## AIMC Byline

**Issue XII Jan’13**

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**Apeejay Institute of Mass Communication (AIMC)**

10 Years of Excellence in Media Education
The Indian Media and Entertainment (M&E) sector is growing rapidly, especially with new age technology and the rise of digital media. Over the next few years it will be one of the most dominant industries providing for thousands of job opportunities. Keeping this in mind, Apeejay Institute of Mass Communication offers various courses aimed to train aspiring students to sync with industry requirements.

Entering the 11th academic session, the institute has a strong network of alumni and ambassadors who personally come to share their first hand experiences of the media Industry.

The institute holds excellent placement records with the students placed in leading television production companies and news networks, Advertising agencies, PR and Event Management firms and also leading newspapers. It’s focus on quest for excellence has made the institute one of the finest media in India.

AIMC Byline is an annual journal brought to you by us - the students of AIMC. It becomes a platform for us to express our thoughts and opinions, in the most creative manner. Being future media professionals, we not only desire but require such a platform to groom and enhance our creative writing and imagination skill.

In this year’s issue we have tried to explore the various growing aspects of the media- both the traditional as well as the contemporary forms. We worked to the best of our ability- editing articles, designing pages, sequencing events, selecting photographs and compiling all of this to give a final shape to the journal. Through this we acquire the nuances of journalism and mass communication.

The whole journey, right from the unedited articles to the final magazine, has been enriching and fulfilling. So read on and see the upcoming media industry as we see it.

Editorial Team: Hareem Farooqui, Smriti Shakargaye & Shipra Sharma

Option of Direct Entry in MA 11nd Year from UGC Recognised Apeejay Stya University

After successfully completing the above Post Graduate Diploma, students are fully qualified to join the industry and start their career. However, those of you who want to opt for higher studies, are eligible for direct admission in 2nd year of MA in Journalism & Mass Communication in UGC recognised Apeejay Stya University - India's first liberal arts and Meta 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.

- Stya Paul Award 2012 for Human Values to Hareem Farooqui.

Apeejay Institute of Mass Communication has been ranked among the top media institutes of India by reputed magazines 'Career 360' (OUTLOOK publication) 'India Today', 'Mail Today' and The Tribune (Newspaper).
Be Yourself

We keep on hearing about art and creativity but do we really know what it means? What is the basic mindset of an artist or a creative person? What is the first step to bring in your innate creativity to life?

All you have to do is express who you are. Some express it through colours, some express it through words, and some express it by creating something absolutely new using their feelings and emotions as raw material. To awaken the sleeping creativity inside you, all you have to do is be yourself. Don’t be fake; be yourself. Some might like it, some might not; but this is how it’s meant to be. Don’t try to prove yourself to others. Be true to yourself.

“Every artist dips his brush in his own soul, and paints his own nature into his pictures” - Henry Ward Beecher.

To express yourself is like creating a piece of your own self. Sometimes for that you need courage, a lot of it sometimes. To be yourself is harder than you think and at the same time it is the easiest thing in the world. "When a person can feel liberated for a few moments and that feeling stays with him forever even after the moments end, I say that is the effect of art. Isn’t it a wonderful thing? It’s a great feeling, right? It’s a natural high which no other material substitute can take you to.

Nothing can be created nor they can be destroyed; only the form can change. Hence no art is a new creation it is regeneration; it is recycled from the matrix of your own subconscious. Whatever we say; whatever we do, whatever we perceive is somewhere to a large extent a result of the endless memories and experiences stored deep in our subconscious. Hence whatever we say is not actually what we are saying; it is the past being born again as the future, in a newly acquired form. It is the past passing out its knowledge to the future. Hence it is very important that we all express ourselves to keep the wheels moving; because when we express ourselves we not only bring harmony to ourselves, we bring harmony to all of nature because by doing so we are being true to our nature and doing what we were meant to do.

We all are artists, we all have something special; if there is anything we need to find, it is ourselves; if there is anything we need to know then we need to know who we are & if there is anything we need to be then we need to be ourselves! Life is hard for them who keep trying to be something which they are not and those who are happy with who they are, live in harmony with every moment and lead a blissful life……their life becomes a work of art.

"Be yourself; everyone else is already taken." - Oscar Wilde

There’s only one way to live your life. You follow your heart and let it show you the way to the future; let it be your guiding light. When you do that you are on your destined path and you have nothing to fear. You do what’s in your heart and you'll be fine. Just be yourself...

A Transparent Confabulation

By: Yukti Sehgal (PG Diploma in Social Media & Web Journalism)

They said world is your oyster,
It was hard to believe.
They said believe in you,
That's where I lost it,
They said life must go on,
I thought they are aliens,
But the moment I met him,
Every feeling became my oyster. 
Every thought, a profound happiness...
Every reflection bounced merrily.

All actions were unworried
All confusions were forever buried...
His presence is renewing,
Touching and acknowledge the divine light,
To me, it’s a step,
Towards enlightenment
And humanitarian spirit.
It was never a chaste decision,
It never will be,
Because life gives you a chance to flourish,
Whichever butterfly you may be.......
Life is all about losing,
The little things that we have,
A little heart, a little mind,
There is more to lose and less to save.

You began losing when you were born,
Your mother's womb which made you strong.
Strong enough to face the world confusing,
Strong enough to not to cry when you start losing.

You grew up losing your innocent talks,
Your little toys and times you learnt to walk,
Holding your mother's hand, the first step you took,
You lost your balance, yet she was happy it looked.

As days went by, there was more to lose,
Your school uniform, your black school shoes.
The days at school, the fun with friends,
True! Losing all of it had no end!

Further, life had much to unfold,
When you thought you will not lose but hold,
Just then you lost your little heart,
Just then he became your precious part.

In days to come,
Some good, some troublesome,
There was much to lose still.
You lose a friend, whom you had hurt,
You lose a wish left unfulfilled.

Suddenly you realize there's nothing good left about you,
Suddenly you realize you have been losing all through.

And amidst all this losing
When you sit back and remember the past,
You find you have changed so much,
That the only words left within you are, "I'm lost!"

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The longest journey is the journey inward, for he who has chosen his destiny has started upon his quest for the source of its being.

-DAG Hammarskjold (Former Secretary of UN)

Successful living is rooted in successful thinking and successful thinking helps you in developing a new you- spiritually awake, a fresh body, mind and spirit which not only helps in living fuller and productive lives but directly affects every part of your life.

We become what we understand of ourselves. We, human beings, possess the power to change at any moment which is possible because all the power of the universe resides in us. The power to make a choice of seeing ourselves as a positive force in a negative world is within our insight and in the courage and determination to travel down the road less travelled, knowing that we owe it to ourselves.

Seldom are the cases when we use our mind to get what we want; more often than not, we use it to get the opposite. We are all prone to weakness and anger, to idleness and self-doubt. It's in our nature...nothing new. But knowing how to tame it all is the key to success-known to all but followed by only a small percentage of population.

Human mind is the most delicate but at the same time the most powerful instrument in this universe. It has all the knowledge and wisdom that has ever been known or will be. So why not nurture what we have? Our maker gave us the same power as his, the same ability to reason, imagine and create. Our mind is limitless, it just needs to be pushed beyond the boundaries, to stretch ourselves to know who we are, what is our purpose to be here; if we want to unlock the power that we have within.

REMEMBER- a child in the womb is forced out of the comfort zone to make him see what possibilities he has for himself but you must know how to come out of your comfort zone all by yourself. The 'chalta hai' and 'I don't care' attitude is adopted by millions.....the choice lies with you.
IT'S THE DESTINY THAT DRIVES

By: Satyam Jha Suman (PG Diploma in Television & Radio Journalism/Production)

Destiny had a sharp turn ahead for me. I was asked to pack my bags and leave for Kolkata to do Bachelor in Media Science course there. Three years of complete doze of media changed my bat-ball dreams of childhood into camera-editing dreams. One who loved playing in the field is still playing in the field but with different objects in hand this time. The best part is that I love this work, these machines, the people around and the environment.

I will still play for India as per my childhood goal. But instead of a game, now I will play a role.

In a country where two elements are found in almost every heart, bollywood and cricket. I was no different, and neither was my dream. Since childhood I had wanted to be a cricketer and play for INDIA one day. My school days gave me a belief that I can do something in this field. I played for 3 clubs in my hometown. During my inter-mediate, I used to eat cricket, drink cricket, sleep cricket; but at the end of the academic year, my dad sent me to learn photography at the reputed Biju Pattanaik Film and TV Institute of Orissa (BPFTIO) in Cuttack, Orissa. But I lasted only three days in the institute thinking this was never my goal.

