



Deviprasad Goenka
management institute of media studies
INDIA'S PREMIER MEDIA SCHOOL

FACULTY INSIGHT

.... A DGMC INITIATIVE



SEPT-DEC 2021

ISSUE - V

Back to

College...



It seems like a lifetime has passed between the pre-covid days and now. Very recently the opening of colleges for vaccinated students has reminded us all of a time when things were easier and simpler. This return of students to the institute is full of mixed feelings, looking at the youthfulness of our students, their determination, grit and refusal to give up in the face of everything the last two years have thrown at them. It gives me an immense sense of elation and fills me with pride when I see these young adults navigating through life with such confidence and style.

However, a fear in the corner of the heart still remains and I hope we just have to look forward to a brighter future and not return to interacting with all students through the black mirror of our screens.

Anchal Jain

Assistant Professor



Women ON MISSION ENTREPRENEURSHIP DURING THE COVID-19 PANDEMIC

The coronavirus pandemic has seen a spurt of women entrepreneurs in urban and rural India who have turned into savvy entrepreneurs by embracing digital solutions. Till now they were sitting on a gold mine of ideas waiting to find a roadmap to convert their ideas into profitable and scalable business model.

The pandemic created a surge of home based businesses, and many of them needed help in navigating the digital world. Diversification served as the key to afloat. As per the study released by Bain and Company, 54 percent of the women interviewed had changed their business model in response to the pandemic and another 24 percent planned to make changes in their business modules.

By digitizing the ventures, a three pronged strategy was followed. From slashing extra expenses to building a sustainable solution by launching an ecommerce platform to expanding reach to Pan India and last, working extensively on media strategy.

For some women entrepreneurs, the business objectives during the pandemic have been much beyond than making profits. The business model observed a shift with inclusion of new products and services, digital sales and delivery channels as well as a reoriented supply chain and sales and marketing functions. These entrepreneurs also focused on training and re-training themselves by learning new skills to adapt to the ever changing nature of the pandemic.

Witnessing the accelerated growth in the number as well as size of the women-owned enterprises which would generate potentially transformational employment in India, we are determined how women's entrepreneurship can be a catalyst for a change in the economic role in India.

Ms. Rubina Mohammad

Assistant Professor

HARP ON MENTAL HEALTH BUT WHAT CULTURE DO WE GLORIFY?



Despite all the fuss over maintaining mental hygiene during the pandemic, our work culture demands that we stay slave to the grind

As the world continues to stress on the effects of isolation on society in general due to the COVID-19 pandemic, corporations continue to exploit their employees by imposing lengthy work timings without restrictions. Even though the West has moved away from the glorification of a toxic work culture that impedes on family time, etc., the same transnational corporations that operate in this part of the world have set no work hour limits for their employees.

Be it the tourism industry, the media or the IT industry, people are clocking in extra work hours on the online format. This is proving detrimental to their mental and physical health, leaving them no quality time with their families, or for rest and recuperation.

Are we harping on the fallout of being inattentive to mental health just to ape the West without having to actually transform our employee management techniques? Or are we taking advantage of a poor job market where employees have no choice but to endure the unrealistic demands on their time by employers both at both the local and national levels? What about the concept of Me-Time that we are busy circulating in the public discourse through webinars all over the country?

At a time where the consumption of the Internet has exponentially increased in India, predatory capitalism has now managed to enslave the working class 24 x 7. Technology, once a boon, has turned into a curse. People have no choice (if they want to stay employed in this lean economic climate) but to stay wired to their gizmos all the time at the mercy of their bosses who after decades of high-flying corporate jobs have no friends or family to spend time with.

Unacceptable tradeoffs like high rate of divorce, untimely deaths due to high levels of stress, poor nutrition, etc. and broken families are born out of such toxic work cultures that glorify working for unusually long hours like your life depends on it. It's high time we put the horse in front of the cart and assess what is of importance to us as individuals and as a conscientious society.

