myths. The show contrasts a deeply religious Ned Flanders with a not-so-religious Homer Simpson.

“Lights. Camera. Action!” These words by a Director of any soap opera are now words from a bygone era because of the coming of 24x7 action on camera in a television episode. Reality shows are now the new genre of soap operas giving the Indian audiences a shift from the saas-bahu sagas which have been running in the households from the past decade. With cameras capturing the lives of people every minute, public and private lives have ceased having any differences.

Reality shows like Bigg Boss on Colours, Splitsvilla on MTV, Roadies on MTV, V Steal your Girlfriend on Channel V, Swayambar on NDTV Imagine, etc. has given the audiences an insight into the lives of celebrities as well as common people. Big Boss has celebrities living together confined in a house for two months. Their daily life becomes an eye of speculation and entertainment for all. In Roadies, common people are given a platform to overcome their fears and win in all situations. Splitsvilla is another popular reality soap especially among the youth where personal traits of individuals are highlighted. Where daily soaps were said to be larger than life often depicting the unrealities, reality shows give out the hard facts and personal traits of an individual. This forms as a great deal of entertainment to the audiences and various channels get a TRP hike for their innovative ways of showcasing personal lives. Different challenges given at the stake of some personal gains either in cash or psychological need acts as a source of entertainment for the viewers and provides instant popularity to the person involved. Thus entertainment in any sort, if it portrays the lives of people is readily accepted by the audiences of today.
The Indian nation experienced their Second Freedom Struggle to make India Corruption Free, by none other than a simple Social Activist Anna Hazare. In April 2011, Anna started “India against Corruption Movement” to bring about a revolutionary change and make India corruption free with the help of Jan Lokpal Bill.

I, as a student of Mass Communication and Journalism tracked down the story with immense interest, which turned out to be the biggest story of the year 2011. With continuous efforts from Anna Ji, he finally took a concrete step to bring in power the Jan Lokpala Bill by fasting continuously for 14 days in the month of August 2011.

A group of six students including me were asked to visit the so-called Battle Field of Anna Hazare, the Ramlila Maidan. Our journey to the Maidan was an intriguing experience. We could feel and see the sense of revolution in the common masses against corruption. They were regularly raising slogans in the support of Anna Ji in the metro, in and around colleges and every possible place. Wearing “Main Anna Hoon” t-shirts and caps was considered a new fashion statement.

Anna Hazare who was even idolized to be the Mahatma Gandhi, united the whole nation to fight against the ever growing problems of corruption in the country. As soon as we reached our destination, we saw huge amount of crowd waiting for their entry into the Maidan to support the great hero. The unity portrayed by Indian Citizens was the first step towards victory for Anna Hazare.

The crowd present in and outside the Maidan belonged to each strata of society, from the elite celebrities like Amir Khan, Rajkumar Hirani etc. to the common man who was selling Anna’s caps and t-shirts in the Maidan, also from the youth of the country to some unsung heroes of the past Indian Freedom Struggle. We personally came across a Freedom Fighter from Rajasthan. The Lady in the age of 65 or so was there to do her bit of contribution. Her father was a freedom fighter and she was no less. We also interacted with some college students, for whom the Ramlila Maidan was a new place to hang out after bunking the college.

The Anna Army also included children of 4 to 5 age group who were supporting the movement by being dressed in a fancy way. For some, it was just a new source of entertainment while for some it was a serious business holding strong opinions in favor of Anna Ji. Not only in Delhi, but the whole country was standing in the support of the great leader.

In comparison with the Anna Army, there were present the Army of the News Media, who were covering each and every action taking place, in the maidan 24x7. The news channels, reporters and camerapersons were responsible for making this event reach every nook and corner of the country. Media largely contributed in making this event one of the most revolutionary events in the history of India.

To our surprise we came across Prahlad Kakkar who was present there for an interview session. Having interviewed the “Ad Guru” we felt our job was half done. He was so polite and humble while talking to us and sharing his personal views. He requested us, the youth of the country to show the maximum support to bring about this very essential change in the country. It’s high time that we should stop complaining and start working. It’s high time that we should stop blaming and become more responsible towards our nation.

Coming across many people with different opinions and thoughts gave us a sense of the real picture behind the Freedom struggle against corruption. And when Anna finally broke his fast on the 14th day and left Ramlila Maidan, only after then the common masses went back to their normal life routines. No doubt Anna Ji really tried his best in fighting against corruption but all he needs is a regular support from the citizens and the Government.
India today is inundated with major problems. Newspapers, TV, radio & day to day conversation revolve around all sorts of problems-population, pollutions, scams, food health, education, discrimination, terrorism, corruption, etc this list is unending. Karl Marx once remarked “religion is the opium of the masses”. I feel that today the word ‘problem’ has replaced the word ‘religion’. It seems that India today is a grip of problem-psychosis more than the problems. What I mean is that many of the problems are imaginary, magnified & made complicated.

For instance, the Mandal Commission. The attempted solution to the problem became a bigger problem than the problem itself. The Ayodhya Kand in recent became a big problem. But the decision to it is still a problem, the case has not been solved, land is still not divided. Perhaps this is also true for most of the problems, which are either generated from attempted solutions or magnified beyond proportions.

So, what is the solution? First of all, we have to change our perception. We have to understand the problem in our own social & political context. Our attitude towards the problem has to be positive & action oriented, rather than critical.

We have become very fond of telling the government & others, what should be done. “what can I do?” what should be my approach? If all of us do our bit, most of the problems will be solved by themselves. This approach will stem bitterness & confrontation & we will be at peace with each other. India is a vast country with millions of able, skillful, hard-working & loving people. It is very rich in resources & has tremendous potential for growth. It is unfortunate that the so called “system” is unable to harness this potential.

Rather than enabling the people to do their best, the present system makes individual feel insignificant among the one billion. There is a need to mobilize & motivate the human resources of the country to its best. For this, a very fundamental need is to make every individual feel like an important & useful member of the society. Education is the heart of any solution to most of the problem prevalent in India. There is a need to revolutionize the educational system.

An old Chinese proverb is very explicit of it. “If u plan for a year, plant a seed. If you plan for ten years, plant a tree. If for 100 years, teach the people. When you sow a seed once, you will reap a single harvest. When you teach people, you will reap a hundred harvest.”

On March 11, 2011 the world woke up to what some say ‘The worst nuclear disaster since Chernobyl in 1986’. On this day Japan was rocked by a massive earthquake in its history with Richter scale measuring 9.0 magnitude of earthquake. It was followed by a huge tsunami of waves reaching 40 metres in height. These two natural events triggered the meltdowns of nuclear reactors at Fukushima I Nuclear Power Plant. 20 kilometres of nearby areas were evacuated and Japanese Nuclear and Industrial Safety Agency said radiation levels inside the reactors are 1000 times the normal level and outside it is 8 times the normal level. Damage done by the radiation is still unknown.

After this again the question arises if the nuclear fuel is safe? We have already experienced the Chernobyl nuclear disaster and Three Mile Island accident before this.
With depleting carbon based energy resource there is a need to find out an alternate energy resource for human consumption but ‘is nuclear option feasible enough to be the alternate option?’

Proponents of nuclear energy advocate that it is of little pollution. Unlike a fossil fuel like petrol or gas, uranium produces little pollution. Burning of fossil fuel emits gases and causes atmospheric pollution which is increasing to an alarming level but with uranium it’s not the case.

Study says we have only 50 years of fossil fuel reserves left today, so to overcome this problem uranium and thorium is taken as an alternate which has 1000 years of reserves left. They say current breeder reactors produce more energy than they consume which will cater to the ever rising electricity consumption.

Nuclear reactors are considered to be the safest as there are various types of precautions taken to prevent a meltdown from happening. But as some incidents show industrial disaster like Fukushima and Chernobyl may happen without warning and notice.

An important fact to consider is that the by-product of fission of Uranium-235 remains radioactive for 1000 of years. Used nuclear fuel rods are stored underground, far from human society. Many nuclear waste disposal facilities have been constructed and they have been filled up. There is a space crunch for safe disposal of used nuclear fuel rods.

After the Fukushima events Germany and Switzerland has declared nuclear power phase out by 2022. As of now Australia, Austria, Italy, Malta, Norway, New Zealand and some other countries remain opposed to use of civilian nuclear power use.

In the event of total abolishment of civilian nuclear power we have to discover new ways of energy generation to cater to the rising energy demand.

