



RSET's  
Deviprasad Goenka  
management college of media studies  
INDIA'S PREMIER MEDIA SCHOOL

# FACULTY INSIGHT

....A DGMC INITIATIVE



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## CONNECTING TO THE **ROOTS**

August 15 marks the anniversary of India's official independence from the British Empire in 1947. The importance we, as a nation, attach to this day is no secret. The media from Kashmir to Kanyakumari burns its midnight oil to have all the five senses of its viewers filled with thoughts about the country from dawn to dusk.

August 15 is seen as an important day by a few other countries as well for different reasons. For instance, in Japan every year Peace lanterns are floated down the Motoyasu River in Hiroshima to commemorate the dropping of the first atomic bomb on the city. The Japanese usually call this day "Shisen Kinenbi" i.e. a "war closure" or a "peace" day.

The Japanese context leads us to think about what we see or ought to see through the prism of our Independence Day beyond and besides the pronounced valediction to colonialist servitude & subjugation we hear of. This contemplation seems even more relevant, especially since a vast majority of us never lived in the era of freedom struggle and as a consequence, find it relatively harder to connect with the exact experience of our forefathers.

All we have with us in the present day, is the 'country' – the body that has been passed on to us to claim ownership as equal citizens and enjoy the liberty of using

possessive pronouns such as 'my' and 'our' while referring to India. All we need to pay attention to, is its character, which is the aggregate sum of what we have done and what has been done to us. It is this character-with which we connect to the past. It is this character to which we owe our patriotic instincts.

Every celebration of Independence Day has to be an earnest attempt to accomplish the 3 'R's, namely-

1. Recognize the real heroes- who embraced martyrdom to make this land a better place to live in.
2. Recall the ideals, the values and the spirit that made the seemingly impossible dream of freedom come true.
3. Revisit the pages of our own history and assimilate the younger generation into the real, solid, sacred bond of social union which ran as a precursor to the historic transaction of India's independence.

As free Indians, let us pledge to transform into a true knowledge society and "lift high the light which will always shine unto all generations and guide the feet of mankind to the goal of justice, liberty and peace".

**Selvi S**  
Asst. Professor





# MINIMALISM-SAY BARE MINIMUM, GET IMPACT MAXIMUM

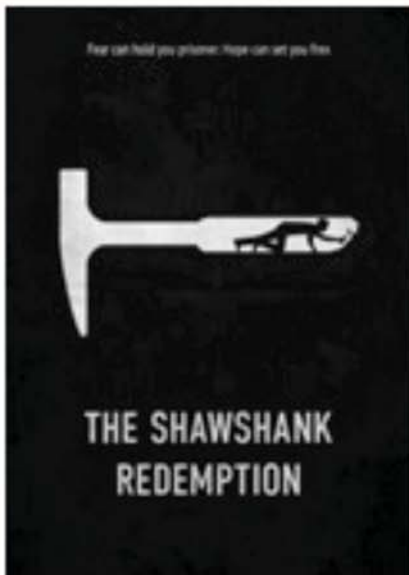
Ask any ad guru, the secret of good copy or influential art and they will say - It's about writing less, showing less but being precise, being on the dot. Good copy, good design is about being **Crisp, Compact**, yet **Impactful**.

This mantra has been precisely implemented by modern design. This influential, visual style of today's design is – **MINIMALISM**. Today, minimalism is seen in design, architecture, music, literature, lyrics, copy, and art. In the past few years, 'minimalism' has found a regular mention in conversations and conceptualizations. But what exactly is minimalism? How to get the most out of it?

Minimalism is stripping away of all unnecessary elements, focusing on what needs to be there and highlighting the core purpose of design. While minimalism appears simple on the outside, a lot of thought, practice and time goes into the development of a minimalistic piece of design.

Here are a few fabulous examples of minimalism at work –

## Minimalism - film posters, music, cartoon characters



So the obvious question that arises is how to use minimalism to get the desired design impact. Let us look at the trend of designing more with less.



1. **Being Consistent** - A minimal brand mark can be incredibly useful when it comes to creating a flexible and memorable brand identity.