Dr. Dilnaz Boga,

Assistant Professor,
MA Program in-charge,
Communication & Journalism

GULZAR SAHAB:

The man with sight and insight



Advertising has always been and is so today as well, a game of words, lines, phrases, jingles and tunes that have made brands into legends. Be it Utterly, Butterly delicious – Amul or Asian Paints – Har ghar kuch kehta hai ki andar iss mei kaun reheta hai or Fevicol ka majboot jood hai tutege nahi. Everything revolves around words, and mind you very powerful and insightful words, how they talk about and sell anything and everything. The scenario is very similar to the Ad world's rich, glamorous and illustrious entertainment partner – Hindi Film Industry, popularly our Bollywood. Bollywood has made names into legends, brands, icons, even Demi gods through the sheer power of words and tunes. Be it through dialogues,

lyrics, tunes or both.

One man, more appropriately the **God of Words** who has penned down magic through his poetry, has been instrumental in making these illustrious names of Bollywood into legends; by the sheer power of his words. His poetry captures your deepest feelings, those subconscious thoughts and shapes them into word-visuals. And what visuals! Mesmerising, haunting, creating deepest of connections with the heart, mind, and soul. Visuals that give you Goosebumps; visuals that hold your hand and run you down the memory land; visuals that tell you a story; visuals that wake you up, put you to sleep; **visuals that capture the insight of thoughts.**

This God of Words is none other than
Sampoorn Singh Kalra
popularly, poetically and politely
known as Gulzar Sahab.



Gulzar Sahab is a magnificent poet, lyricist and filmmaker who has penned down iconic lyrics, dialogues that have been etched in our minds forever. But what one doesn't realize is that there lies a pro-advertiser behind that white-clad figure; an advertiser who knows how to capture the **insight of thoughts** and how to convert it into visual hypnotics. How otherwise, it is possible for anyone to write gems like "Zindagi aur maut to uparwale ke haath hai Jahanpanha, kaun kab kaise uthega ye koi nahi janta" – the sublime truth that realms of life lie beyond human capacity. Or how can anyone write words like "Kiss mood se jaate hai kuch sust kadam rasate, kuch tez kadam rahein".



Simply close your eyes and visualize. Don't long roads take us on easy, lost-out journeys, journeys that help us find something in life and don't squiggly lanes and snaking alleys make us run and scamper instead of walking in our own thoughts.

Imagine the insight behind "Zindagi baadi honi chahiye, lambi nahi babumoshay" – add life to your years, not years to your life or "Katra, katra milti hai, katra, katra jeene do, zindagi hai behene do, pyasi hua mai, pyasi rehene do" – life arrives in moments and lives on in moments.

Simply phenomenal! Ask a pro-advertiser, a successful brand creator the formula to create a successful brand and he will definitely tell you that it is the proficiency to capture consumer insights and then to turn them into connecting visuals that captures a place in the minds of the consumer. That is what makes brands memorable.

Now, haven't Gulzar Sahab been doing that in every line, word or phrase he has ever written. He says that through his poetry he tries to write about every day from different viewpoints, just intelligently. We say, he sees everyday – visually and has the sight to capture those everyday instances, feelings, and moments commercially, intellectually, emotionally and definitely insightfully. A bow to this God of Words!

Ms. Vidula Deo

Assistant Professor

RADIO

THE UNDERRATED MEDIUM

The radio has had a fair share of its history ever since its invention in the 19th century. It took little effort for the radio to take root in the early 20th century, and both the World Wars, as well as the Cold War, saw the radio being used for propaganda. Apart from being used as a political weapon, the radio also gained immense credibility as an entertainment and a cultural tool, entering the Indian scenario in 1936 when the first radio station was established in Delhi.

Independent India saw the establishment & evolution of Akashwani & Doordarshan, state-owned entities – and it was only in the final years of the 20th century that Community Radio started emerging; although radio was being used for developmental purposes for much of the years of independent India in the 20th century.