They have given their life behind us. Today whatever we know or we understand it is because of their guidance and because of the values they have inculcated in us. But how many of us really stop to think about them from our busy schedules? Yes I am talking about our old parents and grandparents who have travelled the whole journey of their life facing all kinds of situations just to give us a better future. In return they just need our love and time but we have become such misers ourselves that we don’t have the time to behave cordially with them. Many of us consider them to be the burden in the family but once upon a time they have carried the whole family’s responsibilities on their strong shoulders.

Today they have become old, their strength has decreased and their eyesight has become poor, so many of us feel that their need in the family has disappeared. When we were small and we did not know how to walk we held their hands and walked on the paths of our life so that we did not fall and hurt ourselves but now when it is our turn to be their support many of us shun ourselves away from this responsibility. We show them the door and the road towards Old age homes; we make them feel dejected and unwanted in the society as according to us they...
are not fast enough to keep pace with the moving world.

However, this is not it, there will be a time when we will reach their stage and will have to face the same situation as they are facing. “What you sow is what you reap”. They have loved us with all their lives let us not turn our faces from them. They are the pillars and building blocks of our families. Let us respect their presence and give them their due share of time and love they deserve from us. They are the most precious gift of God and we should know how to take care of them because at the end of the day family comes first and they are still the heads of our families.

IS ANNA A NEW GANDHI?

By: Mohd. Saif (PG Diploma in PR & Event Management)

Kisan Baburao Hazare, popularly known as Anna Hazare was born on 15 June 1937 in Bhingar, near Ahmednagar in Maharashtra district. He started his career being recruited in army in April 1963 despite not meeting the physical requirements and was attested as a soldier on 16 November of that year after undertaking training at Aurangabad. The experience of war, coupled with poverty affected him. His inspirations have been Mahatma Gandhi and Swami Vivekananda and Vinoba Bhave of whom he used to study at free time. After serving 12 years in army, he was honourably discharged in 1975. The level of corruption around him made him transform into a social worker and was a very popular in Maharashtra. His major steps include the transformation of his village Ralegan Siddhi from a rocky uncultivated and an alcohol addicted to a greener, peaceful and alcohol free village. He also built a temple there to change the mindset of its people. Other steps include formation of Grain bank, Gram Sabha, removal of untouchability etc.

Anna Hazare also started an agitation against the Maharashtra government for corruption charges due to which three of their ministers had to resign. In 2000, he led a movement which forced the government to enact a revised Maharashtra right to information act.

The movement which brings him into the limelight is the nationwide protest against the government for enacting a strong lokpal bill. On 5 April 2011, he began his indefinite fast at the Jantar Mantar to make a pressure on the government. For making a strong lokpal bill which was supported by millions of people across the country. He ended his fast on 9 April after the govt assured him of bringing a strong lokpal bill in the winter session of the parliament.

His determination towards fighting against the evil of corruption has been welcomed by all and this also raises a question as whether Anna Hazare, a Gandhian crusader is the new Gandhi of modern India?
“Every word that you learn tweaks your brain,” says Grant Barrett, editor of the *Official Dictionary of Unofficial English*. “Every word that you learn is another vitamin. There’s something pleasant in knowing you’ve acquired the tiniest bit of new knowledge.” But is it really? Can junk slang really be considered a word worth knowing, much less the ‘vitamin’ that Mr. Grant seems to be talking about? Slang is an informal word which is not used as the standard language in society. Television, instant messages and social media has caused this slang boom. The problem becomes further aggravated with the wide use of SMS language. When texting or using a Social Networking site, like Twitter or Facebook, one often tends to use abbreviations, acronyms and shortcuts so as to convey the message in the small amount of space provided and also to save time.

Texting is widely prevalent amongst the youngsters who are heavily influenced by the MTV and chat room language. Bad grammar seems to be a new religion amongst them now. And Social media would be their sanctuary. If we trace the pedigree of Internet slangs we would see that AOL is one of the earliest trendsetters of Internet slangs, before Twitter and Facebook could take over. Acronyms and abbreviations were popular back then as they are now. For example, 2= to/too, LOL is an abbreviation for ‘Laugh Out Loud’, ‘You’ becomes ‘U’, ‘What’ becomes ‘Wat’ and ‘You are’ is often confused with ‘Your’. These easily are any English teacher’s worst nightmare. After all those years of grilling grammar classes it takes but just a few status updates to erase all of that. But things really go downhill when this informal language is used when mailing an important proposal to a potential client. It is highly unlikely that the client would be amused at the use of cyber slang and would be willing to spend any time, never mind money, on a person who could not bother to fully spell out the word ‘you’. Having the grammar and spelling abilities of a 6 year old would be seen as highly unprofessional and would not be appreciated much.

The Oxford English Dictionary seems to have recognised the popularity of the Internet slangs as it has added a few popular Internet slangs to its pages. LOL (laugh out loud), OMG (oh my god) and IMHO (in my humble opinion) are amongst a few terms which have been added to the dictionary, thus legitimizing its use. Though the people are divided in their opinions, whether the inclusion of Internet slangs is the building up or dumbing down of the dictionary remains to be seen.
Social Networking is the most popular phenomenon of connecting to people. Now-a-days although it has gained much of familiarization all around the world but still is in its infancy and is to be seen as becoming larger. The two most popular social sites are *twitter* and *facebook*, which are said to be in battle for their dominance. I will be now pointing towards the distinctive features of facebook and twitter.

Both facebook and twitter are attracting new users and are emerging as potential contenders to dominate in the field of social networking.

Facebook deals in connecting and reconnecting with the old and new people of your life. It has features like images and videos sharing, instant messaging, updating status etc. It is easy to use facebook.

On the other hand twitter lets you grab idols in byte-size chunks and let others know what one is up to at any given moment.

**Why People Like Facebook?**

Facebook is very appealing and addicting for the people who are very much fond of staying connected with friends, families and relatives and also coming across with strangers. People report that they mostly rely on facebook for serving the purpose like e-mail, chat, messaging, image and video-shar

**Why People Like Twitter?**

Twitter is not readily useful to some people as facebook, although twitter may be more addictive once one get hang of tweeting, as we get more immediate responses. It is analogous to a pure search engine, another way to find people and content all over the world. Twitter has build brand awareness and a loyal following.

**Twitter facilitates:-**

- Easy to navigate and update
- Pure communication tool
- Rapid responsiveness
- Very interactive
- Link to and promote anything

**Facebook facilitates:-**

- Application to find people, make connections, instant messaging etc
- Powerful advertising platform
- Value of connecting with friends, family and establish connects
- Huge rapidly growing installed user base

Conclusively both twitter and facebook are simply communication tools and both will continue to evolve social networking space.

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**PROLIFERATION OF SOCIAL MEDIA**

*By: Khushboo Mehra (PG Diploma in Advertising & Marketing Communication)*

Needless to say, Social media has changed society as a whole, whether it’s about sharing your thoughts with the world or keeping up to date on the latest news. Today society is on the verge of a new way of existing that it has never experienced before. Social media is very much engraving in our daily life. It offers a platform that everyone can use freely and level of interaction is very high. It allows individuals to gather and express themselves in a much more simple and immediate fashion. Sites such as Facebook, twitter, YouTube allow people to share information and thoughts not just on personal front but also to share a social cause or news or an event happening around, one can also use social networking sites as a platform which connects organizations with the external world.

The tools of social media bring business and technology together and connect people with
Due to the advent of the internet the world has turned into a global village and whatever seemed to be far away from us has now been brought to our doorstep by the World Wide Web (www). One of the few milestones of the internet is the making of the social networking sites which provides us with an opportunity to have contact with people who are near and dear to us irrespective of their geographical placement in the world. It must be remembered though that there are both good and bad aspects of any discovery or invention. Similarly the social networking site has its own pros and cons. Sites like facebook, google+, twitter, orkut, hi5, etc are some of the social networking sites amongst which facebook, twitter and google+ are now dominating the social networking market respectively. It is true that these social networking sites are helping people maintain contact with each other to a massive extent but it is also true that people are gradually getting addicted to these social networking sites as they can not only chat with their near and dear ones but they can also go on playing games in these sites. People forget where to stop and have started using these public forums as their personal diaries where they not only pen down their thoughts as their status updates but also they go on at times to give an account of their mood and relationship status as per their mental conditions. It is also true that many of us have the habit of adding people we don’t even know. This is quite dangerous because terrorism has now become a pandemic in society and hackers are always on their prowl so it is really not that difficult to hack anyone’s account get their personal details and use it according to their own benefits. The worst blow comes from the social networking sites to the society itself as we are getting attached to the internet society more than the original social strata in which we live. Our addiction towards these sites are gradually making us unsocial in the real world as we don’t have time for the person who is sitting next to us as we have to chat with the person with whom I am connected in the web world. It is making us develop a kind of cocoon around ourselves from which we decide to come out only during times of needs or during times when we are not online on any of these social networking sites. Now it is for us to decide what do we choose for ourselves or to what do we give priority more...... the real world or the web world?
After his hard-hitting movie “Khuda Kay Liye” which addressed the global issue of terrorism in a very compelling manner, director Shoaib Mansoor has once again struck back with his latest release “Bol”. This movie focuses on the pathetic conservative family lives of our fellowmen in our neighbouring country.