2. **Exploring Hidden Relationships** - When you're not bogged down in complex visuals, you often get a chance to explore and play with clever relationships hidden within your design.



3. **Playing With Spatial Relationships** - Consider how your design interacts with other elements to create a wider design.



4. **Being Clever** - Work with an illustrative element that directly relates to the idea to create a visual and minimalistic design.



5. **Breaking Some Rules**



6. **Getting Symbolic** - Try and think around an object, about the things associated with the subject, about what the subject stands for.



7. **Designing For The Future** - Minimalism can be a vital component to your design as it has the potential to be timeless. The fewer elements your

design includes the less chance they are to go out of style or lose their trendiness. So to sum it up, when it comes to a minimal design, only those elements are used those that contribute to readability and usability. Everything else is just a decoration. Minimalism is really just going back to the basics. Sometimes it is easier to over-design than to **just design**. Hence the designer has to fight the urge to add extras. His motto is to just be **Crisp, Concise, and Creative**.



# MASKS REQUIRED BY LAW



## SOME FACTS ABOUT COMMUNICATION DURING COVID-19

Humanity has faced it before – wars, natural disasters and pandemics. And yet history shows us that we have overcome several such challenges collectively in the past. In all probability, collective humanity will overcome this ongoing Covid-19 pandemic as well.

However one cannot deny the obvious fact that challenges in life always present newer opportunities to learn from. Let us take an overview of some facts regarding communication, as it was repositioned, during Covid-19.

First of all, we understood that physical distancing does not stop communication. There was this huge brouhaha over what has been termed as "Social Distancing". But to put the linguistic record straight, this phrase definitely is a misnomer. A more apt phrase would be "Physical Distancing", because we do not connect in physical spaces like before; but rather interestingly, we are all connected on social media platforms like never before.

For the first time, entire families stayed together 24X7 for several weeks at length. We thereby rediscovered our relationships and bondings with other members. Remember how busy we used to be before the pandemic? We really had forgotten the richness of communication we can have with other members of our family. Apart from communicating with family members, this quiet time at home has also given us an opportunity to introspect and reflect on our own selves – something that many of us rarely indulged in before.

Good communication requires patience from both ends, and this pandemic has made us learn and value patience. We all had to stay at home, and drop or curb our social activities like shopping, meeting up friends, visiting relatives, and so on. On top of that, most of us had to manage the household chores personally, since our all-powerful maids were restricted from coming to work. The communication & cooperation from all family members assists us to ride over this crisis together, reaffirming & strengthening familial ties, and teaching us to be patient with each other.

It has also demonstrated that there is always a way out, a solution for every problem. People readjusted their routines, but did not stop their work. They used technology to get the work done. Contemporary technology has empowered us substantially, and this realization will help us access more technology and believe in its magic more than before. Having been a test of professionalism for communicators like journalists, advertisers and PR persons, every communications professional has made effective use of the available contemporary technology, as well as upgrading their models and themes, to get their work done.

Things will never be the same again, surely. But as the pandemic subsides & dies out in due course, let us all remember these life lessons in communication that Covid-19 has taught us.

**Saurabh Deshpande**  
Asst. Professor  
BAMMC Coordinator



## THE ART OF LISTENING

The on-going pandemic has brought to the fore on a host of problems that previously existed but were always ignore. This accentuation, be it personal or social, has stealthily percolated into the online realm. Lack of or limited social contact with the outside world has had an impact on the levels of participation of students in our virtual classes.

Students are being more vocal and group conversations and discussions are fast becoming an intrinsic part of our classrooms. Whether ideating on a particular theory, or producing everyday examples, students' participation has evolved since the beginning of the lockdown. Perhaps, there is an inverse relation (which needs a thorough probe) between a lack of face-to-face social relations and compensation by being vociferous on online forums?

Some of the answers that could be sought about this altered mode of communication could perhaps help us reach out to isolated individuals. This abrupt change in our traditional mode of communication will definitely have a considerable impact on our ability to listen and be heard at multiple levels. Such evolutions in our modes of communication will also influence our abilities to comprehend, forcing us to pay heed to only verbal clues and facial expressions. We can no longer use non-verbal information from body language to communicate. This could either enhance communication or work against us. Only time will tell the long-term impact. In the meantime, we will wait for experts in the field of communication to reveal the results of their studies on COVID-19's impact on communication.