The turn of the century saw radio expanding its base with the advent of the FM, the Satellite Radio, Internet Radio and Digital Radio. In the 21st century, there has been a boom of social media platforms, and radio, not to be left behind, continues to make its presence felt in audio-based social media platforms that have democratised communication & language, given the fact

that it is text and visual based social media platforms that are usually preferred by users.

This brings us to the question of how it all would be in future. Would radio continue to prosper and blossom, or would it be subsumed in other platforms? The future looks bright, and people's newfound love for audio-based social media platforms point to an exciting future. This opens up a whole new world of voice culture and vocal training – the ability to interact with different people using just one's voice. It is a skill to do that, and trained persons can do it even better. Users must get themselves adequately trained in sound and voice recording and editing techniques to be able to add more value to such radio & audio based social media applications. Institutes must come up with comprehensive modules of sound-based and audio-based courses to enable our GenZ members to take full advantage of the explosion of radio-centric opportunities in India & abroad.

Saurabh Deshpande

Assistant Professor,
BAMMC – Program in-charge,



THE GREAT

Digital Divide

In today's world, parents find their children doing multi tasking along with their home work. The text messages are airborne, moving images are streaming, Face book profiles are restructured & updated, Twitter is checked all the time, Internet browsers are open, the loud rock music is piercing from iTunes in their earphones. Welcome to the world of Digital Natives.

Now if the parents are also natives it's easy going for both of them. The problem arises when the parents are from the analog era -the so called Digital Immigrants. Because of this, many children need to deal with nagging parents complaining about their multitasking. As a result, many deeply concerned and discouraged parents tag their children "addict" for the wide ranging time they spend online on account of the multitasking. Needless to say, these labels do not help the relationship between natives and immigrants.

The problem is compounded when the children go to school/college. Here the universe changes to chalk, duster, blackboard & a teacher who is not a Digital Native. So when the Digital Natives (Children) interact with the Digital Immigrants (teachers) the gap further widens which culminates into the Great Digital Divide. This if not filled soon will give rise to a total disconnect between the present and past generation.

The problem with the 50 plus lot is that they are not at all comfortable with the digital technology nor they are keen to embrace it. Senior Govt. officers, School principals have computer on their side table, most of the time covered with a nice cloth.

The solution is to start education through computers at school. But the trainer must be trained first in order to get connected.

Simply by providing the new technology will not help. It should be embraced by the teacher & should not be forced upon anyone. Media must be integrated with the curriculum. In other words curriculum needs to drive the technology and not the other way round.

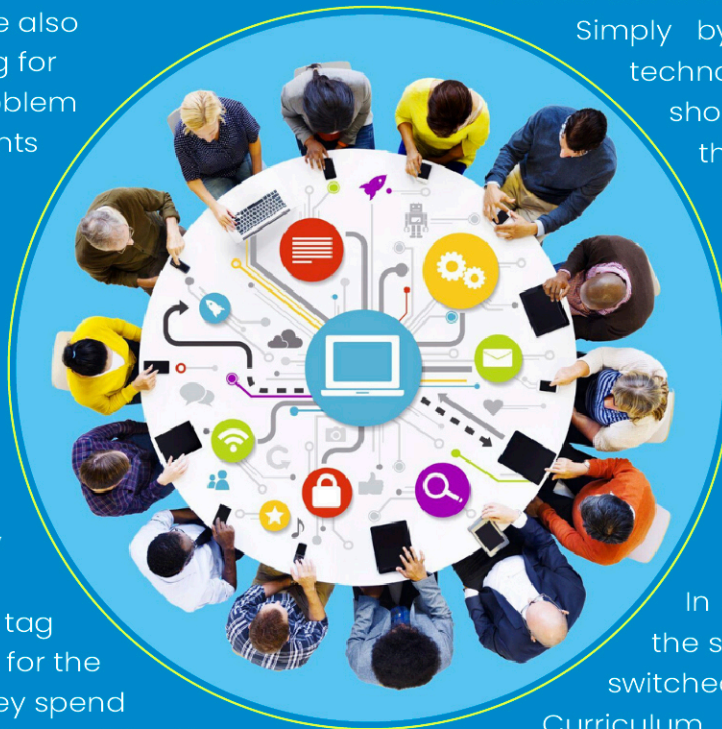
In recent years some of the school & colleges have switched over to the Smart Curriculum Teaching Technology.