As the film uncovers itself, we find that the entire story is told in the flashback mode by Zainab (Humaima Malick). Zainab had been sentenced to death and just few minutes before being hanged, she reveals her life history to the media which gradually reveals the narrative of the film.

Zainab, among all her siblings, was the eldest. Raised in a very conservative Muslim family, they lived under the bindings of the norms set by their conformist father Hakim Saab (Manzar Sehbai), and as obvious as it is, the mother was yet another puppet in the house. In his life-long quest for a son to succeed him in the family, we find that Hakim Saab is shattered when he learns that his wife has given birth to a son, but with effeminate features. As a result the father cultivates a strong dislike towards the son Saifee (Amr Kashmiri) and almost ignores his presence in the family. However, Saifee is happily and warmly embraced by his mother and sisters who always tried to protect him from the father’s wrath.

As the story progresses, we are made to encounter with the commonest concerns of a conservative community. The father’s brilliant characterisation brings to light almost every aspect of conservatism that compels us to ponder deep. The film strongly opposes the idea of reproducing - be it encouraged by religious notions or utter selfish motives - if the children’s existence cannot be valued or is in any way endangered. The film simultaneously highlights certain other issues such as the obstinacy of the male dominated society in giving women the liberty to educate themselves, to work independently, to choose their life-partners, to refuse reproduction and to have a say in the family. It also shows how men verbally and physically abuse women to suppress their rebelling voices. Another serious issue that it deals with is that of the so-called “honour calling” system which drove Hakim to murder his own son so that he could protect the honour that he had built for himself in the society.

The film brilliantly aroused both the sense of hatred and pity – hatred towards the dogmatic father and pity for him as well, as he struggles against bankruptcy, resulting from his failing ancestral physician profession in the changing era of medical science. And yet we are amazed to see how, being the only earning member of such a large family, initially he turns down a job offer from a pimp owing to his orthodoxy and high-holding philosophy despite his dire need for money. However, the irony lies in the fact that in the end, not only that he had to give in, but he also became the victim of flesh trade which alone could provide him the money he needed then. Later afterimpregnating the courtesan (Iman Ali) with a girl child, when Hakim finds himself in
danger because of that child and later tries to kill her, Zainab in the process of saving the child kills her own father.

The film, at large, is just a representation of a majority of such families which exist even today and could not adapt themselves to changing times, and in no way does it pinpoint or talk of the entire community. Shoaib Mansoor’s storytelling is brilliant here. It is indeed a long narrative, but it never evokes feeling of boredom, and the dialogues particularly are clear and crisp. Every issue is touched upon very well without dragging any of it unnecessarily. The performances in the film have been excellent with none exaggerating his or her part. A deliberate attempt is seen in taking the film to the legislative level mostly to have a greater impact on national level. Although, after the death of Zainab, the film ends on a very positive note which is way too optimistic to believe, yet it certainly infuses hope somewhere.

“Bol” is a very promising movie in which the director has shunned away all regressive elements. Zainab emerges as a very strong female figure in the film, opposing every wrong action of her father and taking a stand for her family. The message of the film coming from the mouth of a rebellious daughter who was time and again tried to be suppressed, who on the verge of death left behind such unanswered questions which forced people to ponder over them, who took one step forward towards death so that those whom she left behind could take one step forward towards life, says all about the film.

### REALITY SHOWS: REEL OR REAL

**By: Ankita Khatri (PG Diploma in Advertising & Marketing Communication)**

Can everything from a Quiz show to Talent hunt contest constitute Reality programming?

By definition “Reality implies Unscripted”. Nowadays reality shows have become Trendsetters for upcoming producers and directors. Reality television is no more considered as real as it was meant to be and it has gone through many phases. It is seen as manipulative, unreal and fabricated.

I feel Reality shows are basically a Reel. Advertisement lampoons the judging process in talent hunt on television. The reality shows fraternity says that “Emotions aren’t clever acting, just clever Editing”.

Real is the last thing that strikes us about reality shows. Game shows and Talent hunts have their own brand of emotions contrivance. The basic recipe remains the same as soaps: flirtation, betrayal, tears, bitching, scheming only it’s presented as reality.

The only duty of these shows is to build Suspense level among the audience. The channels definitely riding on the dramatized faces of various characters, which have been created for the show and their main motive is to earn Television Rating Points (TRPs).

There are many Reality shows such as Roadies, Beg borrow and steel, Big boss, Master chef etc. on different channels these days. Here the Question arises ….

**How much reality they show?**

**Are fights and walkout staged?**

**Do people cry on cue?**

No one can tell what’s real or reel. The biggest gain from these reality shows is the millions of votes through SMS Voting System. With very short spell of time, a new name becomes the talk of town and topic of gossip all around. Participants of these reality shows say that: “The Moment and Emotions are true and you play yourself, but the power lies with the channel – on the Editing table they can create Drama out of Reality”.

The viewer is thus left enjoying this Real, Unreal world of business so we can enjoy it but cannot resist on its Reality.
SOAP OPERAS........ AT A GLANCE!!!!!

By: Shamita Mazumdar (PG Diploma in PR & Event Management)

The daily soap operas have found widespread popularity with the Indian Television audience. The daily soaps produced in a way that keeps the audience strongly glued to the T.V sets. The soap opera section of the Indian Television industry has evolved every now and then. It began with the national channel Doordarshan offering 1st major T.V series – Mahabharata and Ramayana. This started increment in viewership numbers for programs. Meanwhile rapid expansion of T.V hardware in India increases the demand for development of programs. Popular T.V soaps of early 80’s was “Hum log and Buniyaad” on Doordarshan that brought a evolution in the popularity of TV, this indicated that more good programs can attract large audiences. In 1990’s serials are in large numbers included hit historical serials , The Great Maratha , Hanuman , Shaktiman , Krishna etc...

Balaji Telefilms changed the face of the Indian Television forever. It was in 1994 when Balaji telefilms made start on the silver screen, the TV became a friend, active entertainer, guide, helping hand. The first serial that came up was ‘Hum Paanch’ which was later followed by block-buster series Kyunki Saas Bhi Kabhi Bahu Thi , Kahani Ghar Ghar Ki , which gained not only sky touching TRPs but always millions of devoted fans. Which later continued by other series - Kasauti Zindagi Ki, Kalash, Bidaai, Yeh Rishta Kya Kehlata Hain, Pavitra Rishta, Balika Vadhu, Naa Aana Is Desh Laado, etc........... and so on.

The Indian Television industry of soap operas kept on changing faces from time to time....

REALITY TELEVISION - a boon with its side effects

By : Krystal Linda Smith (PG Diploma in PR & Event Management)

Reality shows is the next big thing in the Indian television scenario. It is a platform for ordinary people to showcase their talents and enter into a world of money, fame and stardom overnight or it has already famous people or stars coming together in one platform and competing to get to the top. Be it any reality show “Just Dance” ,”Bigg Boss”, “Indian Idol”, “Roadies” and many more, every show revolves around the concept of fame and stardom. Reality show is a relatively new concept in Indian television compared to the daily soaps but it has already started to grow strong roots and enter into a family’s living room and grab attention. These reality shows have already started to change mindsets of many families and parents. Now becoming a doctor or engineer is not the only option parents give their children but encouraging them to make a career in dancing or singing with the help of these reality shows is the new revelation. But behind these flashy lights, glamour and fashion lies the side effects these shows have on the contestants, their families and the viewers.

Such shows have already started taking their toll. In return of the stardom is the psychological stress and humiliation the contestants have to go through. Viewers have witnessed contestants crying inconsolably, collapsing on the sets, families unhappy with decisions and squabbles and arguments every minute. The most to be affected
are children who are also slowly being drawn into the web of money and fame.