I OWE IT TO HER

By: Hareem Farooqui (PG Diploma in Television & Radio Journalism/Production)

In the test we were asked to describe an experience in life when we could provide our help and assistance to someone who needed. Nazia was the first person who came to my mind.

When she first started working in our home, she was just fifteen and full of a typical teenager's instincts. She was dusky but with beautiful features. She was a wonderful cook and a melodious singer. She knew how to stitch well and she also knew how to keep each and every corner of the house as clean as possible. She seemed much more talented than I was. She had all the qualities my mother wanted to see in me. I did have reasons to be jealous with this young lady who had become a part of the family. She

The Apeejay Education Society held its Annual Stya Paul Award Competition. This is given to students for their exemplary conduct every year on Founder's Day on the basis of a test conducted on "human values". I was delighted to know that I was the proud recipient of this award this year.
would be ready with a broom in hand at ten in the morning and would leave at seven in the evening after helping my mother in every household errand. Gradually, I began to like her company. She was always overflowing with gossips. Apparently the locality she belonged to was a perfect example of an Ekta Kapoor's soap opera where the female lead is 'sacrifice personified'. She always played the role of this sacrificing girl. Whenever I was not studying we used to sit and chat for hours.

One day my family was out. She was asked to stay with me until they returned. I was in the kitchen and asked her to let me know what the time was by the clock outside. She laughed and told me that she does not know how to read a clock. It was then that I realized that she was illiterate. She could have been a bright student if she had the resources to study. So I pledged to myself that I would devote some time in teaching her.

It has been three years, now she knows how to read little words in English. She knows how to count and read a clock too. She can read and write in hindi without any difficulty. She would read aloud the front page of a hindi newspaper daily. What she loved most was writing her name.

She got married recently. When she came to visit us for the first time after marriage, she said to me, “Thank you Hareem Appi. Apki vajeh se humne apne nikah naame pe khud se sign kiya.” It indeed was a proud moment for me. I had done something valuable in life.
Corruption in India is a very important issue and is adversely affecting the Indian economy. In India, more than 50% people have had first-hand experience of paying bribes to get jobs done in public offices successfully. In India rates are fixed for every government job and position. You can’t really afford to get a government job without bribe. In 2011 India was ranked 95th amongst the other countries in transparency by the International Corruption Perception Index. Corruption may be defined as an act of bribery or misuse of public position or power for the fulfillment of selfish motives or to gain personal gratifications. Legally corruption is defined as "The use of public power for private advantage in ways which transgresses some formal rule or law". In the present time, corruption has spread over the entire country as a cancerous disease. Indian politicians are extremely corrupt. In fact, it is a matter of shame that people are surprised to find an honest politician. These corrupt politicians go scot-free, unharmed and unpunished. A report of December 2008 says that 120 of India’s 523 parliament members were facing criminal charges. Leaders like Lal Bahadur Shastri or Sardar Vallabh Bhai Patel are a rare breed now who had very little bank balance at the time of death. The list of scams and scandals in the country is endless.

The causes of corruption in India include excessive regulations, complicated taxes and licensing systems, numerous government departments each with opaque bureaucracy and discretionary powers, monopoly by government controlled institutions on certain goods and services delivery, and the lack of transparent laws and processes.

Laws and rules have to be implemented with strictness and if needed, the outdated ones should be amended in order to check the acts of corruption. Vigilance should be increased so that people think twice before indulging in corrupt practices. Election expenses should be strictly curtailed and finally, without the co-operation of the common man, the evil of corruption cannot be eradicated.

**ALIVE**

By: Shipra Sharma (PG Diploma in Television & Radio Journalism/Production)

I widened my eyes,
They were forcibly shut.
I lifted my hands
To touch the sky,
They were tied to my breast.
I opened my mouth,
And uttered a voice,
They told me I had no choice.
When I was born, they killed me.
And here I am- Alive.
I lifted my pen to write.

Even that struck their pride.
I asked for water,
They set me all fire.
And when I was charged,
They ordered to cool my desire.
I demanded my rights,
They said I had none.
And I was declared powerless,
When I had won.
Since I am born, every second I die.
And here I am- Alive.
A wide range of sports and games are played in India. Nevertheless Indian sports have made a remarkable contribution at the international level, most important of them being cricket, which has left such an impact on the minds of people that they worship it with full devotion, as if it is the fifth religion. Cricket has given the evergreen memories to India like World Cup 1983, 2011, T20 World Cup 2007, IPL (Indian Premier League) and many more.

But the present condition of sports in India (apart from cricket) is very bad. Cricket undoubtedly gets the best management and sponsors of the country, probably due to its popularity and craze among the people. But the question is- Are other sports getting what they deserve and demand? The answer is obviously a big NO.

No one remembers that in Shooting, Gagan Narang won four Gold medals in Common Wealth Games 2010, Abhinav Singh Bindra won the Gold medal in 2008 Beijing Olympic Games or Indian World Champion wrestler Sushil Kumar has won a gold medal in FILA 2010 World Wrestling Championships or Olympic bronze medals won by tennis star Leander Paes (Atlanta, 1996), but Anil Kumble’s 10-wicket haul, and Virender Sehwag’s 309 will be evergreen in memory. When Gopichand won the All England Badminton Championship in Britain, no one cheered because in the same week, Harbhajan Singh took a hat trick and V.V. S. Laxman scored 281 runs in the Kolkata test against Australia. We do have a Sania Mirza, a Leander Paes and a Mahesh Bhupati bringing awards to the country in the field of tennis; a Vishwanathan Anand in the field of chess. Then why have chess and tennis not been accorded their true status as cricket has been? Why aren’t they put in the same place and worshipped as cricket?

I think it would be unfortunate if we say that cricket is killing other sports in India. Hockey is our National Game. Before 1980, hockey was the most popular sport in India. Football was also more popular game that time. But now, in world cup 2010, the Indian hockey team stood 8th out of 12 teams.

A budding sports kid who is almost as tall as the bat he holds claims that someday he would be like "Tendulkar". Why not like "Ajit Pal Singh" or "Dhayan Chand"? Answer is very simple that they don't know about these heroes. We cannot play any blame game because it's our society which is responsible for this situation.

In short, no sport in India except cricket is well managed. Indian sports are trapped in politics. New controversies arise almost every week. The financial status of the former sportsmen is very poor. Sports in India require a lot of improvement. Every sport has its own importance and deserves equal respect and management. The condition of the women teams is still poor. The government ought to analyse these issues before it takes some serious turns. If the cricket mania continues, India can never do well in the Olympics for years to come. Hence there is a great need to reform the administration, infrastructure, training and facilities given to players of sports other than cricket so that they can shine more brightly with their stunning performances. Other sports have the full right to move up the pecking order.

Neither am i a “cricket-hater” nor against any sort of privileges being given to cricket. In no way am I trying to malign the game, but I am wary of any sort of 'step-motherly' treatment being given to other games at the cost of cricket. Instead, let's take inspiration from cricket and allow sportspersons from other fields to enjoy the same opportunities, earnings and affection.
Teenage is an age that can be influenced easily. At this age children get carried away by new fashion, trends and norms. Media has played an important role to build one's personality. Media is responsible for both good and bad impact on society.

The influence of media on society has grown exponentially with the advancement of technology. Television can be a powerful entertainment and education tool for children given the right programming.

On the other hand, it can shorten attention span, distort body image, can create fear and increase aggressive and anti-social behaviour if exposure is unmonitored and unlimited. Television is also blamed for children being unable to distinguish between fantasy and reality. There are increasing instances of juveniles, adolescents, young adults and grown ups committing crimes such as murder, assault and burglary. Images and themes found on the television often get the blame. Imitating the latest fashion of one's favourite actor or actress or the stunts they perform is very common among teenagers.

Abusive language on television has left a strong impact on teenagers. They are impressed with such language and find it 'cool' to use. Smoking is also one of the fashion among teenagers. Not only the smoking habit but also the way of holding a cigarette is imitated from their favourite celebrities. The portrayal of sex and drugs on television has left a great impact in the minds of youth.

Video games have taken place of all the field games. Now children prefer to sit at home and play video games instead of going out to play. This attitude has left a negative impact on their health.