The product churning out from such institutions will help in nation building at a much faster pace. Last but not the least, every medium till date what we know is saddled on the internet right next to each other. From Print, Music, Books, Photography, Radio, Video, films subsuming all previous mediums. How long will the stakeholders of our generation, continue to ignore this reality, that's a million dollar question.....

Partha Samantha

Assistant Professor

MA Programme In charge





SILENCE!

I AM IN A SESSION

Developing listening skills is important, no matter what your field of interest, because contrary to the popular belief, listening does not come to you naturally. People are not born as great listeners; they become one. In all seriousness, if you realise that communication is a complex process, it shouldn't be difficult to figure out why listening is not so easy.

Everything in the world communicates. Every being - both living and non-living, present or not present in a particular place at any given point of time is invariably engaged in the act of communicating in a specific context. All communication that occurs is, in fact, just a response to one or the other chain of communication from the colossal web of communication threads.

Communication keeps happening overtly, covertly, willingly, reluctantly and in a hundred other ways. The bottom line is - you keep communicating constantly. Even as you lay dead or asleep, you continue to communicate.

No matter how hard you labour to keep your communication clear, the element of



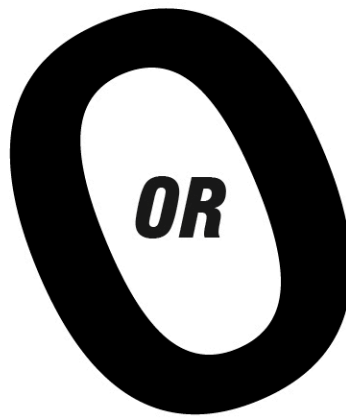
ambiguity seeps in. All the same, you cannot ignore the fact that it is the fragile susceptibility of communication to ambiguity that makes the communication process more personal, interpretative and intriguing. And that is precisely why, when you do not listen to a communication with focus, your resultant comprehension is flawed in a way comparable to the six famous blind men who attempted to make sense of what an elephant looked like, but in vain.

If communication had been merely about language and knowledge, then decoding the meaning would not be a big deal. But the truth is, communication is enveloped and sealed with so many countless components that to break open the actual message is quite a task that demands not only patience and time but also empathy and wisdom. Are you up for it?

Selvi S

Assistant Professor

SHUNYA



ZERO

"In shunya is concealed the shunya being"
Mahapurush Achyutananda Das (Mohapatra)

It is fascinating that a single digit could have changed the way we see the world today. It's invention has lead not only the mathematicians, but physicists, philosophers into unravelling the mysteries it hold. This invention is the discovery of ZERO: a number, a way of life, the base for Quantum Physics and also the theory of nothingness on which we can base every organization.

Understanding the Shunya in all its aspects gives us a holistic view of first self-realization and then understanding others. It is only when we lose ourselves through meditation, that we find ourselves and our true potential.

The concept of undefined nothingness has always existed. The first recorded use of Indian zero is at Chaturbhuj Temple. This temple is ground zero for zero. Chaturbhuj Temple is famous for being the oldest example of zero as a written digit: carved into the temple wall is an inscription in 876 AD that includes the clearly visible number '270'. (Ward, 2018)..

The concept of Zero or "Shunya" as we know it is so vast, that just for usage in day to day life we have so many adjectives that can be used in its place. Starting from the Vedic Period some of the words

used are पूज्य,सत् (poojya /sat) meaning Holy (complete), शून्य, रिक्त, रंध्य (shunya, rikta, randra) standing for Valueless, आभु, अव्यक्त (Aabhu, avyakta) means Inexpressible (value can't be determined), पूर, ण अनन्त (purna, ananta) meaning Complete, full, endless (infinite value), ख, दिब, व्योम, (kha /kham, diba, vyoma) meaning Infinity, बबन् (bindu) meaning Point /Dot (used in arithmetics).