Parents want their children to participate in these reality shows as it promises a lot of opportunities but do not realise the fact that at this tender age when children are unaware of worldly affairs and are made to enter into a competitive race they are losing their innocence. There is constant pressure on these children to excel and get to the top so sometimes they can’t take rejection leading to breaking of their morale and confidence. Its good to let children showcase their talent but not at the expense of their childhood. One Australian study revealed that children who watched reality programming were significantly more likely to associate wealth, popularity and beauty as factors that contribute to happiness. It’s no surprise that these are values frequently held in high esteem by many participants of reality shows. There is an age for everything and at a such young ages parents should allow their children to grow up normally and happily and prepare them adequately for the real world.

India is also known for its culture but upcoming reality shows are somewhere hampering this culture. There is so much of abusive language and arguments shown in these shows that they have negative impact on viewers. For want of more and more trp’s producers let such things go on as it’s a good way of making more money but at the cost of our values.

Reality shows till now are only primarily focused on dancing, singing, quizzes. There are many more people outside who have other talents as well. Shows related to sports, creativity like painting or graphic designing, architecture and so on should also come up which would allow more people to show their talents.

As such in a way reality shows is a good thing till the time people with extraordinary talents are being able to show the world what they are good at and are recognised for their good work. But in the name of entertainment, people should not be pressurised and should not lose their values.

**ALUMNI SPEAKS**

Esha Kalra  
(AIMC Batch: 2010-11)  
Production Executive  
CNN-IBN

“AIMC has not just been my Alma Mater but also been the sculptor of my successful present and hopefully an even better future. The infrastructure & well diversified library combined with an experience rich faculty, all work towards providing the much needed learning and exposure and thereby give you an edge above the rest.”
Advertising is a very effective medium used by marketers to attract attention of potential customers towards their products and services. However advertising sells a great deal more than just goods and services. Advertising promotes ideas, values, concepts and aspirations. Advertisements tell people how they should live their life, who they are now and what they should be. Since the boom of the advertising industry in the 1920’s, it is fair to say that advertising has been successful in changing the way people perceive themselves. Advertising helps shape people’s attitudes and beliefs and this is why advertising is one of the most powerful tools in the marketing strategy.

In the fiercely patriarchal, conservative and traditional Indian society, women have been typecast in advertisements in certain repetitive roles since the advent of advertising in the country. Women have been repeatedly stereotyped as the proud home maker, whose sole aim in life is to cook delicious food for her family, and to make her husband proud of her by providing him with the whitest shirt or as the dominating woman who is seducing a man or being extremely suggestive and so on.

Now a days it has become a very popular trend in advertising to use women as models and endorsers for advertising products that are not even directed at the female audience. For example, in the advertisements of AXE Effect, SET WET and Amul Macho which are products meant for the use of men, women are shown in skimpay clothes alluring men who use the product, and living out their fantasies.

The existence of a ‘perfect’, beautiful woman in an advertisement attracts both the male and the female audience’s attention. The female audience would want to transform themselves into the abnormally thin, tall female endorser who has hair that shines like diamonds and pearly white teeth. To the male audience the advertisement showing a gorgeous woman contains a certain level of sex appeal that they find difficult to avoid. The advertisement would be remembered by both the sexes and thus it’s a mission successful for the marketer. Advertisements fail to represent the real Indian women who are no longer confined to the four walls of her house, but who are intelligent, hard working, responsible yet fun loving and carefree.

However it should also be noticed that certain advertisements are coming up that are trying to show real women, the way they are, as in the case of the advertisements of Hero Honda Pleasure, ICICI etc. Women in these advertisements are shown as independent individuals who can think and take important decisions for themselves and their families. Although the change is slow, it is good to see that it is finally happening. Women should not be portrayed in stereotypical roles or depicted as sex symbols as an effective tool of selling products. Advertisements are supposed to mirror the society and so should show women in all the varied beautiful roles she plays as confident and empowered individuals.
Branding is all about image building. But it’s not just the first impression; it’s a lasting impression that builds once business through attracting new clients and keeps them coming back. It creates word of mouth advertising that money can’t buy.

Social media offers a whole new world of opportunities for all size of business, to help build their brands. Various famous social networking sites used for brand promotion are Facebook, Twitter, LinkedIn, YouTube, Myspace etc.

The advent of internet has created new avenues for reaching people. Branding is essential part of an organization’s communication strategy. Social Media and Branding go hand in hand. Social Media allows brands to directly connect with their target audience so that they can build common grounds with them and start building relationship.

Social networking can also breathe a new life into old brands and enable companies to build collaborative relations with the consumers like never before. A brand can only succeed in highly competitive and product parity environment through its ‘craziness’ for reaching to the people. Consumer generated reviews and product rating are the most preferred source of product information amongst social media users.

It’s the strength of their bond with the target costumers which produce madness regarding Brands amongst people. So to be effective and efficient, brand needs to reflect the business both positively and accurately on social networking sites.

Vodafone Essar is the Indian subsidiary of Vodafone Group and commenced operations in 1994 when its predecessor Hutchison Telecom acquired the cellular license for Mumbai. The company now has operations across the country with over 115.55 million customers. Vodafone’s advertising agency is Ogilvy and Mather, India.

Irfan Khan has been the brand ambassador of Vodafone for quite a few years now. Recently Vodafone has launched yet another advertisement campaign titled the ‘Recipe Ad’ featuring Irfan Khan, endorsing Vodafone’s new feature by which we get to know our favourite recipes from the newly introduced ‘Cooking Menu’ just by dialling
the toll free number 123 from our Vodafone number.

As all other advertisements of Vodafone featuring Irfan Khan, this ad too shows Irfan in his natural self, neither over-shadowing nor under-shadowing the ad campaign. The advertisement is a simple one where Irfan is shown to be getting bored and complaining about the same recipe being cooked by his wife every day in the house, for which she demands some appreciation and complements in return from her husband. And he stresses that his wife could definitely be appreciated if she took his advice as to what should be cooked. Thus Irfan, who is a Vodafone user, is shown here to find solace in his Vodafone connection and promoting it, which gives him all his favourite recipes just on dialling the toll free number 123.

We are very familiar with the saying that ‘The way to a man’s heart is through his stomach’. The ad, thus, very well uses this very concept in promoting its ‘Recipe’ feature where Irfan can be heard saying that he is ready to praise his wife provided she makes him good new recipes. The highlight of the ad is its simplicity – its simple concept and simple dialogs – and its beautiful natural execution. The dining room setting used in the ad with sober lighting, very well complements the whole concept of the ad. No unnecessary background music is given in the ad which gives it a natural touch. Overall it is a very good ad, and its simplicity and excellent execution is what will make viewers retain it for a long time.

Vodafone has all along been using simple as well as interesting characters – simple like Irfan and interesting like the ‘ZooZoos’ – to convey their message about any new feature being introduced in the market. Vodafone not only makes use of good characters but it also uses unique styles to convey about its new features to its customers.

The various ads featuring Irfan, be it the ‘Vodafone STD and Local calls @Re 1’ or the ‘Vodafone Night Talk Bonus Card’ or the ‘Carryover Validity’ ad or any other, all carry their own charm just as this latest ad, decorated with nothing extra-ordinarily fancy but the most crisp and clear dialogs and the most natural performances by this very gifted actor. Thus, yet another successful ad campaign for Vodafone.

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ALUMNI SPEAKS

“I During our course in AIMC we have organised
Three Day International “WE CARE” film festival 2011
on the issue of Disability in the campus through
which we have learnt the working and
execution of an event.”

Ishaan Bindal
(AIMC Batch: 2010-11)
Executive (Operations)
Miran Events & Productions
WE CARE FILM FESTIVAL 2011
(Apeejay Campus)
ANNUAL FEST: SYNERGY 2011 (Apeejay Campus)
“Faced with crisis, the man of character falls back on himself. He imposes his own stamp of action, takes responsibility for it, makes it his own”- Charles de Gaulle

In today’s volatile and often unpredictable world, a crisis can strike an organisation large or small at any time. A crisis may creep in any form and the manner in which it is handled is critical to the situation as well as to the organisation. Crises are mostly made public and often media exaggerates and blows it out of proportion. Every day, the companies and organisations risk the chance of being confronted by a crisis. This is why, a crisis management team is of utmost importance to an organisation.

Crises are inevitable in organisations. Organisations should mandatorily have a crisis plan as no organisation can remain unaffected by a crisis, but with the help of an effective crisis management plan, the organisation can limit the damage that can otherwise result in the death of an organisation. Also an organisation with an ingenious crisis management plan can make an opportunity out of the crisis. An indispensable element of an effective crisis management plan is ‘effective communication’. Communicating immediately and efficiently to the relevant publics of an organisation does half the job of crisis management. The main objective of a crisis plan must be to inform the true facts to the right people at the appropriate time, and thus maintain the reputation and goodwill of the organisation.