**Dr. Dilnaz Boga**

Asst. Professor

MACJ Faculty In-charge





## 'PAUSE-STOP-REWIND'

Many people over 30 remember cassettes, with nostalgia, if not some disdain. And yet, for a slice of music fandom.

Go to any indie show and inevitably, among the T-shirts and knickknacks, there will be tapes. Some record labels are now cassette-only. The National Audio Co. America's largest manufacturer of audio cassettes, reported that 2014 was its best year yet.

India had annual cassette sales of 180 million units, including both legitimate and pirate sales. This made it the world's second largest cassette market, after the United States. By 1998, the industry had annual earnings of 12 billion (\$291 million).

In the early 2000s, 49 million cassettes (including 16 million pirate tapes) were sold every month. Later in the 2000s, the industry transitioned to online streaming, bypassing CD and digital downloads.

The cassette is the embodiment of planned obsolescence. Each time you play one it degrades. Bad sound gets worse. Casings crack in winter, melt in summer. Inescapably, a cassette tape unspools: It's only destiny. Fine, death comes to us all. But just because we can anthropomorphize a gadget doesn't give it a soul.

Cassettes players did not allow the luxury of skipping a track in seconds. Besides, cassettes had a limited lifespan. Unlike vinyls or CDs, cassettes do not last long. The decaying nature of this format, oddly, makes it attractive.

I get the nostalgic appeal. In the late 90's several hours of my life were lost to the rewind button. I scribbled liner notes, repaired ribbon twists with a pencil in the gears.

The cassette also introduced us to a new, pernicious norm. When the Sony Walkman debuted in 1979, it made music a private experience. No longer did the family gather around the record player. Instead, we all could privately enjoy our own media, clutching our own little rectangles, tuned out from the world. Sound like a contemporary doom?

'Pause-stop-rewind' is a ritual all cassette lovers have been through to listen to their favorite tapes.

Some people still collect cassette tapes when music can be accessed for free. Is it just object fetishism, or relics of childhood

**Amit Singh**  
Asst. Professor



# HOW SOCIAL MEDIA SPREADS **FAKE NEWS** AND IS IT A SERIOUS THREAT TO THE SOCIETY?"

Over the recent years, the growth of online social media has enormously encouraged the manner in which people communicate with each other. Users of online social media share data, connect with other people and stay informed about trending events.

Be that as it may, much ongoing information appearing on social media is questionable and, in some cases, aimed to mislead. Such content is often known as Fake News. A lot of online fake news can possibly cause serious problems in society.

At first, when the term 'Fake news' came into spotlight, people generally saw it as social media posts with rather dazzling story. Indeed, Fake news on social media is not only a post that been liked, tweeted or followed, rather it is an amazing method of increasing digital publicity with its predominant impact on an enormous database of social media users.

The term 'Fake news' is simply be of ongoing origin, be that as it may, the medium used, i.e. social media, is the main new medium to spread it. The act of spreading propaganda has been around for a few centuries. In any case, social media as the branch of web is the most up to date methods for correspondence to be mishandled to spread lies and deception in various fronts, for example, military, political, business, social, education, religious beliefs, and so forth. As a general rule, making and circulating 'Fake News' on social media is developing as impressive industry, leaving stunning consequences for an enormous number of people in different areas of the world.

At present, the effect of Fake news is not simply kept towards the western world, it grabbed hold of the underdeveloped and developing nations including India with a lot of news circulation over social media platforms. A division of media and cyber specialists accept that the changing media scape of the new millennium led users to trust, comment, share and follow those data that fit their philosophies and perceptions.

In addition to the billions of people using social media, there are additionally a huge number of robots, or bots, living inside. Bots help to propagate fake news and

expand the obvious popularity of Fake news on social media.