When it comes to modern terminology, some of the synonymns of zero in various usage are love, nought, nil, aught, void, dot to name a few. (Azram, 2015). Bhaskara was the first one to write zero as a circle during the 2nd century BC. India is probably the only country where the spiritual concept of shunya came first and then the mathematical use came into being. Both the concepts in a way were given to the world by Indians. Even though the Babylonians and the Mayan were also using zero in some form in their number systems.

The multifaceted logic of Shunya is engrained in the Indian persona. This thought though initially worked only at the spiritual level, but gradually with the understanding and its usage in astronomy, meta physics, cosmology and mathematics, the concept of shunya or zero has led to innovations and scientific development of mankind.

Kanchan Luthra

Assistant Professor,
BAFTNMP – Program in-charge

“

“If you want the answer-ask the question.”

- Lorii Myers

Your Feedback is IMPORTANT to us!!

Leave us a message, if you:

- Liked this page
- Found it informative
- Want us to cover a particular topic

Email your queries and suggestions to: e-bulletin@dgmcms.org.in



Thank You



Institutions



Kudilal Govindram Seksaria
sarvodaya school
INSPIRE, INVENT, INITIATE



Kudilal Govindram Seksaria
english school
INSPIRE, INVENT, INITIATE



Ramniwas Bajaj
english high school
UNLEASH YOUR POTENTIAL



Mainadevi Bajaj
international school
GIVING WINGS TO YOUR DREAMS



Durgadevi Saraf
junior college
IN PURSUIT OF EXCELLENCE



Ghanshyamdas Saraf
college of arts & commerce
EDUCATION EMPOWERS



Kirandevi Saraf
institute of complete learning
WIDENING HORIZONS



Durgadevi Saraf
institute of management studies
WE CREATE LEADERS



Durgadevi Saraf
global business school
LEARN AND INSPIRE



Deviprasad Goenka
management institute of media studies
INDIA'S PREMIER MEDIA SCHOOL



Ladhidevi Ramdhar Maheshwari
night college of commerce
ENLIGHTENING FUTURE



Ramdhar Maheshwari
career counseling centre
STEERING TO SUCCESS



Kunjibihari S. Goyal
online academy
LEARNING BEYOND BOUNDARIES



Draupadidevi Sanwormal
women's hostel
HEAVENLY DOMICILE



Pravinchandra D. Shah
sports academy
FITNESS REGIME



RS CA
study centre
INTELLECTION HUB



Mainadevi Bajaj
international playschool
YOUNG EVOLVING MINDS



Jankidevi Bilasrai Bubna
boys hostel
A WISE HIVE



Nalini Shah
music academy
MUSICAL HARMONY



Rajasthani Sammelan
skill development centre
SCULPTING SKILLS

Endowment Funds & Research Chair



Remsons Group
management research centre
MANAGEMENT RESEARCH



I R B
scholarship endowment fund
HONOURING EXCELLENCE

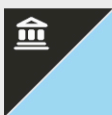


B K T
endowment freeship fund
FOSTERING KNOWLEDGE



Jankidevi Bilasrai Bubna
endowment freeship fund
EMBOLDENING STRENGTHS

Facilities



Dhurmal Bajaj
bhavan
COMMUNITY PARADISE



Durgadevi Saraf
hall
TREASURING MEMORIES



Trivenidevi Deora
chikitsa sahayata kosh
HELPING TO HEAL



Ramnarayan Saraf
educational outlet
ONE STOP EDU-SHOP



Vijay Pal Singh
health centre
WEALTH OF WELLBEING



Kirandevi Saraf
library and reading room
WORLD OF KNOWLEDGE



Rajasthani Sammelan
I.T. hub
LINKING GLOBALLY



Rajasthani Sammelan
food court
FOOD FOR THOUGHT