This generation has failed to experience the life which children used to live years before. Now children do not respect relations. They do not value the culture and tradition which used to be a part of one's life. Certainly, media has given a lot but has taken even more in return. It has stolen childhood from children. It has killed their innocence.

The teenagers these days live that life which media has imposed on them. Media's impact is vast in shaping the life of an individual. Media has the potential to shape personalities, change the way we perceive and understand the world and our immediate reality.

Family plays an important role in a child's overall development. Media influence can be in a positive direction if the programmes watched by children are spreading positive vibes. The choice of channels can be made by parents to protect their teenagers from negative influence. But this kind of parental guidance is temporary.

Children are specifically targeted by some advertisements. They are more vulnerable to advertisements as compared to adults. Children's eating habits are also inspired by advertisements.

Adults must assist children in questioning and thinking critically about the message they see on TV. Limiting television viewing time and encouraging outdoor games are precautions that parents should consider.
The London Olympics may be long over, but they definitely reinforced a fact about the changing mediums of communication.

The London Olympics has confirmed that the impact and reach of social media is growing at an unbelievable pace. It would not be wrong to term the London Olympics as the "world's first Social Games" or the "Socialympics". A total of 9.66 million tweets were generated on the first day of the Olympics (July 27th) which was much more than the total number of tweets generated during the entire 2008 Beijing Olympics.

A total of 150 million tweets were generated during and about the London Olympics. Looking closely at the opening ceremony on the 27th July, 2012, it was discovered that the event became the main subject of discussion in 19% of the social media conversations. Further, according to a daily mobile survey, 30% of the UK adults aged 18-54 spent more time using social media that day than they usually do.

Also, on the day when team GB broke a world record in cycling, it was observed that 40% of UK adults spent more than two hours following the Games. While Facebook became the most popular social media channel, Twitter was more in use among 18-24 year olds.

The most talked about athlete throughout the Games was Usain Bolt, World's Fastest Man. A total of 80,000 tweets were generated during his 200m sprint. While soccer became the most popular competitive sport with more than 5 million followers, swimming, track and field, gymnastics and volleyball became runner-ups.

However, this is not it. Social media showered fame and publicity on not only those who landed up grabbing golds, silvers and bronzes, but also on those who couldn't secure their names amongst the top three. British pole-vaulter, Holly Bleadale, could not impress much with her pole-vaulting tricks, finishing sixth in her event. However, she was thrown to instant stardom when on August 6, on a microblogging site she proclaimed that her boyfriend had proposed to her: "6th in the Olympics and @bradshaaw proposes to me:) epic day!!!" However, there are two sides to every coin. Swiss footballer Michel Morganella was expelled from the team for passing a racist comment (in a post on Twitter) on the South Korean team. Morganella wrote: "I am going to batter the Koreans, burn them all... bunch of 'trisos' " ('Trisos' is a French slang for people suffering from Down's Syndrome).

There are innumerable such examples. Other than Facebook and Twitter, YouTube has popularised the Games too. All the day's missed action was caught by the fans on YouTube. Thus, the London Olympics, or rather the "Socialympics", imposed the growing impact of social media.

The social media has brought about a remarkable change in the way the athletes, the fans and the various governing bodies interact.

The athletes have been enjoying interacting directly with their fans without being interrupted by any intermediaries. Social media became the source of information and updates for most of the people during the London Olympics. Twitter, Facebook, Instagram and YouTube became the major sources for bringing out the minute-to-minute updates/details of the Games across millions of people.

Through its powerful impact on the London Olympics, social media has not only made the 2012 Olympics the most social games ever, but it has also defeated the mainstream media in terms of speed and personalisation of news.

It would not be wrong to say that amongst the new records set at the Olympics 2012, the Gold definitely and undoubtedly goes to social media.
Yash Raj Chopra, the legendary icon, was an Indian film director-producer, screenwriter of Hindi cinema. Born on 27th September, 1932 in Lahore, he was the youngest of eight children, one of whom was elder brother BR Chopra, who was already an established name in the film industry. He came to Mumbai with dreams of becoming a filmmaker though his family wanted him to take up the profession of engineering. He started his journey in the film industry as an assistant to I.S. Johar and later worked under his elder brother, B.R. Chopra.

Yashji made his directorial debut with “Dhool Ka Phool” in 1959 and “Dharmputra” in 1961. After getting a huge success for both the films, the Chopra brothers produced several more movies together during the late fifties and sixties. In 1965, Yash ji directed “Waqt” from where the concept of multistarrers in bollywood started. He founded his own production company YASH RAJ FILMS in 1973 and launched it with “Daag: A Poem Of Love”. His success continued in the seventies when he directed “Deewar” in 1975, the super hit film in the history of bollywood, which established Amitabh Bachchan as the leading man in bollywood and gave him the title “angry young man”. In 1976, he directed the romantic movie “Kabhee Kabhi” and in 1978 he directed “Trishul”. During the eighties several films produced by Yash Chopra failed to leave a mark at the Indian Box Office, they were – “Silsila” in 1981, “Mashaal” in 1984, “Faasle” in 1985 “Vijay” in 1988. However, in 1989, he directed the successful musical “Chandani” which ended the era of violent films in bollywood and since then he has given a series of blockbusters to Hindi Cinema which immensely portrayed immortalised love on screen. He then directed and produced some of the biggest Bollywood musical hits “Lamhe” in 1991 followed by the box-office hit “Darr” in 1993.

Yash Chopra was a man who supported many actors in their gloomy days. During that period he directed two more romantic films all starring Shahrukh khan : “Dil To Pagal Hai” in 1997 and “Veer Zara” in
2004. Infact, he has worked with and directed almost every actor starting from Dilip Kumar to Amitabh Bachchan to Shahrukh Khan. All colours of life could be seen in his films.

Yash Ji was an icon and idol of Indian Cinema. An era has ended with his sudden death. He was suffering from dengue fever and multiple organ failure and took his last breath in Lilawati Hospital in Mumbai on October 21st, 2012.

He was honoured with Dada Saheb Phalke Award in 2001 and Padma Bhushan in 2005. He has also won 6 National awards and 11 Filmfare awards.

It is the biggest loss to Indian film industry. It is the moment of grief and pain as a man who immortalised love amidst us is no more. “JAB TAK HAI JAAN” was the last movie directed by him.

“BAS BHOOL NA JAANA WO SAB YAAD RAKHNA, JAB TAK HAI JAAN... JAB TAK HAI JAAN...!” were the last spoken words by Yashji in an interview given to Shahrukh Khan on his 80th birthday, almost a month before his death. He will always be alive amidst us. May his soul rest in peace.

ADVERTISEMENTS FOR CHILDREN OR CHILDREN FOR ADVERTISEMENTS?

By: Oindrila Saha (PG Diploma in Advertising & Marketing Communication)

Children, the most innocent beings, are now pictured as the image of many brands, whether its products, goods or services. When companies want to sell their products, insurance policies, services, air conditioners or even cars their eyes fall back on children. You think the little ones are only targeted for chocolates, ice-creams and toys? Well I am afraid that's not the real story. Ad-makers and marketers are often getting convinced about the kid being an irresistible force in the family. They have become a medium of making money nowadays.

Previously the picture was different; children were only used for products meant for them. These days, however, even the adult-oriented products like sim cards, mobile phones, insurance company, cars, etc feature children in their advertisements. Not only kids, but toddlers are also used in advertisements to gain the attention of the consumers. For children advertising is a sensitive issue because children are easily influenced and like to experiment with new things. The social structure has changed in recent days and people are more attracted towards children because of their innocence. That's the strategy marketers and ad makers are using these days.

This kind of profession is harmful for their education. We have often seen that children get tired after school and don't have time to play, and here an extra work pressure is added on, where they are 'used' to earn money. They skip their tuition at times and even parents pressureize them, which leaves a negative impact on their fragile minds. So much is the influence of advertisements that when it's time for the family to take a decision to buy something, children play a big role. An advertisement of Maruti Suzuki featured a young boy, Chotte, whose car never ran out of petrol even after it drove over a chappati, under the dog's tail, through a fish bowl, over the sleeping guard's bald head... "The cute little boy in our 2008 'Petrol Khatam Hi Nahin Haunda' ad may not have been able to afford the car himself, but he managed to reinforce the message in the mind of their target audience," says Shashank Srivastava, chief general manager, marketing Maruti Suzuki.