**Bots (artificial computer profiles)** perform a noteworthy job in spreading Fake news. They spread Fake news in two different ways: They continue "saying" or tweeting false news things, and they utilize similar bits of orchestrated data to answer to or comment on the postings of actual social media users. Social media bots are easy to create. **They leverage AI (Artificial Intelligence) algorithms, and have the objective to enhance data.**

Bots' strategies work since average social media users in general accept what they see or what's shared by others without addressing (or in the case, taking a careful look at the user profile of the source of data) on Facebook, retweets on Twitter, popular hashtags, among others. So, bots exploit this by communicating high volumes of fake news and making it look authentic.



Yet, bots are not evidently that good at deciding what unique comments by different users to retweet. They are not that smart. People are wise, but emotional. Actual people additionally play a significant job in the spread of Fake news, as well.

Many articles have highlighted the role emotions play when it is about sharing news over social media. They distinguished that reading actual news generally creates feelings of happiness, sadness, expectations and trust. Reading Fake news produces feelings of astonishment, anxiety, shock, and aversion. The specialists propose these emotions and sentiments play a significant role when choosing to share something on social networking sites. People over social media not only share Political topics but also, they share Fake News relate to innovation, urban legends, science, and business topics.

We all, as users, are possibly the greatest part of the problem. So, we should learn ways to identify news when it comes to us on social media before sharing it to others.

**Rubina Mohammad**  
Asst. Professor  
PGDM



## A WALK THROUGH-'THE COVID CARE & TREATMENT CENTRE IN MUMBAI'

The city of Mumbai lives by the mantra "LIFE IS A CHALLENGE – FACE IT". Today, the world is facing the Covid 19 crisis, a pandemic that has changed life for millions of people, as it is an acute infectious respiratory disease caused by a newly discovered coronavirus (SARS-CoV-2).

Mumbai, the financial capital of India has been the epicentre of the nation's 'Coronavirus' outbreak. The scarcity of beds in the municipal and private hospitals derived the decision of government to search and develop, dedicative quarantine centres in the city of Mumbai.

BMC which works as the city's fuel, functioned day & night to erect and convert three major centres in Mumbai at NESCO, NSCI and MMRDA Ground into a 24X7 operating 'Covid-19 Care & Treatment Centre'

These are full-fledged makeshift ward hospitals with the capacity of more than 2000 beds in all centres operating in Mumbai with Oxygen and Non-Oxygen wards. Special wards for Physically Challenged and Cancer Patients, Dialysis Units, Paediatric Wards, VIP wards and Negative Pressure ICU Wards.

The 24 BMC wards efficiently functioning in Mumbai has setup a 'War Control Room'. At the initial stage, when a patient at the ward level is tested Corona positive the Doctors from these wards direct the symptomatic corona positive patients to the 'BKC Covid Centre'. Apart from this these centres also admits, daily walk-in patients to facilitate Covid 19 health services.

A 'non-contactable booth' is constructed to maintain all safety measure sat the 'Screening & Testing Cubicle' for the Doctors to engage with the patients through intercom is made available.

Prior to the admission a basic monitoring of patient is conducted by checking their temperature, oxygen level and the Blood Pressure reading is also taken.

Post screening of patient, the data is entered in a software which is accessible from the control room. The details of Patient's demographics, Medical history Present Symptoms and Treatment with other speciation's is informed.

The Dean is in-charge of the Control Room to monitor the activities of the admitted patients in the observation area.

The patient is handed over a personal hygiene kit for a comfortable stay. The additional facilities for patients include, clean bed covers, blankets, comfortable pillows, along with portable stand fans is made available to every single patient.

After completing the registration process, the patient is allotted a bed in the ward to reach the observation area. The patient is then examined by the Doctor, and further investigation is initiated.

A fully equipped advance pathology lab, oxygen pipe gas, computed radiography room and a portable ECG and chest x-ray machine is supporting the clinical services offered by the centre. A separate phlebotomist is in operation for routine and emergency blood collection. All the laboratory investigations are uploaded in the software for maintaining records by the technical staff.

Nursing staff, in the observation area provide assistance to the Doctors in treatment process and in-patient management. Senior Doctors are appointed to take decisions on critical patients and in case the patient needs to be shifted, ICU arrangements are made accordingly.