There was a time when a company’s first response to an emergency was largely defensive. The concept was to say as little as possible and to keep the company’s name out of the media. Such tactics have proved to be counterproductive. Yet some organisations practise this defensive philosophy even today. This can further worsen the situation as hiding facts can increase suspicion and will give an impetus to rumours to fly and thus will spoil the name of the organisation. If the organisation doesn’t come and talk, then the media will come up with their own opinions and comments and the results will be devastating for the organisation. So a planned communication strategy is an absolute imperative for an organisation, one which quickly addresses the situation, communicates the facts and tries to turn the crisis into an opportunity for the organisation.
BOOK REVIEW: JONATHAN LIVINGSTON SEAGULL

By: Alka Das (PG Diploma in PR & Event Management)

Title: Jonathan Livingston Seagull
Author: Richard Bach
Illustrator: Russell Munson
Genre: Spiritual, Self Help, Novella

Jonathan Livingston Seagull is a fable about rising above the struggle of day to day living to achieve perfection in something one is passionate about, thereby bringing to life a sense of higher meaning, purpose, and freedom. The story is divided into three parts:

The protagonist, a maverick seagull named Jonathan Livingston consumed with zeal of the sheer pleasure of flying. He rises both literally and metaphorically above his Flock to practice his skills in the pursuit of excellence. This brings him into conflict with worn out customs of his Flock, whose sole purpose of flying is to fight for fish and bread crumbs and he is banished as an Outcast. Carrying on his quest in solitude he is soon joined by two other radiant seagulls like himself who take him to another dimension.

Meeting and learning from advanced flyers, Jonathan, realizes that this was not heaven and he was much to learn in his quest for perfection. Chiang, an Elder Gull who is a “realised soul”, becomes his mentor taking him to greater heights transcending body, Time and Space. No longer a novice, Jonathan becomes an instructor himself and comes back to his Flock with his trainees to teach them about the bliss of flying and limitless achievement.

The unprecedented act of outcasts returning back to the Flock was a shock to the other seagulls. They were mesmerized at the spectacular skills of the newcomers and after a long period of hesitation, they too could not resist the call of freedom and joined them one by one. Jonathan, who had ultimately mastered the art of flying and had taken it to a spiritual level soon leaves the training of the novices to one of his students, Fletcher Lynd Seagull whose race to perfection begins in right earnest at last.

The compact storyline and brevity of the story makes it a comfortable one-evening read. The simplicity of the language prevents the reader from getting lost in the details of the plot; so that the idea of perfection and following one’s passion in life is emphasised without being preachy. Some ideas appear to be banal and clichéd. There is a déjà vu of New Age thought and positive thinking philosophy. However, the originality of the book sets it apart from similar self help books of present times as the book was published way back in 1970. The author seems to have been influenced by oriental mysticism as depicted by the character of Chiang the Elder and abstract metaphysical thoughts. The work of photographer Russell Manson with photographs of seagulls, sand and sky lends the pages an apt look of freedom and freshness. A refreshing, inspiring book.
“Love means never having to say sorry”...this is what she told him and this is what he remembered for the rest of his life. The saga of love continues as we read Erich Segal’s “Love Story” and realise that love knows no bounds and has no inhibitions. He did not know how it happened...When he fell for her... And when she became his life. He just knew that he was madly and unconditionally in love with her.

This novel by Erich Segal is one of his master pieces. Here he talks about the rich Harvard student who falls in love with the young, simple and intelligent Radcliffe girl. Jennifer Cavalleri changes the meaning of life for Oliver Barret IV the only son of wealthy and rich Oliver Barret III. The first time he saw her in the library he was bowled over by her knowledge and sharp answers and after that there was no turning back for him. It was something he had never felt before because she was quick witted, had a good sense of humour and was not conventionally beautiful but had a charm which could never be ignored.

The catch lies when we find that as the story progresses and the Barret family is not interested to accept Jenny as their daughter in law, and an underlying turf of ego surfaces between the Sr. and Jr. Barret. The story continues to portray vividly the differences of thought between the father and the son where Jenny tries to act like a bridge by trying to mould the views of Oliver in favour of his father but fails gradually.

However the story takes a complete twist when we get to know that after what Oliver and Jenny has been through together during their four years of marriage everything won’t be a bed of roses for either of them, as Oliver was about to lose the girl he had loved with all his life. Jenny was suffering from leukaemia a kind of cancerous disease to which there is no permanent remedy. The day he got to know this he could see his world crashing round him as for all these past years Jenny had been the main reason for his existence he could not think of a day without her, she was his world without her he knew he would not be whole again and he also knew for sure that with Jenny gone he would lose the capacity to love because for him Jenny was the other name of love but for Jenny’s sake he had to keep a brave face as she still was unaware of the fact. However one day he came home to find that Jenny did have a word with their doctor and already knew what was in store for her. She clung to him that day as she never had and tried to feel each and every ounce of love that both of them felt for each other. Gradually the means of continuing Jenny’s treatment was getting exhausted and so Oliver had to turn to his father who had severed all ties with him since he had gotten married to Jenny but while taking the money he not even for once mentioned that it was Jenny who was sick and was on her death bed, he let his father believe whatever the latter wanted to think and guess.

The story ends with Jenny giving directions to her father for her funeral and then while talking to Oliver alone she makes him promise that come whatever may he will go on with his life and will take care of himself.

She takes her last breath in Oliver’s arms. While reading this book I personally felt that love is selfless it does not teach us to be selfish or unforgiving it actually teaches us to be more human. The rest is left on the readers to read and decide but it is true that if you have fallen in love you should at least read “Love Story” once in your life time. Love — a word that is so divine in itself that it can change the meaning of life for many.
I still remember the day when I first saw Rommie, he was young, well-built, enthusiastic and full of life until he met me. I fell in love with him at the first sight though he didn’t show any interest in me. I was in the company of my very good friend Ryan. He was the one who introduced me to Rommie. Initially he hesitated and gave me a dirty look but when Ryan forced him to take me he did and I could not decide how to react, actually it was a mixed feeling as I knew he will be mine soon but unfortunately will lose himself in the process of being mine which I never wanted but this is what I am meant to do, take away people’s life and I am really good at my work. After that first meeting we used to meet daily and soon we moved in to living together or I should say Rommie will die without me. Soon I became the first thing of your life from morning till the day ends.

But as it is said that not all love stories have happy endings and mine and rommie’s story was one of them. Ryan came to see Rommie one day, he wanted to warn Rommie of me as I had done harm to Ryan in the past years and he did not want the same to happen to Rommie. I tried to prove myself as innocent but it did not have much impact on Rommie. After Ryan left Rommie gave me a strange look and I realized that now we will not be together anymore and that is what happened when he decided to choose his life and family over me. His family was really happy for him as they were never in favour of our relationship. That was the last day I saw Rommie, he freed himself from my clutches and started a new life. I saw Ryan one day and tried to have a conversation with him but he simply ignored me and I was all disappointed.

But I just have only one question from all of you, what is my fault. I just did my work for which I was made then why am I bad in the eyes of all, may be you all are jealous of my work because I am really good at it. But what is the use of pointing fingers at me when you all can’t have control on your cravings for me. I am sure one day I will meet my true love who will sacrifice everything for me even his life am waiting for that day..who will be the one..will you be the one ????

One of the social evils that are still plaguing the society is that of the ‘Dowry System’. People have changed, decades have passed, mentality has improved, society has to some extent shred its veil of conservativeness and rigidity but still there are places where this social evil still exists. This isn’t barred to any specific strata or sect of the society it has spread its malicious tentacles till the roots of the social foundation of this country and that is why still the social purifiers haven’t been able to rid the society of it.

In the beginning, previously it was prevalent only among elite class however gradually it has seeped through the different strata of the society now and it has taken the shape of bride burning, sexual, mental and physical harassment that are inflicted on the bride by the groom and his family if the bride’s family are not able to pay the demanded amount of dowry. Even though, legally dowry has been prohibited in the country still in order to show and flaunt social status both the bride’s and the groom’s family head towards the direction of taking dowry. The media is trying to play a positive role in bringing out the evils of this system but still even till date the people who are heading the society are the ones at times to give shelter to such evils that act as parasites of the society and make the social strata completely hollow.
On 4th November 2011, Post Graduate Diploma in Television & Radio Production & Post Graduate Diploma in New Media & Web Journalism students of Apeejay Institute of Mass Communication (AIMC) attended a seminar “Introducing Your world View: A Platform for New and Emerging Filmmakers” at India Habitat Centre. The Seminar was held by Sally-Ann Wilson, Secretary General of the Commonwealth Broadcasting Association (CBA) and Mandy Turner, her colleague. The session was regarding the promotion of the website named "yourworldview.org.uk", which is supported by CBA. The CBA supports broadcasting all over the world, with 100 members in more than 50 countries.