Apart from high involvement goods like televisions, refrigerators and mobile services, children have been more effectively used in relatively less involving categories like life insurance and paints. That not only harms their education but also has a negative impact on their personalities as in the race to earn money, they lose the beauty and innocence of their childhood.
The old order changeth
Yielding place to new;
God fulfills himself in many ways
So should we do?

A young Public Relations (hereinafter referred to as PR) manager, when enters a PR firm is in a dilemma as to which path to choose? Which is the right path? He doesn't know how should he rate his job? Is his job Intrinsic (good in itself) or is it Extrinsic (good because of its results)?

Young managers today want to catch up with what is going on somehow. Anyhow, the rat race to success has left little space for moral values and ethics. To attain success at a faster pace- a client's online and offline reputation is manipulated by them through the use of fake accounts, newly created blog pages or fake online reviews.

PR is that unpaid form of communication that provides an organization/individual an exposure to their audience using topics of public interest and news items. It persuades the public, investors, partners, employees and other stake holders to maintain a certain point of view about its product or services.

In PR there is no single standard of ethical practices. There are not any enforceable rules or governing body. However there are several guidelines laid by The Public Relations Society of America, Public Relations Society of India, International Association of Business Communication, The word of mouth Association ethics code, etc.

Despite of the guidelines that have been laid down, ethics in individual practice is deeply troubling young PR Professionals. Critics complain that ethics have 'NO TEETH'.

A cynic as quoted by PR stopwatch says that real ethical behavior is expensive and this is where the dilemma of the PR industry originates. All major firms engage their young managers in unethical practices not because they are evil people but because their wealthy clients have problems and cleaning their image is much easier than cleaning their mess.

The PR firm of a very popular chain of fast food restaurants (that hires the world's largest youth) tries to distance the brand from the image that it produces junk food which is unhealthy and causes obesity. The PR firm covers up this crisis of its clients by promoting the recently added healthy meals to its product line. It doesn't really solve the problem in the first place as most of its food is still junk. But the bigger question is- Is there an ethical way of trying to increase profits for a company that makes unhealthy food that causes diseases or even death???

'Ignominious' is the word for PR agencies caught with their hand in the unethical PR cookie jar. They have been caught and brought to book. Some negative PR campaign tactics that they have adopted are Flogging, Astroturfing, Badvocating, Brandwashing, Greenwashing, Whispering and Dirty Laundring.

The Young PR managers should be taught to be honest and not to hide relevant information. They should be taught to not misrepresent, which is a violation according to the Indian Contract Act, 1872. They should learn to respect their public and practice loyalty to their clients as well as the public. Lastly, they should be fair in dealing with all stakeholder groups.

The following narration shall impose the importance of ethics for a brighter tomorrow: An old man going on a lone highway

Came to a chasm deep and wide
Through which was flowing a sullen tide
He built a bridge to span the tide
'Old Man'- said a fellow pilgrim,
Your journey will end with the ending day,
And never again will you cross this way.
Why do you then take so much pain?
Out of it, what will you gain?
'My Child'- the old man humbly said,
The feet of an honest youth will pass this way,
I'm building the bridge for their bright, sunny day.
Socrates taught Plato and Plato taught Aristotle. Our greatest responsibility today is to pass on a legacy of values that the coming generations can be proud of.
Television is considered the most engaging medium over other major media. Television has built a reputation of prestige and credibility. Thus, enhancing the image of advertisers who use television. While viewers have several options available to choose from, they overwhelmingly choose to watch television on a TV set in the comfort of their home as opposed to a computer or mobile device screen.

The role of the internet is more pronounced in the latter stages of the process. The interested consumer goes to the web to learn more about the product. When the consumer finds more information about it, his or her desire for it increases, and the information leads to an actual purchase.

Indian companies are more confident about internet advertising as a platform and many are ready to invest advertising budgets in this new marketing channel for in years to come. The rapid growth of the Internet in the nation as well as the growing popularity of social media networks are prompting commercial and business advertisers to expand their marketing initiatives to include Internet advertising and take businesses industry to a whole new level.

However, according to me, in the age of consumer empowerment, one can't afford to dump TV ads online.

It bears the burden of building brands. Advertising creates the most relevant and distinctive way of communication to customers through creativity and media terms. It creates interest in their products or services.

Today is the world of globalization. Companies are spending significant promotional dollars in advertising to boost up consumers mind and making them fast followers.

Advertising is very different and unique from other communication method because advertising is
AIMC BYLINE

considered as one of the best platform in which people can convert their imagination into reality. They are free to think, they are free in terms of creativity and their opinion. So there are no boundaries and no limits in the field of advertising.

We are living in the world of dreams shown by advertising. It promotes concepts, values, ideas and aspirations. It tells people how they should live their life, who they are now and what they should be. It also says to people, “here is what we have got, here is what it will do for you and here is how to get it”.

Just as every coin has two sides, companies have both the option to live or die in advertising. Big companies advertise to sell their products. Although it is necessary to introduce the product, this has a lot of disadvantages.

First of all, some advertisements may have harmful influences people's lives badly. For instance a horror film advertisement is harmful for children. Another disadvantage is wrong information about the products.

Some big companies describe their products as perfect but in reality that may not be the case. So it won't be wrong to say that advertising has dark shades to it as well.

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Contact Address: A-184, Mahipalpur, Delhi-110037
Banners are the most useful tool in promoting business in today's world. It generates a big part of revenue for many websites. Banners are a type of pictorial advertising that appear on many web pages next to the main content where your potential customer can see it.

When a reader clicks on it, he/she are brought to your site to find out more about what you offer. Banner ad could appear almost anywhere on any site. They could be animated, can have sound and could expand to a short video clip. They are available in a range of sizes. As per your requirement you should consider whether your banner has to be static or animated and what should be its size.

- Static banner ads are a single still image, usually incorporating text.
- Animated banner ads allow for a limited amount of animation to catch the reader’s attention.
- Flash banner ads are more sophisticated and let the user interact with the advertisement.

As we know today internet has become the basic need of every person and this is the reason that has made banner ad so popular. Banners are colorful and have catchy text and attractive pictures which instantly grab the attention of customers.

To make ad successful you need to first create an attractive well-designed banner. But one shouldn't forget that designing a banner is one thing and displaying it on the right site is another thing. Displaying your banner is the most powerful way of bringing traffic to your website.

Banner ads are the key source for influencing your targeted customers. Well-designed banner with good ideas can create awareness about the product or services even into the mind of new customers. It also contributes a lot in creating brand image.

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17th to 11th of September, 2012 saw the India International Centre, New Delhi, buzzing with old and young enthusiastic professionals, students, and renowned personalities, all gathered to watch a plethora of documentaries through the five days.

The Public Service Broadcasting Trust organized the much awaited “Open Frame” Annual International Film Festival which provided a platform to established as well as upcoming documentary film makers to showcase their talent.

Films were screened throughout the day covering wide range of issues and themes including freedom, diversity, gender, environment, struggle, art & craft, culture & tradition, livelihood and the list goes on.

Each screening was followed by a healthy round of discussion, interaction and Q & A with the respective director.

Every film was unique in its own way, but a few of them which touched the audience deeply and need mentioning include 'Nirnay', 'Rough 'em up', 'The Saroj Khan Story', 'The Ageless Tramp', 'The Pursuit of Answers' and 'Free and Compulsary'.

Nirnay is a heart-touching film about Pushpa and her female friends who are all young, bright and educated but at the same time helpless when it came to taking major decisions in their lives. The film has been directed by Pushpa herself.

Sanjay Barnela's 'Rough 'em up' attempts to explore the reasons that attract women (from various places in India) to play rugby. The film instilled a sense of passion for the sport.

'The Saroj Khan Story' by Nidhi Tuli is an emotional masterpiece which is a deeply personal story of the phenomenal choreographer Saroj Khan's determination and 'never-give-up' spirit.

Another beautiful work was by Nimesh Desai. His film 'The Ageless Tramp' portrays how Charlie Chaplin is till date a cinematic icon, a harbinger of joy, a medicine for sick in the town of Adipur, Gujarat.

A heart-rending film that left the audience with tears in their eyes was Pratim Das's 'The Pursuit of Answers', an emotional turmoil of a young film maker who is struggling between his career and his loving mother's ill health.

Malti Rao's 'Free and Compulsary' highlighted the glitches in the famous Right to Education Scheme of the Government of India. The topic was dealt with in the most innocent and natural way.

Apart from these, Geetika Narang Abbasi and Anandana Kapur's 'Much Ado About Knotting' had the audience in splits as the struggle to find the perfect match continued in the film. It was a clear satire on the match-making industry.