Best medical facilities are provided to the patients admitted in this centre by ensuring three times regular supply of essential medicines and injections for their treatment.

A completely clean and hygienic canteen for the patients providing four times healthy meals from breakfast to dinner. Additional mobile toilets and shower area, washbasins are imbedded to meet the basic necessities. The hygiene at these centres has been actively maintained by placing full time housekeeping staff.

More than 300 manpower is operating at these centres providing round the clock services to the infected patients.

Relaxing activities for patients include yoga, meditation, counselling and planned entertainment sessions.

The patient after recovery and before leaving centre is sent to the cured patients holding area and a complete discharge summary is submitted. The sanitization of patient along with the belongings is carried out, before dropping the patient at home in an ambulance.

The other sections of the centre include Triage Area, Fresh Utilities Store, Equipment Store, Solid Linen Area, Sanitization Area, 24X7 WiFi Facility and TV along with a dedicative area made available for donning and doffing of PPE Suits. Mortuary of the ICU is planned, keeping on priority the safety of working medical staff.

This is the time for self-improvement and to keep an optimistic view of life.

We will survive through this pandemic, and will emerge stronger.

**Dolly Awati**  
Asst. Professor



# MAKE IN INDIA INITIATIVE AND THE FILM INDUSTRY.



## Overview of the Make in India Campaign

The Make in India campaign, launched by Prime Minister Narendra Modi in September 2014, is aimed at enhancing local manufacturing, fostering innovation, and facilitating investments in the Indian industries. The initiative is being led by the Department of Industrial Policy and Promotion (DIPP) and the Department of Commerce and Industry and covers 25 key sectors, including media and entertainment.

The Make in India program endeavors to create additional employment opportunities through improving business opportunities and positioning India as a destination for manufacturing and services. The program also aims to facilitate businesses and entry of new players in India by instating clear and transparent processes, enabling Ease of Doing Business, and simplifying laws and regulations. Since the inception of the Make in India program, there has been a significant increase in Foreign Direct Investment (FDI) owing to the growing positive perception of India in the global scenario.

## Objectives and Initiatives in the Film Sector

Media and entertainment has been identified as one of the key sectors for the Make in India initiative. Till now, several steps have been taken in the sector to improve investments and increase business opportunities. The following steps, specific to the film segment, have been initiated under the campaign:

- A Film Facilitation Office has been established under the operator ship of the National Film Development Corporation (NFDC) for facilitation of film shooting in India and promotion of India as a destination for foreign production houses.
- Media and Entertainment Skills Council (MESOC) is being promoted by Federation of Indian Chambers of Commerce and Industry (FICCI) with financial support by National Skill Development Corporation (NSDC) to create 1.2 million skilled workforce by 2022 in the media and entertainment sector across 74 job profiles.
- Additional film treaties are being explored by the Government of India, having recently entered into film treaties with China and South Korea, to not only avail film production benefits but also widen the reach of Indian cinema. The Make in India campaign for the film sector aims at driving growth and creating employment opportunities in the sector as well as making India one of the leading film tourism destinations globally.

**Kislaya Kindam Jha**  
Asst. Professor





## OVER THE TOP (OTT) IS WAY AHEAD: FIRST DAY FIRST SHOW

The industry had revenue of 20 billion dollar in 2019 and the digital media accounted for 20 percent to the industry revenue (Source: FICCI Report). The world has changed in the last five months. We are going through one of the most uncertain periods in our living history, through this period the Media & Entertainment industry has been in a very hard situation. The studios are just about to open, Cinema halls are still closed and will continue to be so for a few more months, not everyone is comfortable getting a newspaper delivered to their homes and the advertising revenues which is the lifeline of this Industry has gone down over the last few months.

The hottest topic in Indian Cinema is the recent preposition called "First Day first show", which allows subscribers to watch movies on the day of its release. Elevating the movie-watching experience to new heights, movie makers are also traveling far and wide to shoot at picturesque locations. The disruptive Over the Top (OTT) platform is giving a tough competition to the traditional DTH operators because of its convenience, on demand video service and affordable mobile data prices. Movie theaters are hugely affected by the lockdown and even after it's lifted, we don't know when everything will actually go back to normal.