Your World View is an online platform for people around the world to share their content, watch great films, and get into discussions about the portrayal of international issues. Your World View aims to improve public understanding and awareness of the developing world via the mainstream broadcast and digital media. It also serves as a platform for new and emerging filmmakers to share short documentaries, animation and multimedia content and the visitors of the site can comment and rate accordingly. Various colleges, universities and festivals have done a great job in initiating this platform.

The key speakers of the event were Sally-Ann Wilson, Secretary General of the Commonwealth Broadcasting Association (CBA) and Mandy Turner, her colleague. They both were extremely interactive throughout the session. They were regular visitors to India and were completely touched by the Indian culture and customs. The audience not only included students from various colleges but also faculty members and filmmakers. Sally began the session with a “Namaste”, which appealed to the audience very much.

The content uploaded on the site is available to the worldwide broadcasters and if they find a particular content interesting, they will contact the film-maker and further provide financial assistance to their project. The visitors can also submit their views regarding the content on the site, which can be published online.

The site has various genres under which a film can be uploaded. The genres vary from art & culture, environment, poverty, gender health, science & technology, current affairs, etc. It also includes film-makers from all over the world, like Africa, America, Middle East, Asia, and Europe etc.

Mr. N. Ramakrishnan, Director of Projects at Ideosync media organization, was another Key
speaker at the seminar. He was there in support of the fact that communication can bring about social change. With more and more communication, there will be more and more exchange of views and ideas which will make the society a better place to live. There exist two faces of Communication for Social Change also known as C4SC:

(i) Social issue i.e. the issue at hand
(ii) The process involved in bringing social change.

Mr. Ramakrishnan shared various challenges that come in the way of social change, namely:

(i) Personal and Social Behavior
(ii) Information overload
(iii) Over thinking of the process.

Like every problem has a solution, in the same way these challenges can be eradicated with the following key to success:

(i) Complete research about the issue
(ii) Target audience
(iii) Choosing a proper medium
(iv) Getting necessary feedback
(v) Do not over do.

These were certain solutions provided by him to handle a social issue. Besides he stressed on the need to be extremely passionate about fighting the social issue. Because these issues are like a vicious circle, working in a particular direction is not enough, we need to be dynamic. Proper usage of media tools is an important factor to reach our target audience. And equally important is the distribution of the media tools.

Summing up, it can be rightly said that the seminar proved beneficial to all of us, where the main agenda was to connect the whole world together to give an insight into the reality that needs to be captured and shared with the whole world.

MATHEMATICS A LIVING SUBJECT

By : Deepika Girdhar  (PG Diploma in PR & Event Management)

Every person uses the fundamental facts of Mathematics in his/her daily life in some way or the other. Calculating life span, in giving or taking money while purchasing fruits or vegetable, milk or measuring cloth and so on. Whether literate or illiterate both use mathematical skills either knowingly or unknowingly.

So friends, I strongly believe that we should relate these fundamental facts of mathematics in our life as....... 

ADDITION—— add your joys 
SUBTRACTION —— subtract your worries
MULTIPLICATION—— multiply your happiness
DIVISION——divide your work

Is it not nice?

In our lifetime you have to plan your work according to time, need and money. It is a subject to love and understand but not to cram. Yes, certain formulae and rules have to be mugged up but choosing the right place to use them tests your understanding of mathematics.

So friends, love the subject, work hard! And it will take you to great heights.
The Indian Grand Prix is a race in the calendar of the FIA FORMULA ONE World Championship. The event took place at the BUDDH INTERNATIONAL CIRCUIT in GREATER NOIDA, UTTAR PRADESH, INDIA.

It’s an event that was looked forward to with great excitement because of the big names that F1 race draws. The race distance was about 308 kilometers, with the cars expected to reach speeds in excess of 300 km per hour, a sight never seen in India before. The circuit, designed by F1 circuit designer Hermann Tilke is 5.141 kilometers (3.194 mi). The track spreads across an area of 875 acres. A grand stand with a capacity of 13,000 will overlook the turn 10 and turn 11 giving the F1 fans an opportunity to be a part of the action. Twelve teams with 24 cars took part in the event in India’s first grand prix race track. The credit for raising an Indian team goes to beer tycoon, Dr. Vijay Mallya. The event is also the latest example of international sports bodies ensuring they get a foot in this booming Asian marketplace with a huge advertising base of millions. India has already attracted the attention of top European football clubs. The event was run by Jaypee Sports International, a subsidiary of the Jaypee Group construction and infrastructure giant. The first event took place on 30th October 2011 and Sachin Tendulkar India’s most famous F1 fan, waved the chequered flag.

Sebastian Vettel was the quickest in the qualifying round putting up a flying lap with a timing of 1 min 24.178 seconds, followed by team-mate Mark Webber. Vettel won the event, his 11th of the season. He also had the fastest lap of the race on his last lap. Redbull won the Constructors Trophy. The only Indian F1 driver Narain Karthikeyan of HRT F1 finished at the 17th and sadly the last position. The only Indian F1 Team Sahara Force India driver Adrian Sutil finished at the 9th position.

The stands saw big crowds on the main day and besides biggies like Sachin Tendulkar and Harbhajan, Shah Rukh Khan and Deepika Padukone, J & K Chief Minister Omar Abdullah, Hrithik Roshan, Hollywood singer Lady gaga, Indian cricket team’s captain Mahendra Singh Dhoni, Yuvraj Singh, Virat Kohli, VVS Laxman, England’s Kevin Pietersen, tennis star Sania Mirza were spotted on the final day.

1st Position: Sebastian Vettel (Team: Red Bull)
2nd Position: Jenson Button (Team McLaren)
3rd Position: Fernando Alonso (Team Ferrari)
Khirk Masjid situated in South Delhi was built in late 13th century by Khani-i-jahan Maqbul Tilangani, the Prime minister of Feroz shah Tuglaq of Tughlaq dynasty.

The mosque displays an unusual fusion of Islamic and traditional Hindu architecture. It is built in area of 87m sq. The Indian National Trust for Art and Cultural heritage (INTACH) has categorized the monument as Grade A in terms of archaeological value. It was the 43rd monument identified by Archaeological Survey of India (ASI) for restoration before the 2010 commonwealth games however that never happened. It is sad to see our own cultural heritage collapsing due to sheer negligence of people and authorities.

The khirki mosque is one of the rare covered masjids in India. There is only one mosque apart from this is which is covered and that is in south India. The mosque is a symbol of our rich heritage and it displays the solidarity of the Great Delhi Sultanate Period. But it is sad to see that our culture is getting deteriorated and we are not doing anything in this regard. The Khirki masjid once the symbol of strength and power today is just a neglected piece of architecture. Though the mosque has blackened with age but one can still feel the rich aura present in the mosque. Today it is place meant only for the locals to sit and chit chat. Today it is searching for its lost identity among the posh malls of Saket (Select city walk, MGF and DLF) fighting with all the climatic and physical hardships faced everyday.

It is our country our culture and we need to stand up to conserve our cultural heritage before it’s too late, before we lose our identity.

ALUMNI SPEAKS

Shikhar Khandelwal
(AIMC Batch: 2010-11)
Account Executive
EuroRSCG Advertising

“My journey towards my dream was never easy but I am thankful to faculty of Apeejay for their support throughout. Today I am well settled in a renowned advertisement agency Euro RSCG Worldwide India working on Big Brands. This was never easy to tell but only because of AIMC I am shining and rising.”
POEMS

**WE CAN DO WHAT IS RIGHT**
By: Pooja (PG DIPLOMA TVRP)

We come out of our place
With nice dress and shoe with lace
With all the filth littered
We still remain undeterred
How long can we be as with the sight?
I strongly believe we can do what’s right!
What’s right is a little cleaning
Cleaning of surrounding and cleaning of mind
It has to be addressed; we can’t turn our eyes blind.