Rintu Thomas and Sushmit Ghosh's 'Timbuktu' vowed the audience with its excellent cinematography.

Besides the screenings and discussions, the registered participants also got the opportunity to attend two 'film appreciation workshops' on the last two days. These workshops were conducted by Prof. Suresh Chabria (Film & Television Institute of India) who enlightened the participants with valuable inputs on concepts of structure, history, film and senses in relation to cinema.

Almost every screening had a 'houseful' auditorium. The intellectual audience looked forward to going beyond the mere viewing of films.

The PSBT Open Frame Film Festival has been a testimony of the fact that the documentaries and non-commercial cinema have become an integral part of the lives of many and it is the 'real cinema' in its true sense.
Q. What are your learnings from AIMC that you have taken to the workplace?
Ans. Submit all projects/assignments on time, punctuality

Q. What do you enjoy most about advertising?
Ans. I mostly enjoyed media planning in advertising that's why I came to advertising but that's not the question. I enjoyed the work environment the culture, teamwork, despite the work pressure people give time to make you learn.

Q. We all know that advertising requires a lot of late night shifts, do you find that daunting?
Ans. No, there are lot of late nights in the industry or we can say its an industry trend... but I guess the dearth to learn everything ASAP never made me thing adverse about it.

Q. Do you find the course that you underwent in AIMC useful in your current job profile?
Ans. Yes always referred to old notes and still do.

Q. AIMC's focus on practical training and emphasis on theory, would you say is a winning combination for any student?
Ans. Any day

Q. Did you enjoy being a student at the AIMC campus? How rich was your campus life?
Ans. Yes, feeling shy you are asking me this question... Yes I enjoyed my AIMC campus life a lot. It was mix of everything studies, fun with friends, cafeteria, library everything. Miss our campus life.

Q. What do you wish to convey to the students at AIMC, who aspire to be where you are?
Ans. Study hard & then work harder .... :) All the Best!!!

Q. How did the AIMC background help you when you were selected for TIMES NOW?
Ans. I got into Times Now with three years of work experience in other news channels (CNN-IBN & NewsX)

Q. What do you feel about the future of Broadcast journalism, has it over taken print?
Ans. To an extent it has over taken print media for certain reasons like speed and immediacy but Broadcast journalism is a very different ballgame. I feel both are two different fields altogether with different audiences. Print will exist and continue to have readers as much as broadcast journalism does.

Q. Do you feel that the kind of focus that Broadcast journalism gets in AIMC has helped you in your chosen career path?
Ans. Yes, it has helped me.

Q. Would you describe broadcast journalism as a glamorous field?
Ans. Not at all! It is the biggest myth. It is that 20-30 sec PTC in a news story that excites many aspiring journalists but there is a lot more than meets the eye.

Q. What excites you about broadcast journalism?
Ans. The most exciting thing about being in the broadcast media for me is to explore various ideas, meet people of different kinds and share experiences that are truly extraordinary.

Q. As this is your first job, how do you feel? Is this something that you aspired for or is it a lot more?
Ans. (This is not my first job) Times Now gave me the platform that I always aspired for. Over the years it turned out to be a great learning ground and also a place that gave me important roles and challenging shows to handle. It actually turned out to be much more than what I had expected.

Q. Could you tell us a little about your daily schedule?
Ans. It is a variable set-up where there are days when we are on the field from early morning to late nights, there are lean days and then there are also days that are spent completely on edits and post production. It's a very erratic schedule without any fixed timings and also there are times when we have worked for weeks without a day off!

Q. What is your message for the aspiring journalist?
Ans. Choose this field only and only if news is your passion.
WE CARE FILM FESTIVAL -2012
(Apeejay Campus)
ANNUAL FEST : SYNERGY 2012
(Apeejay Campus)
Social media is defined as "interactive platforms via which individuals and communities create and share user-generated content".

When the technologies are in place, social media is ubiquitously accessible, and enabled by scalable communication techniques. In today's world, social media has become one of the most powerful sources for news updates, communication and creating awareness.

The rise of the internet age has enabled us to live a life at a faster pace. Because of the freedom it provides millions of people can communicate at the same time. Never before, in human history has there been a time like this. What's most intriguing about this revolution is that children and teens are leading the way.

The younger section of the society comprising children, pre-teens and teens accounts for a very large portion of the internet populace. The same group also accounts for the most rapid increase in internet use.

And when this group stays online, the most common thing they do is join social networking sites. In fact, for an average teen, social networking is basically the same as social media – it absolutely defines how and where teens get to communicate and socialize with other people. With the increasing trend it is not just about teens and children anymore, it's about masses.

Almost everyone is using social media in some way or the other. It's not only about interacting amongst friends and family anymore, a number of businesses have gained some advantages from social media marketing as they have used the platform to reach the maximum audience.

Changing market, increasing competition, difficult sustainability, hard to differentiate is what the problem which brands face nowadays.

By using social media as their tool for advertising, which is also a paid form of publicity, brands have more reach to the consumers as it is all about hitting that danger spot the area of human emotion, lust, desire and attitude. The advantage that consumers have through social media advertising is the control they get over the product, better understanding of the product plus they can provide feedback of the same which has been possible through social media advertising.

Social media advertising is one of the most cost-effective methods for advertising. The costs associated with starting a website, and then, using marketing articles or Social Media to establish an online presence is minimal when compared to the costs of traditional forms of advertising. It not only requires less investment but at the same time reaches the maximum people.

Social Media advertising is becoming the best way to reach customers as it allows businesses and organizations to reach customers in a way they might not be able to otherwise. For instance, a user may not find a company's blog or website, but could
have a higher chance of being exposed to the brand and its products on a social media site. The majority of social media sites are free to access, create a profile and post information.

The advantage of reaching your target audience for little or no cash investment is substantial, and the audience wanting your information voluntarily joins or follows you. Pay-per-click advertisements on sites such as Facebook are "geo-targeted" according to specific criteria, to reach the correct audience.

The viral nature of social media means that each person who reads your posts has the capability to spread the news farther within his/her own network, so information can reach a large number of people in a short time.

Like other form of advertising, social media advertising also carries several risks because unless you have someone to check your social media accounts several times a day, disgruntled customers or employees can publish negative comments that are not always removable. For example, every post on Twitter is public and you have no control over what people say. Bad news can go viral as easily as good news and can do your business irreparable harm.

Social media advertising is a powerful tool, for all types of brands and all size companies, if used in a proper way. It not only allows you to be personal and engage the consumers but also helps to hold the company in higher esteem. With the new generation of tech-savvy people, where everything goes viral and the messages replicate and spread without much effort, the opportunities for effective advertising becomes more important for a brand which is in search for customers to connect with.

ATE Logistics specializes in handling all the formalities required for obtaining permits and other clearances thus ensuring our clients a hassle free travel experience. Our experience in this field can help you in breezing through the task of preparing/coping with the loads of documentation required and the several beauracratic procedures.
Today's world is a world with less time and lots of work. When internet came into existence no one ever thought that it will take over the reality.

Social networking sites and social media have become popular. Nowadays, the latest concept of shopping over internet is offered by different websites. These sites offer variety, uniqueness and quality. The concept of e-shopping is very popular not only among the girls but also among the boys. And this service is also affecting the real market. Now people don't want to go anywhere to purchase things but they can easily buy things sitting at home.

Websites like flipkart.com offer a variety of products with the guarantee of originality and good service. Tanya a regular clientele for Flipkart says, “I'm using flipkart for the past two years and I'm very satisfied with the service and they offer a variety of options”. And another user of Myntra says, “I'm very happy, I'm shopaholic and love to shop but because of my office I don't get much time so I just log in and shop.” There are many websites providing these kinds of services like tradus.com, nineteen, flipkart, myntra.com, ebay.com and many others.

Today, internet is blooming with these sites which are tempting and irresistible and people are buying things and gaining satisfaction through them. These sites claim to be cheap and affordable but the real question is: is it true?

Whatever the answer may be, these sites work for their own benefits. They work on the concept of *terms and conditions apply* and this puts them on a safe side.

A user of these sites said that when he bought a product through internet he was very happy and excited but when he received it, the product was totally different from the image of the product he had seen online.

These kinds of things often happen when we buy a product without actually seeing the product.