India currently has over 80+ OTT players in India spread across - Music, Video, Audio & Podcast category. Despite concerns around business model and revenue generation, so far, Indian OTT players have been successful in capturing the attention of the price-sensitive audience. Let's have a look at the list of movies released on OTT platforms.

- Shoojit Sircar's comedy-drama starring the exciting pairing of Amitabh Bachchan and Ayushmann Khurrana was released on Amazon Prime.
- Close on the heels of Gulabo Sitabo, Producer Vikram Malhotra announced the release of Shakuntala Devi on Amazon Prime.
- Dil Bechara was headed for an OTT release even before the lockdown was announced. With Sushant Singh Rajput's tragic death, there was renewed interest in this love story which was released on Disney + Hotstar.

- Yaara directed by Tigmathshu Dhulia was made five years ago, it couldn't manage a theatrical release and was now released on Zee5.
- The promo of Lootcase was released last year and was about to see a theatrical release, but the lockdown aborted the plan and was released on Disney + Hotstar.
- The biopic on Indian Air Force pilot Gunjan Saxena, the first female and Indian woman airforce pilot in combat along with Srividya Rajan, was supposed to release on April 25th but three month later, realizing that a theatrical release will take longer, the film heads to Netflix.
- A biggie with Alia Bhatt and Aditya Roy Kapoor along with the original Sadak pair of Sanjay Dutt and Pooja Bhatt. Sadak2 was released on Disney + Hotstar.

As per the latest report by The Boston Consulting Group titled 'Entertainment Goes Online'. The report states that the Indian OTT market will reach \$5 billion in size by 2023. The world needs to see us not just as a media & entertainment sector but as a creative powerhouse that delivers globally and inspires the world. We have the story and the storytellers, the media & entertainment industry is the biggest in the world by output, more than 4500+ hrs of TV content made every year, 1500+ feature films are produced each year, 80 - 90 percent of the output are visualised, shaped & produced in India. We are also a global leader in technology across VFX, graphics & animation that is completely revamping. In fact the dragons in game of thrones were created by the animation studio in Mumbai.

Today we have so many screens where billion Indians can engage but the impact of OTTs on multiplex business is highly overplayed as screen density remains low in India despite the rapid expansion plans of the three large players ( PVR Cinemas, Inox and Cinemax ) in the industry.

**Partha Pratim Samanta**  
Asst. Professor  
PGDM



# LEGALIZING OF FILM INDUSTRY

Indian Film Industry has been infamous for the funding coming from the underworld. It was only after 2000, when Indian Cinema got the Industry status that we saw legal Institutions getting involved.

With Industry status being accorded, we saw Indian Business Houses like Reliance, Sahara, Mahindra Group investing a lot of money. In the last decade we have also seen a number of foreign players entering the market. Some of these companies like Warner bros, 20th century Fox came to India, setting up collaboration with established production companies like Dharma Production. Disney had also invested a lot of money in the Indian Film Industry.

The Industry status also helped the film makers in legalizing the film making process. Legal contracts being signed made sure that both the parties honored the agreement. This also brought some form of control, especially when a contract was breached by any party. We saw legal action being sought and taken. The producer and distributor of Oscar winning film Slumdog millionaire had to face court orders for nonpayment. The makers of Ghajini were taken to court for remake rights and copyright infringement. The Kerala Film Industry, in 2015 had banned the actor, Shane Nigam for breach of contract on the grounds of drug abuse and changing his looks.

We also know that the concept of inspiration from foreign films was also challenged in court. BR films was sued by 20th Century Fox for copying the story line of their film, My Cousin Vinny. 20th century Fox had asked for 70 million in damages. UFO Movie had taken 20 single screen theater owners to court for breach of contract.

Intellectual property rights also help the writers in protecting the content, ideas, music and lyrics from being copied. In a popular case of Zee Telefilms Ltd Sundial Communication Pvt Ltd, Sundial Communications claimed to have developed the idea for a TV series.