Each day we hear the news
People use their position or misuse
We bear with them for our own good
Shamelessly contributing to the falsehood
How long can we ignore our country’s plight?
I strongly believe, we can do what’s right
What’s right is a little cleaning
Cleaning of the system and cleaning of the mind
It has to be addressed; we can’t run behind.

**NEW QUESTIONS**
By: Arunita Sen (PG DIPLOMA TVRP)

It is said that *Silence speaks louder than words*,
But what about the times when it doesn’t?
It is said that *Time heals almost everything*,
But what if the difference between ‘Almost’ & ‘Everything’ is too big?
It is said that *It’s better to forgive and forget*,
But does every ‘Sorry’ deserve ‘It’s okay’?
It is said that *One should learn to make compromises in life*,
But what if adjusting is the only thing one has done till now?
It is said that *Every relation that doesn’t work becomes a learning experience*,
But what if the ‘experience’ has only made the person lose faith towards certain aspects of life?

All my attempts to find answers to these riddles of the heart,
Reminds me of yet another saying—
‘Every clarification breeds new questions’.

ALUMNI SPEAKS

“My experience at the institute has given me confidence to face any sort of challenge in the field of mass communication. I deeply thank my faculty for giving us a chance to explore our potential and help us make the best out of it.”

Arshi Aggarwal
(AIMC Batch: 2010-11)
Production Executive
Newzstreet TV
He could well be described as one of the pioneers of the radio sector in India. Dr. R. Sreedher has been with All India Radio for 30 years. He has headed the media unit of the Indira Gandhi National Open University (IGNOU) for five years. He was instrumental in starting the Gyandarshan, Eklavya and Vyas channels for Doordarshan, and also Anna FM, the first private community radio station in India. He is now the director of the Commonwealth Educational Media Centre for Asia (CEMCA). He was the chief guest at the inaugural function of the PG diploma students this year. We were lucky to have with him a one-on-one interview, and during the course of this interview not only was he forthcoming about the answers but also extremely pleasant and enthusiastic.

As the director of CEMCA he tells us the vision of the group is to use media to provide education. Channels like discovery, national geographic are few and are easily outnumbered by the other commercial channels. CEMCA uses media to educate the youth of Asia. It brings together information from all over the world and provides it to the students. When asked where does India stand amongst the world media, Dr. R. Sreedher was full of praise for the Indian media. “We produce the second largest movies in the world and largest number of television programs, but we do lack in educational channels. The fact that the headquarters of CEMCA is situated in Delhi and not in some other country proves the fact that Indian media is amongst the best in the world.”

With a smile on his face he soon begins talking about his brainchild “The community Radio”. It all began with the privatization of media. “Community radio is and will always be my passion. I started the first Community Radio in 2004 at Anna University, Chennai.” As the name suggests community radio is for the people and ideally by the people of the society. “Anna University Community Radio was the first one to announce about the Tsunami in India.” Its main purpose is to inform and educate the society. It’s a local radio for a concerned college or an NGO that deals with topics that the commercial radio does not touch upon.

Dr. R. Sreedher supports nearly 111 Community radio stations right from Himalaya’s to Port Blair, which facilitates both the metro cities as well as villages. The interview comes to an end with his message for the current generation of media students. He says, “Instead of going in for conventional jobs like Advertising agencies or Television journalism, opt for community media, education media, convergent media and social media.”
A beguiling tete-e-tete with one of the most eminent sports journalist India has ever seen. Ms. Sharda Ugra speaks about her journey from 1989 to 2011, from being the only female sports journalist of that time and about the recent anomalies in the Indian Cricket Team.

Q. How has your journey been as a sports journalist from 1989 to present date?

Fantastic!! Because this is actually the job I have always wanted to do. Even If I would have given other opportunities I would always have done this. It was enjoyable. (Checks the match score of the 3rd Test Match between India & West Indies)There was not another female journalist around in sports at that time. Now there are many. There was none except me, so it was pretty interesting and challenging for me.

Q. How does it feel? And how was the struggle?

The Feel was and is very good, very challenging. I never had any problem. And it was not a struggle. People say it is a male dominating domain. But now you find more of female journalists around. And difficult, it is not difficult now. That time there were people mostly of my age group who entered this field along with me. So there were no major problems. I really enjoyed it. Lot of degrees and courses are available now-a-days but back then I got into this, when I applied for an internship with Indian express but I did not make it. I reached the level where seven people were there and they took three.

Q. Now a day it is very difficult for us to get an interview of a player. They don’t readily agree. What do you think of this situation?

Yes it is a bit tedious now; I wouldn’t say it’s too difficult now. The whole thing has changed. There is more pressure on sports. Cricket now is mostly watched and cricketers are not easily accessible. Previously it was easier, we just used to call the hotel they were putting up at, would pick up the phone and answer and DONE with the interview. It is very difficult now. They cut off the whole access. Then you are left prowling around for information. You want to know what exactly is happening that a player will tell you that. But you also have to find out. The more people see that you are around. You actually have to get yourself exposed. Every day, at particular time, if you are turning up, turning up and keep on turning up, doing your job and whatever it is. Then they will take you into their account. Then that will be enough to give you a head start.

Q. 20-20 has emerged and is most watched. Do you think test cricket is dying?

Test cricket is on its way of gradually self-perishing now. You have to look on how it is consumed and looked up to because it is a long game. I’m not surprised that the crowd doesn’t come because test matches are 5 dys of cricket and there are two weekend days, so how will the people come? You
know in a way, how can you have that? Delhi test match started on Sunday ended till Thursday. Calcutta started on Monday and ended till Friday. And the other one that is going on now at Bombay started on Sunday and will get over by Thursday. There are only 2 weekend days in between this. How do you expect people to come and watch? Or Make it on some fix days Thursday, Friday, Saturday, and Sunday. The other thing is playing in smaller grounds. Dalhousie ground is small and more test matches should be played there.

Q. BCCI is trying to cash in the players by making them play more and more games, don’t you think it is disintegrating the game??

This is the other side of the game. They don’t realize what will happen on the other side, after 10 years. In the 80’s professional boxing was such a big sport. Mike Tyson and others were famous. What is it now? It was lavish then. Too much of lavishness and grandness have denigrated the game. Money is churned out by all the frequent matches. But after a certain time it will change, the whole world sports scenario will change.

Q. What do you have to say about the current form of the Indian team’s batting, the England series and the present WI series?

They are still in the game and will always be. Look at some of the injuries. Sehwag, Sachin is in form but they have played a lot of games. World Cup, IPL have definitely let them off their charm. And I am not worried about the batting now, this team won the World Cup. So in any way they are in the game.

Q. What are your comments on recent stars like Ashwin and all?

They are terrific Indian players. They are Fresh young people who are making the team maintain equilibrium. I am sure they will better the game in the recent upcoming times.

Q. How a journalist’s reaction should be on Vinod Kambli’s statement about match-fixing on 1996 world cup semi final game?

Why is he saying now? What’s the problem? What happened on that day, be specific. As a journalist, you should clarify this to your readers. For that you should first get clarified. The first question that will arise is why is he giving it now, why not then?

Q. What are your reactions on the Pakistan trio that have been jailed for match fixing?

That’s actually great. It’s good. The sentence came out great. It woke everybody up. You can’t fix results of the match, or a certain portion of it. It can’t be like this. After this match fixing will be particularly watched. These people got caught up, their bad luc

So, they lead themselves into match fixing??

To a certain yes. A cricketer in a party is approached by 60 strange people who will come and say weird things to them. Players should be straightforward in handling them. Again few are swayed as they have proper 15years to earn their living up to the age of 60-65 years. Even with proper matches their pay is not enough to last that long and hence they sway their course.

Q. What is your mantra for the bunch of budding journalist like us??

TRUTH IS THE HARDEST STORY TO WRITE, always!! Every time!! Sometimes the true story is not accepted, even by your own mind. You will end up writing many pieces but you always should select the last piece you have written before the deadline. That will be your best piece of that day’s work.
INTERNATIONAL FILM FESTIVAL “WE CARE 2011”

This film festival was held from Sept 27-29 at Apeejay Campus. It was driven by AIMC students and attended by students belonging to various institutes in the NCR. Screenings were also held for Dwarka residents. Award winning films-both national and international-were screened and analyzed during the festival. The festival was organized in collaboration with Mr. Satish Kapoor (Brotherhood).

The Guests for this festival were Dr. PN Vasanti, Director CMS, Ms. Deepa Malik, 1st woman to represent India at International level sports in Disability Category, Ms. Simran Kohli, RJ Radio City, Mr. Bhupendra Kainthola, Director Film Festival, Govt. of India and Ms. Ananya Banerjee, Deputy Director General, Doordarshan.