Internet has its own merits and demerits. On one hand, it is solving so many problems but on the other hand it is even creating problems. E-shopping is giving a chance to people to shop a variety of products, and also providing them with new options of payment like credit card, debit card and cash on delivery. Despite having a profit motive, these sites are providing the best of goods and services to their customers.

Last but not the least, internet is making our life easier. E-Shopping is unequivocally taking us to the level of rejoice without fatigue.

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**ALUMNI SPEAKS**

“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.”

Esha Kalra
Production Executive
CNN-IBN
Q. Sir, please share with us a few words for the We Care film festival.
Ans. I have known we care for a very long time. Because I get a lot of information material on this so I felt that I am going to meet creative people and people who have got better cerebral capabilities.

Q. How important is self-discipline in one’s life?
Ans. If you do not have self-control you are not a human being, you are an animal. You are put at the pinnacle of the human kingdom because of the self-control. That self-control is important because it instills discipline in life.

Q. What would you suggest to the youth of today, how can they channelize their energy to serve the growth of the nation?
Ans. To channelize your energy, it is not necessary that everyone should come to the army. In whatever vein, whatever capacity, they should serve with honesty and promote the good values, rather than wrong values.

Q. Please share with us any particular situation in army.
Ans. In army you have to take very quick decisions, that is, whether to leave the person or take him. It happened to me once in an Anti-Terrorist operation we found a guy who was holding a weapon. We were about to shoot him when he looked like a goat was going for a sacrifice. So I asked him that are you the person, he said no I have been forced by them to hold the weapon and he said that I am not the terrorist. So his life was saved and his parents came to meet me and told me that because of me their son’s life was saved and he was their only son. So such decisions one has to take. Therefore, if there would not have been self-control then one could have pulled off the trigger and the life would have slipped off. Then you can keep on defending, keep on claiming that atrocity, human right and all those things. One has to take quick decisions before doing something because human life has got value.

ALUMNI SPEAKS

Studying at AIMC has been a most enriching experience. I would like to thank the faculty for their professional guidance which provided me the requisite skills to do well in corporate world. Teacher’s co-operation in the entire duration of the course motivated us to perform better and reach industry standards.

Alka Das
Account Executive, PMG Asia
Q. When did you feel that you wanted to become a columnist?
Ans. Actually I didn't feel it. It kind of fell in my lap. I had absolutely no pretentions to writing. I was speaking somewhere and there was somebody from economic time in the audience; he said that somewhat of what you said would be interesting if you write about it. So initially my first bit of writing was for brand equity which is the advertising marketing supplement of the economic times. I was meant to write a few pieces on stuff that I think about, speak about India and what makes India, Indian.

Q. It was mentioned somewhere that you became a writer by accident, and you ended up writing a book, how did that happen?
Ans. Actually it was an outgrowth of that because what happened was that you had these articles, they were different but had a similar underline and sort of thematic unity in the sense that they were all looking at India from different kinds of vantage points and perspectives and I wanted to write a book on India, Indian books tend to be very pompous and self-important.

Q. The book is about the urban middle class, why only the middle class because there have been other books on similar subject.
Ans. Partly that was because that was what I was able to do, not because I had some lofty grand idea. I was in advertising for such a long time that the kind of people we interact with was from the urban middle class.

If I also had to drop on my life, I am also part of that urban middle class and have greatest access to that understanding. So, it was also a class, that given liberalization, there were a lot of cultural changes that were happening. So it was an interesting class to study. Yes, there are also a lot of books on emerging developing India but I personally believe that they either study the subject through an economic lens or marketing lens or they are on these old mystical, spiritual, cosmic India.

Q. So you are from the corporate world, how do you keep a balance between that and media writing?
Ans. I have a belief that being in the corporate world you are marooned on an island and where you are only supposed to do corporate things and you are only concerned with universe through your company and management which is ridiculous. Come let's be clear that it is a job. You must find satisfaction through your work but it's just one aspect of who you are and there are several other aspects to an individual. I think it works on two levels; one is that you should be open to other kind of influences and secondly you must be critical of whichever world you are in.

Q. Referring to your recent article, “city city bang bang”, do you think freedom should be regulated?
Ans. All freedom is regulated. Whenever we talk about freedom, it is always subject to some amount of regulation. The whole difference between the biological and the cultural, when we say we have become civilized; the idea of being civilized is when we stop ourselves from doing things that we would have otherwise done. So, that is the underline; the bedrock of all freedom is certain kind of regulation.

Q. What is your opinion on the fact that social media has become uncontrollable over the past few years?
Ans. It has become uncontrollable partly because that's the nature of technology and partly because it is such that it is difficult to control. And when you try and control it the measures you end up taking are very excessive, so you know how you find the balance. But you know there are some starting
AIMC BYLINE

points for instance why anonymity is allowed on social media, it is not allowed anywhere else in the world. If I am saying something nasty about you, why do I hide behind the username that cannot be identified? So a Facebook will still take trouble to reveal your identity. But in twitter you don't have to do that. Now the kind of stuff that you can get away with by saying on twitter, you can't get away in real life. Why should social media give privileges that have never existed before? And can it be controlled? Yeah sure. If twitter insists that you cannot be anonymous, along with the handle that you use, you have to use your verifiable name, surely that control is possible.

Q. Talking about your early life and career, what were the obstacles and problems that you faced?
Ans. I don't think of them as too many obstacles. The great part about it is, if you enter with a perspective that this is a journey you are enjoying though sometimes it will make you miserable and there are of course enough times. See, the biggest thing is that you realize the limit of your capabilities at times and you think of yourself in certain ways.

Q. So how do you find the time for yourself?
Ans. Oh, absolutely. I am very clear on the fact that the job has to kept in its place. Because at times you enjoy it so much that it consumes you. Because if in your head the job is helping you answer questions and deal with subjects that you are excited by, there is no choice to be made.

Q. How do you unwind yourself?
Ans. I listen to music. For instance, I don't travel at all without listening to music. I watch television mindlessly, whenever I can.

Q. What would be your message to the aspiring students/youth?
Ans. Don't listen to any messages!

Q. In the beginning you talked about how leaders of today are constricted to the own square cubicles and you are definitely not that example. In fact you are far away from that. How should the youth of today assert their own ladder of success? What kind of guidelines should they follow for themselves?
Ans. Personally the people I look for, for those I look to take them on board are the people who have questions in their head. People who use the job to answer the questions they have in their head, not tasks, not goals. If you have question in your head of how the world works, what if, why does this happen. And you use the job to answer those questions. You are guaranteed that you will grow all through your life. That is guaranteed. Whether that shows into designation; X today or Y tomorrow; that is matter of detail. But challenge it.

ODESSEY INTO CHILDLIKE INNOCENCE

By: Smriti Shakargaye (PG Diploma in Corporate Communication & Event Management)

An uncanny deep desire awoke
Oblivion of any possibility or veracity
Yet so possible in the seamless subconscious
Inviting me for that coveted plunge
To thread the odyssey of childhood
Holding the fragile light of innocence
Amidst brooding bats, amidst blustery winds,
Amidst creatures and inhuman beings
Clasping strongly to the unseen verve
Even as my nerves frizzled as they shook hands..
As they shook hands with wide eyed insanity
And ruthless noises that aimed to digress me
Or gave their best shot to pillage me into their

World of shame, hypocrisy and dishonor
I admired the conviction of the forces
That fervently tried to tipsy me into their world....
As my walk got steadier, my eyes opened
Only to see the clock ticking loud and clear
From a child to a lady, my biological clock
Marched forth,
Does it make any difference?
The resolute fragile light of innocence, I saw,
Was unflinching yet pure and blamelessly classic
Call it a dream, or an afternoon siesta, or the truth.
I smiled and looked outside the window for more
(Odysseys)!!
He used to sit there at the corner of the road like a mile marker. He talked to no one, just sat there in trance, watching endlessly, counting waves of people who came and went.

She was a simple girl, unassuming and innocent, just gliding by life, unaware of the trivialities. She used to watch him perplexed. Why would someone just sit there? What does he think? She was curious but afraid; never went close to him though she wanted to.

He knew she noticed him. This troubled him a little. No one else noticed him; they just acted as if he was not there. Then, why she? He felt good but he knew he was not someone she would talk to anyway. This went on; Like the wind and willow tree, they never talked or came close. But every time she passed by, he was moved.

Now, she is gone and he is still sitting there; lost again in the crowd, in the complexities of life. Will she come back? Does she remember him? As he stared again in the endless empty space, he saw her smiling at him. Yes, she is still here and maybe she likes him.