The idea was discussed with Zee Telefilms, and the idea was developed by Zee into a series for their channel.

All these cases reiterate the fact that Indian film Industry has finally gone beyond the claims that it is only run by the underworld. Film Industry has got the Industry status like any other industry and is bound by contracts and laws.

**Kanchan Luthra**  
Asst. Professor  
BAFTNMP Coordinator





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**Education isn't  
something that  
you can finish**

- Isaac Asimov, American author and biochemist.

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*Thank you*



## Institutions

 <p>Kudilal Govindram Seksaria <b>sarvodaya school</b> INSPIRE, INVENT, INITIATE</p>	 <p>Kudilal Govindram Seksaria <b>english school</b> INSPIRE, INVENT, INITIATE</p>	 <p>Ramniwas Bajaj <b>english high school</b> UNLEASH YOUR POTENTIAL</p>	 <p>Mainadevi Bajaj <b>international school</b> GIVING WINGS TO YOUR DREAMS</p>
 <p>Durgadevi Saraf <b>junior college</b> IN PURSUIT OF EXCELLENCE</p>	 <p>Ghanshyamdas Saraf <b>college of arts &amp; commerce</b> EDUCATION EMPOWERS</p>	 <p>Kirandevi Saraf <b>institute of complete learning</b> WIDENING HORIZONS</p>	 <p>Durgadevi Saraf <b>institute of management studies</b> WE CREATE LEADERS</p>
 <p>Deviprasad Goenka <b>management college of media studies</b> INDIA'S PREMIER MEDIA SCHOOL</p>	 <p>Ladhidevi Ramdhar Maheshwari <b>night college of commerce</b> ENLIGHTENING FUTURE</p>	 <p>Ramdhar Maheshwari <b>career counseling centre</b> STEERING TO SUCCESS</p>	 <p>Kunjibihari S. Goyal <b>online academy</b> LEARNING BEYOND BOUNDARIES</p>
 <p>Draupadidevi Sanwormal <b>women's hostel</b> HEAVENLY DOMICILE</p>	 <p>Pravinchandra D. Shah <b>sports academy</b> FITNESS REGIME</p>	 <p>RS CA <b>study centre</b> INTELLECTION HUB</p>	 <p>Mainadevi Bajaj <b>international playschool</b> YOUNG EVOLVING MINDS</p>
 <p>Jankidevi Bilasrai Bubna <b>boys hostel</b> A WISE HIVE</p>	 <p>Rajasthani Sammelan <b>skill development centre</b> SCULPTING SKILLS</p>	 <p>Rajasthani Sammelan <b>teachers' training institute</b> BUILDING FOUNDATIONS</p>	 <p>Rajasthani Sammelan <b>finishing school</b> A NEW BEGINNING</p>

## Endowment Funds & Research Chair

 <p>Remsons Group <b>management research centre</b> MANAGEMENT RESEARCH</p>	 <p>I R B <b>scholarship endowment fund</b> HONOURING EXCELLENCE</p>	 <p>B K T <b>endowment freeship fund</b> FOSTERING KNOWLEDGE</p>	 <p>Jankidevi Bilasrai Bubna <b>endowment freeship fund</b> EMBOLDENING STRENGTHS</p>
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## Facilities

 <p>Dhurmaal Bajaj <b>bhavan</b> COMMUNITY PARADISE</p>	 <p>Durgadevi Saraf <b>hall</b> TREASURING MEMORIES</p>	 <p>Trivenidevi Deora <b>chikitsa sahayata kosh</b> HELPING TO HEAL</p>	 <p>Ramnarayan Saraf <b>educational outlet</b> ONE STOP EDU-SHOP</p>
 <p>Vijay Pal Singh <b>health centre</b> WEALTH OF WELLBEING</p>	 <p>Kirandevi Saraf <b>library and reading room</b> WORLD OF KNOWLEDGE</p>	 <p>Rajasthani Sammelan <b>I.T. hub</b> LINKING GLOBALLY</p>	 <p>Rajasthani Sammelan <b>food court</b> FOOD FOR THOUGHT</p>