SYNERGY 2011

Apeejay Institute of Mass Communication & Apeejay School of Management jointly organized Annual inter-college Management and Cultural festival ‘Synergy 2011’ on 17 & 18 November. The fest was an everlasting endeavor to inculcate world-class competencies providing a platform to students for exploring and showcasing their budding and hidden talents. The fest was open for all colleges in various categories.

MINI MARATHON 2011

A Mini-Marathon was organized at Dwarka on Sunday November 13th to create the necessary awareness and need for health and fitness. The theme of the marathon was ‘Stay Strong Live Long’. Hundreds of students of Apeejay and different schools, faculty, staff of Apeejay Institute of Mass Communication and Apeejay School of Management and also the residents of the Dwarka housing societies participated in the 6.5 kilometer long marathon.

NATIONAL BROADCASTING DAY

The institute also celebrates National Broadcasting Day every year in the month of November.
Students also visualize and produce TV / Radio commercials and also direct news shows and documentaries. For details visit : www.apeejay.edu/aimc/students_projects.html
To get detailed information regarding job profile and career prospects in media & entertainment industry, visit us at www.apeejay.edu/aimc
PLACEMENT

Aaj Tak
Newz Street
AIR (FM)
Arms Communication
Asia News International
Asian Age
BAG Films
P7 News
Balaji Films
Bates Advertising
Bollywood
CEC – Gyan Darshan
CNN – IBN
Contract Advertising
Doordarshan News
Euro RSCG
Exchange4media
Fourth Estate
Genesis Burson Marsteller
Headlines Today
IBN7
Impact PR
India Today
INX TV Channel
J. Walter Thompson
LIVE India
Lowe Lintas
Lok Sabha Television
Madison Advertising
McCann - Erickson
Mediacom
Miran Productions
Mudra Advertising
NDTV
Nepal TV
News 24
Ogilvy & Mather
ORG Marg AC Neilsen
Press Trust of India
Publicis
Ramanad Sugar Prod.
Rashtriya Sahara
Shobiz Events
Starcom
TBWA Anthem
TBWA Brodeur
Triton Communication
Weber Shandwick
Wizcraft Entertainment
Zee News
Zee Sports
and many more....

International Placements

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<td>East West Public Relations</td>
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<tr>
<td>Priyanka Gautam</td>
<td>Sky Broadcast</td>
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<td>Prabal Gaur</td>
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PERMANENT FACULTY:

Prof. Ashok Ogra  
Director  
Has 35 years of experience in Print, Television and Teaching. Widely known in India and abroad and has been a member of various selection committees for various film festivals and has also served as a Jury Member of the prestigious National Film Awards. He has also produced and directed several news shows and news features. He has worked with the leading media brands including Discovery Channel as Vice President (South Asia) and Doordarshan as Director. He has also worked as Assistant Professor at the reputed Film & TV Institute, Pune.

Mr. N.K. Suri  
Chief Producer  

Ms. Preeti Suryawanshi  
Assistant Professor  
MBA, UGC NET. Pursuing Ph.D from RTM Nagpur University. Has over five years of experience in academics. Her core competency is in Marketing, Advertising & Sales.

Dr. Puja Mahesh  
Associate Professor  

Mr. Naveen Gautam  
Assistant Professor  
Advanced Diploma in Multimedia & Video Editing. Has over eleven years industry experience in editing TV News Shows and Documentaries. Has also taught at a well known TV Training Institute. Conducted workshop on Graphics & Animation in Open University. Penang, Malaysia. He has also worked as on-line editor for over 2500 live shows.

Mr. Rajeev Kumar Panda  
Assistant Professor  
Diploma in Cinematography. Has more than eleven years of experience in Teaching & Industry in the area of TV Production/Direction, Electronic Cinematography & Broadcast Journalism. He has directed and videographed several documentaries, serials and music videos for Doordarshan and other organizations. He is a product of reputed Biju Pattnaik Film & TV Institute, Orissa.

Mr. Om Parkash  
Studio Executive  
MA in Journalism & Mass Communication. Has about 20 years of hands-on-experience in studio.

We also have regular guest faculty whom we engage for the entire academic calendar, in addition to industry experts. For names visit our website – www.apeejay.edu/aimc/faculty.html
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ADMISSIONS OPEN : SESSION 2012-13

GRADUATE COURSES
B.Tech. in:
• Mechanical Engineering and Product Design • Computer Science & Engineering
• Electronics & Communication Engineering • Electrical & Instrumentation Engineering
• Electrical and Electronics Engineering • Biotechnology
Bachelor in Business Administration Honours (BBA Honors)
BBA Honors in Public Policy & Administration
BA Honors in Journalism & Mass Communication
Bachelor of Design Technology with specializations in:
• Lifestyle Design (Fashion, Textile & Furnishings)
• Space Design (Residential, Commercial & Hospitality, Exhibition & Stage Design)
• Media Design (Promotional Design, Digital Media, Photography & Film Making)

POST-GRADUATE COURSES
Master in Business Administration (MBA)
• Marketing • Finance • International Business • HR • Operations Management • IT
MBA in Public Policy & Administration (Integrated 5 yrs prog. after 10+2)
Master in Public Policy & Developmental Studies (Integrated 5 yrs prog. after 10+2)
MA in Journalism & Mass Communication

M.Tech. in:
• Computer Science • Electronics & Communication
• Instrumentation & Control • Biotechnology

M.Sc. in:
• Biotechnology • Bioinformatics • Pharmaceutical Sciences • Clinical Research

Master in Computer Applications (MCA)
Master of Design (Fashion Design, Interior Design & Visual Media)
PG Diploma in Early Childhood Education
PG Diploma in Teaching
PG Diploma in Education Management

DOCTORAL COURSES
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Ph.D. in Management
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• Obtained from the ASU Campus at Sohna and
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City Office: Plot No.29, Sector 32, Institutional Area, Gurgaon-122001 (Haryana) Ph.: 0124-2383493-94, 0124-4293670-74, 9810439222
E-mail: admissions1@asu.apeejay.edu

http://university.apeejay.edu
The Apeejay Education Society, established by the leading Industrial House of Apeejay Stya in the year 1967, has built a rich heritage of nearly four and half decades in the field of quality education through a family of 29 institutions, i.e. 13 schools and 16 institutions of higher learning, in various states of the country, along with the Apeejay Stya University – India’s first Liberal Arts University focused on Technology & Research.

All Apeejay institutions are guided by the vision of late Dr. Stya Paul, Founder President, Apeejay Education Society, of ‘value-based holistic education, focusing on acquiring thinking skills and learning how to learn for life’ - a vision that is truly global, transcending the confines of state and country, and is drive by innovative techniques, progressive curricula and state-of-the-art infrastructure. The motto of the Society, “Soaring High is My Nature” with its origins in the literature and principles of Ancient and Modern India, enshrines our belief that true education inculcates a constant pursuit of excellence on the strength of human and moral values, and truly prepares the individual for the challenges of life.

Today, the Apeejay family comprises over 32,000 students, 60,000 alumni and 2,200 faculty, providing education from pre-nursery to doctoral level. The Apeejay schools offering education up to senior secondary level are well-recognized as pioneers and trend-setters in quality education and have created a niche for themselves in the country.

The Apeejay institutions of higher learning include colleges and professional institutes that offer over 85 courses at the under-graduate and post-graduate levels in Management, Computer Sciences, Architecture, Engineering, Information Technology, Fine Arts, Design, Mass Communication, Biotechnology, Clinical Research and Humanities, to name a few.

The Group has also established the Apeejay Stya University at Sohna, Gurgaon - a seat of global learning that offers rich opportunities for innovative teaching-learning, creativity and research across disciplines, by blending together the dual identities of a technology and research based university with a liberal arts institution. The University offers a wide range of innovative graduate, postgraduate and doctoral programmes across a plethora of disciplines that are based on the best education practices of some of the leading universities of the world. These are greatly facilitated by the strong industry-academia linkages, already established by the existing Apeejay institutions of higher learning in all disciplines being offered by the University.

In order to link policymakers, key administrators and the research community in a creative dialogue on the central issues facing contemporary education, the AES has also set up the Apeejay Stya Education Research Foundation (ASERF), that functions as a ‘Think Tank’ for sharing of ideas and experiences on the priorities and challenges of Indian education. The Foundation has, over the years, contributed significantly in addressing the larger issues of access, equity, quality and relevance at all levels of education in order to facilitate the formulation of strategies to find research-based solutions.