One day she will be back and he will be sitting at the corner of the road. He knew that just as the road bent, his destiny too will. She will come and he will wait.
D(RAPED) BEAUTIFULLY IN A SARI!

By: Hareem Farooqui (PG Diploma in Television & Radio Journalism/Production)

It is the story of many a women of our culturally rich but morally poor country, India.

No matter how decently dressed you are, the very fact that you belong to the ‘female community’ is reason enough for you to be unsafe.

There is a pair of greedy eyes waiting for you at every nook and corner and sometimes even at your home.

The increasing numbers of rape cases speak aloud the ill psychology of the society.

Lust and sex top the priority list of these mentally sick people. Rapists can be called nothing but dirty animals who have taken the form of humans. Protests and strikes may go on endlessly, but all in vain as our kind-hearted Government takes days to decide what should be done. Probably they have a measuring scale to gauge the extent of such crimes; less brutal rapes, more brutal rapes, etc.

Somebody please tell them that if a woman has been molested, one cannot sit and ponder how badly or how less badly was she molested. There is total absence of ‘quick action’in our country.

On the spot cutting off of various body parts of the criminals is the best punishment for such horrendous crimes. It will have them suffering the entire life. Capital punishment is no respite in such cases. The offenders must learn a lesson in this life itself.

But no...wait...our government has to study the case from every angle and ‘think’. Indeed, a thoughtful country we are. No wonder even the worst of criminals are alive while we are thinking what should be done with them.

MY FIRST ENCOUNTER

By: Arkajyoti Bhattacharya (PG Diploma in Television & Radio Journalism/Production)

It is here at Apeejay that I got the first chance of handling a camera in a multi-camera production. It was definitely a memorable first time experience for me. It was for the first time that I learned how to compose a proper frame, how to run the audio mixer, how to operate the live switcher and how to be alert and swift during a production. The experience was exciting and truly amazing.

A couple of days before my first multi-camera production, our teachers talked about the event which was to be held at Apeejay School, Sheikh Sarai. Without a second thought I volunteered to take part in the production team.

My team and I reached the venue to arrange a set up for the multi-camera production. That day I realised that doing a multi-camera production is a lot easier if the set up is done in advance. It may be a tiresome work, but it is also an interesting one. The set up includes connecting all the cameras to the monitors, vision mixers and audio mixer along with headset intercom.

On the day of the production, I was quite tensed as it was my first production and that too in quite a big event. When I entered the auditorium I was given a headset intercom so that we can communicate to each of the cameraperson and to the director sitting on the vision mixer. I also noticed other media organizations present there, including Doordarshan, which made me even more tensed.

After a while, I was explained my work. Other than that I could receive instructions on my head set too. So, I was given camera number 3 which was placed right next to the stage to record the audience. And believe me, it is the toughest job to do as the other two cameras may be fixed to a frame for sometime but I had to constantly change my composition. So everytime, I had to search and look for new faces. Everyday, I had to make new faces from close-up to mid close-up.

It was really an interesting and a challenging task to do. I learned what the other camera person were doing and how and why their shots looked different from mine.

I later got a chance of doing a multi-camera production in the three day We Care Film Festival and later in the college fest, Synergy.

We all worked as a team and learned how to work together, each helping the other. A true collaboration it was! Yes, there were a few mistakes, but that’s just a part of learning, isn’t it? But overall, it was a highly enlightening experience. Thank you Apeejay.
It was my first day in college and I was having mixed feelings of fear and nervousness. As I entered my classroom, I was stunned by the confident looks of the students. I thought to myself how I would adjust among them as I was a small-town boy and Delhi was no more than London for me. But I was proved completely wrong when I found the students very friendly and down to earth. Everyone welcomed me and helped me in different activities.

My image in the class was that of a shy guy as I did not speak much with my fellow-mates. My classmates on the other hand were very frank with me. I too tried my best to mix up but could not as the fear of being a small town boy does not get away easily and that too in a short span of time.

Few days later I heard that our college was going to organize its annual cultural fest, “Synergy”. Students of the organizing committee came to our class for taking down names of those who wished to participate in the various events. Quite a few of my classmates gave their names for the competitions. I too had keen interest in participating but did not have the courage to give my name for the same. Just then I heard someone calling out my name. Before I could understand what was happening, my friends had written my name as one of the participants for the “Mr. Synergy” competition. I told them that they had given my name in vain and that I would not be able to perform but they asked me to keep my mouth shut. I was told that auditions would be held and I thought I would never be able to clear the auditions.

I prepared a dance for the audition but was not sure whether the dance would be liked by the judges and students or not. My happiness knew no bounds when I came to know that I had been selected to participate in the final competition. This helped me gain confidence.

At last, the day of my performance arrived. I was only thinking of rocking the stage but as soon as I was called up on the stage I went completely blank. The track was played and by God’s grace I could still perform well and with full energy. I heard everyone applauding and hooting and sensed that they liked my dance. My purpose was fulfilled as I knew the audience would remember me as a good performer and for the first time I was not bothered about the result.

The prize distribution ceremony began. The result for Mr. Synergy was kept to be announced at the end. To my pleasant surprise I was declared the winner. I went to the stage amidst the clapping audience to receive the trophy and other gifts. This was the most awaited award of the fest. I bowed to all my friends and said just one golden word, ‘thank you’. Had my friends had never supported me I would have never received the award and would have remained the shy personality of the class.

Next day when I went to college, I was congratulated by every person I met and I was told by them that they really enjoyed my performance. Even my teachers appreciated me. I discovered that even people I did not know in the college now knew my name. My Facebook page was flooded with friend requests from students of my college.

Today, I am no more a shy boy. There is no more small-town fear in me. That night changed me and my life totally.

This was my journey from 'Mr. G. G. (Gaurav Goswami) to Mr. Synergy.'
Paradise PG
E-576, Ramphal Chowk, Sector 7, Dwarka

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An estimated one hour of video footage is uploaded to the web for every minute of real time. This will grow exponentially over the next five years. This new video content will be available on any screen — in our living rooms or in our pocket — and will bring together all the diverse media which matters to us, from videos of family and friends to news, music, sports, gardening, cooking and more.

In the next five years, users will be at the centre of their video experience, they will have more access to more information. It will mean the birth of a truly global village that always stays connected. Similarly there are trillion of pages on the World Wide Web. Few years down the road, it will make little sense even to estimate the number. Around a hundred billion books have been published in the half-millennium since the invention of printing by German blacksmith Johannes Guttenberg around 1440 AD. If every language and edition is taken into account that volume of information represents less than a month’s worth of the content currently being uploaded on the net. It is as if ‘real-time’ digital revolution has gone public.

This scene reminds us of Marshal Mucluhan who in his book “Understanding Media” says that all technologies change us as we use them: “we shape our tools, and thereafter our tools shape us.”

One of the key enablers of this new wave technology is the rise of two forms of social media. One is the ‘Expressive social media’, which includes Blogs, Twitter, YouTube, photo sharing sites like Filcker and other social networking sites. Nowadays Indians use these social media platforms to discuss and debate, and articulate their own views for information of others to react and respond. The people formerly known as the audience are those who were on the receiving end of a media system that ran one way, in broadcasting pattern, listening / viewing without the option to participate, respond and interact. However, in this new emerging scenario audience becomes the broadcaster.

As social media becomes more and more expressive, consumers and audiences will be able to
increasingly influence other consumers / audiences with their opinions and experiences. This will result in a diminishing influence that advertising has been having on buying behavior.

The other form is the 'Collaborative media', which includes sites such as Wikipedia and other forms of open resources. Collaborative platforms means marketers today no longer have full control over their brands because they are now competing with the collective power of consumers. In the process, consumers become 'prosumers'.

Or as C.K. Prahlad and Ramaswamy say in their book 'In The Future of Competition': “consumers are no longer isolated individuals; rather they are connected with one another.” This growing trend of consumers taking over the job of marketers is now referred to as Brand Hijack.

This unfolding scene is best described by Tom Chatfield in his book 'How to Thrive in the Digital Age': “through smart chips and centralized databases, we are gaining an unprecedented kind of connection not only to each other, but to the manufactured world around us: its tools, its shared spaces, its patterns of action and reaction. And with all of this comes new information about the world, in new kinds of quantities: information about where we are, what we are doing, and what we are like. The digital technology can play many parts in our lives: facilitator, library, friend, comfort, prison. Ultimately, though all of its screens are also mirror, in which we have the opportunity to see ourselves and each other as never before.”

This smart global network is likely, in the future, to connect not only us all, but many objects in our lives—from cars to refrigerators to food and drink.

What lie ahead of us are new forms of collaboration and interaction whose outlines we are, perhaps, beginning to glimpse in the fact that the internet-connected phones increasingly found in every pocket are more powerful than most computers were ten years ago. In another decade's time, billions of people will have at their finger tips the kind of resources that only governments commanded twenty years ago: Ability to connect, communicate, collaborate and co-create Anytime Anywhere and Anyplace.

In short, what we are witnessing is not only the death of distance but also space-time convergence. Or call it triple convergence (Thomas Friedman's phrase). This unfolding scene ushered by this new wave technology revolution is best captured by William Gibson: "one of the things our grand children will find quaintest about is that we distinguish the digital from the real.”

Farewell to 'time-lapse' and welcome 'real-time'!

(Courtesy: Greater Kashmir Leading English Newspaper of Jammu & Kashmir)

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**ALUMNI SPEAKS**

I am very proud of AIMC and pleased that I had the opportunity to earn degree of PG in Advertising & marketing from this college. This college was an exceptionally fine with great educational experience. The competency and the professionalism of the professors were nothing less than outstanding. I wholeheartedly thanks to AIMC and everything for which it stands.

Ankita Khatri
Account Manager
Starcom
INTERNATIONAL FILM FESTIVAL “WE CARE 2012”

An Annual 3-day Film Festival on disability titled 'WE CARE' was held at Apeejay Institute of Mass Communication, Dwarka from October 10 – 12, 2012. This festival was organized by Apeejay Institute of Mass Communication in collaboration with an NGO Brotherhood.

The Film Festival was inaugurated by Major Gen. S.K. Razdan, the first wheelchair-bound General of the Indian Army. The occasion was graced by Mr. Sunit Tandon, Director General, Indian Institute of Mass Communication, Ms. Kiran Mehra - Kerpelman, Director, United Nations Information Centre for India & Bhutan and Mr. Arun Chaddha, film-maker and National Award Winner.

MINI MARATHON 2012

A Mini-Marathon was organized at Dwarka on Sunday November 28th 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.

SYNERGY 2012

Apeejay Institute of Mass Communication & Apeejay School of Management jointly organized Annual inter-college Management and Cultural festival 'Synergy 2012' in 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.

NATIONAL BROADCASTING DAY

The institute also celebrates National Broadcasting Day every year in the month of November.
PRINT ADS: By Students of 2012
(A Sample)

Step up to respect her...
Don’t violate her rights

I AM DONE
NOT anymore........

STOP HUMAN TRAFFICKING

Don’t Kill Me

SAVE THE girl CHILD

SMOKERS
don’t grow old
they just
DIE YOUNG

SHE CAN’T ASK FOR A HELL

They don’t deserve the “DARK” shadows of “LIFE”

STOP HUMAN TRAFFICKING

stop abuse
learn to draw a line

Students also visualize and produce TV / Radio commercials and also direct news shows and documentaries. For details visit: www.apeejay.edu/aimc/students-projects-productions
To get detailed information regarding job profile and career prospects in media & entertainment industry, visit us at www.apeejay.edu/aime
Excellent Results - "year after year" across various media platforms in over 100 reputed Companies/firms

- Aaj Tak
- Newzstreet
- AIR (FM)
- Arms Communication
- Asia News International
- Asian Age
- BAG Films
- Balaji Films
- Bates Advertising
- Brilliant Entertainment
- Buzz Communication
- CEC – Gyari Darshan TV
- Centre for Media Studies
- Contract Advertising
- CNBC TV 18
- CNN – IBN
- Clea PR
- Carat Media
- Data Quest
- Doordarshan News
- ENADU TV
- Euro RSCG
- Exchange4Media
- ETC Punjabi
- FM Gold
- Fourth Estate
- Genesis Burson Marsteller
- Headlines Today
- Hammer MSL
- I B & W Advertising
- IBN CNN
- Interact Vision
- India Today
- Impact PR
- INX TV Channel
- Ipan Hill Knoweton
- K Factor
- KTV
- LIVE India
- J. Walter Thompson
- Live India
- Lok Sabha Channel
- Lowe Lintas
- Madison Advertising
- Me Cann – Ericsson
- Miran Productions
- Mudra Advertising
- NDTV
- NDTV Good Times
- Nepali TV
- News 24
- Ogilvy & Mather
- ORG Mag AC Nielsen
- P7 News Channel
- PC Quest
- Press Trust of India
- Publicis
- Percept Hokhudo
- Rajendra Advertising Films
- Ramanand Sagar Production
- Rashtriya Sahara
- Sahara News
- Sahara TV
- Sampark PR
- Shekhar Events
- Star TV
- Star News
- TBWA Brodeur
- Triton Commnic
- Vibgyor Events
- Weber Shandwick
- Wilderness Films
- Wizcraft Entertainment
- Zee News
- Zee Sports
- Zee Business
- Zenith Optimedia

**International Placements**

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shruti Soni</td>
<td>East West Public Relations</td>
<td>Singapore</td>
</tr>
<tr>
<td>Priyanka Gautam</td>
<td>Sky Broadcast</td>
<td>London, UK</td>
</tr>
<tr>
<td>Prabal Gaur</td>
<td>Printex</td>
<td>Dubai, UAE</td>
</tr>
<tr>
<td>Ayan Banerjee</td>
<td>Gulf Broadcast</td>
<td>Kingdom of Bahrain</td>
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</tbody>
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Apeejay Institute of Mass Communication (AIMC) has been ranked No. 1 institute in the entire Delhi/NCR region in the category of private institutes and was conferred with "EXCELLENCE IN MEDIA EDUCATION" Award at Hindustan Times Conclave 2013.
PERMANENT FACULTY:

Prof. Ashok Ogra
Director
Has more than 35 years of experience in Print, Television and Teaching. Widely known in India and abroad and has also served as a Jury Member of the prestigious National Film Awards.

He has worked with Discovery Channel as Vice President (South Asia) and Doordarshan as Director. He has also worked as Associate Professor at the Film & TV Institute, Pune.

Dr. Puja Mahesh
Associate Professor
PG Diploma in Advertising & Public Relations Specialization in Development Communication and Media Research and has over twelve years of Teaching and Research experience.

Mr. N.K. Suri
Chief Producer
More than 40 years of experience in media industry particularly in Doordarshan & private channels. Specialist in TV lighting & Programme Engineering. Trained in FTII, Pune, AIBD Malaysia (Ahmedabad), Vinten Burry & BBC White City (London).

Ms. Preeti Suryawanshi
Assistant Professor
MBA, UGC NET. Pursuing PhD. Has over seven years of experience in academicians. Her core competency is in Marketing, Advertising & Sales.

Mr. Naveen Gautam
Assistant Professor
PGD in Mass Communication. Advanced Diploma in Multimedia & Video Editing. Has over twelve years industry Experience in editing TV News Shows and Documentaries. He has also worked as on-line editor for over 2500 live shows.

Mr. Rajeev Kumar Panda
Assistant Professor
MA in Mass Communication & Diploma in Cinematography. Has more than twelve years of experience in Teaching & Industry in the area of TV Production/ Direction, Electronic Cinematography & Broadcast Journalism. He is a product of reputed Biju Pattnaik Film & TV Institute, Orissa.

CORE FACULTY:

Prof. Pervaiz Alam
A renowned Broadcast Journalist. He has spent more than 15 years with the BBC in London, working as an Executive Producer. As a guest faculty, Prof. Alam has taught at the BBC Training Workshops, Brunel University and Lady Shriram College for Women.

Dr. R. Sreedher
He brings with him over 40 years of experience in Radio and Television and specializes in science communication and radio productions. Dr. Sreedher has also worked in the Commonwealth of Learning as Director. He is an award winning producer.

Mr. Sailesh Sengupta
A noted Brand consultant and PR practitioner, Mr. Sengupta has held senior positions in the industry. He is also author of the widely acclaimed book “Management of Public Relations and Communication”.

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-core-adjunct
AIME BYLINE

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APEEJAY STYA UNIVERSITY
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Apeejay School
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E-mail: admissions@asu.apeejay.edu Mob.: 9717222856, 8527735552 TOLL FREE: 1800 103 7686

Swān Group

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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 trendsetters 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 undergraduate 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.