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VYAPAAR

India is predicted to be one of Asia's three fastest-growing markets for the coming year, therefore JP Morgan recently hedged its bets here.

BAZAAR

Bima Sugam wants to make the insurance purchase process easier for consumers. Customers may use this online platform to select an appropriate scheme.

COVER STORY

Relations between India and Canada have further deteriorated after Delhi stated it was suspending visa services for Canadians.

SUCCESS MANTRA

Meet Vrinda Gupta, a passionate and enthusiastic Soft Skills & Corporate Trainer with a remarkable track record of over 2 years in the training and development industry.

ISSUE
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VYAPAAR

India is anticipated to outperform other major economies in the financial year that ends on March 31, 2024, with a growth rate of 6.5%.

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Bima Sugam, as endorsed by IRDAI is a pioneering electronic marketplace protocol poised to revolutionize and democratize the insurance landscape in India.

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BAZAAR

COVER STORY

BLS International, which runs the Indian visa services in Canada, put a notice on its website stating that all visa services for Canadians were suspended due to “security threats” faced by its embassy and consulates in Canada.

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SUCCESS MANTRA



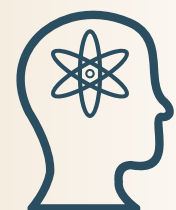
Vrinda's true calling lies in empowering individuals and corporate entities to excel in their personal and professional lives by enhancing their skills.

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BLOG MASTER

We hear the motto of self-love and image positivity all around us, but we are not far from the edge of falling into the self/body-conscious cycle.

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WYAPAAR

INDIA rising: 3rd in ASIA



ILLUSTRATION BY : ANIKET CHAUHAN

INTRODUCTION:

India is predicted to be one of Asia's three fastest-growing markets for the coming year, therefore JP Morgan recently hedged its bets here. India is anticipated to outperform other major economies in the financial year that ends on March 31, 2024, with a growth rate of 6.5%. Australia and Japan are the other two nations on the list. A top official on the Wall Street bank even commented, "The growth rate of these countries is exponential"

According to recent studies, India's scale allows it to absorb a significant portion of the supply chain that many businesses around the world are trying to relocate, which accounts for this growth's astonishing rate. Top businessmen in Mumbai were interviewed to support this claim. India's ability to diversify beyond other nations and absorb a sizable portion of the global supply chain is the foundation for this confidence.

Content by :- Gopesh
Edited by :- Urvi Mishra

INDIA AMONG TOP 3 FASTEST GROWING MARKETS IN ASIA

Fillipo Gori, CEO of JP Morgan, recognised India's massive magnitude of strategic advantages. "There are major elements in the country's rise to prominence in the region's economic landscape, this is one of the main reasons why India is one of the three fastest-growing economies in the Asia-Pacific region in the upcoming year" said JP Morgan, the biggest bank on the Wall Street.

Because of its size and capacity, India is becoming a "China plus one" vacation destination: with a population of over 1.3 billion, India has a huge consumer market and a sizable labour force, making it a desirable site for enterprises looking to expand. "Business enthusiasts in Asia are starting to get excited about the whole "China plus one" element and while other countries will also benefit, India can become the biggest beneficiary." Reuters quoted Fillipo as saying that corporations are diversifying their supply lines beyond China.

REPORT ON INDIA'S PROGRESS:

Economic Growth:

India's projected 6.5 percent growth rate for the financial year ending March 31, 2024. Making it the fastest-growing major economy that attracts investors from across the globe.

Incentives:

The pro-business policies of the Indian government. such as, tax breaks and streamlined regulations, is luring in international capital.

Opportunities and Challenges:

India is a strong choice for the supply chain diversification due to its prowess in the low-end manufacturing. Despite on-going issues like infrastructure development.



In the future, high end manufacturing might increase India's favor amongst the already impressed investors.

JP Morgan has been actively expanding its presence in India, bolstering its investment in the banking team with the addition of 2 senior managing directors in the past year. The bank has also focused on growing its commercial banking division, targeting medium sized companies and its corporate center of businesses, which handles offshore related operations.

CONCLUSION:

India is at the forefront of JP Morgan's strategic vision due to its enormous potential in the ever-changing global supply chain landscape. As the world's trade and industry undergo fast upheavals, India emerges as a key player in JP Morgan's expansion plan.

The advances in India's industrial sector, along with significant improvements in infrastructure, will give JP Morgan a golden chance to stimulate economic development, drive innovation, and establish formidable alliances. India is becoming a dynamic thread in the broad tapestry of global trade, interwoven with possibility and promise.



BAZAAR

Content by :- Divya Goyal
Edited by :- Apurav Singhal

ABOUT BIMA SUGAM

Bima Sugam, as endorsed by IRDAI (Insurance Regulatory and Development Authority) is a pioneering electronic marketplace protocol poised to revolutionize and democratize the insurance landscape in India.

With a vision to make insurance universally accessible, this groundbreaking protocol will be seamlessly integrated with India Stack, creating a powerful platform that empowers individuals and businesses alike.

Bima Sugam wants to make the insurance purchase process easier for consumers. Customers may use this online platform to select an appropriate scheme from a variety of possibilities provided by numerous firms. All insurance obligations, including life, health and general insurance (including motor and travel) will be covered by Bima Sugam.

HOW BIMA
SUGAM WILL
PROVE
'UPI MOMENT'
FOR THE
INSURANCE
SECTOR



Illustration by:- Anshika Verma

This platform will aid in the settlement of claims, whether they are for health coverage or death using policy numbers, in a paperless manner. In summary, the whole process of determining the appropriate policy, and the online procedure for purchasing it, as well as resolving disputes and renewals will be simplified by Bima Sugam. Insurance firms (both general and life insurers) will play a significant role in providing services to the stockholders on the platform through Bima Sugam's own application.

BENEFITS OF BIMA SUGAM PORTAL

Bima Sugam's goal is to make insurance available to everyone, bridging the divide between urban and rural communities. This inclusiveness can tremendously assist impoverished and distant communities that previously did not have easy access to insurance services. The platform will also connect intermediaries and agents to sell insurance and deliver services to policyholders, among other things, while also reducing paperwork.

Along with this, the platform also lowers insurance companies' operational expenses by reducing paperwork, automating processes, and linking intermediaries and agents directly with policyholders. These cost savings may result in decreased premiums for clients, making insurance more cheap and appealing.

Bima Sugam also provides real-time access to authorized and legitimate data from a variety of sources. This data-driven strategy allows insurance businesses to gain a better understanding of their customers' needs and market trends, resulting in more personalised and competitive insurance offerings.

WHO BENEFITS FROM THE BIMA SUGAM PORTAL :

The program will help customers more than agents since it will dramatically lower fees and the paperwork associated with handling claims.

The robust platform provided by IRDAI will benefit insurers, hospitals, and policyholders alike. This exchange will serve as a centralized hub for health insurance-related activities, ensuring efficient policy management, quick and painless claim processing, automatic fund transfer for policyholders and hospitals, and lower cost per claim to the insurer," said Ajay Shah, Head of distribution, Care Health Insurance.

It would deliver seamless end-to-end solutions for consumers' insurance needs, including purchasing, servicing, and settlement. First and foremost, consumers can purchase policies, pay premiums, and settle all claims on a single platform.

They no longer need to visit the websites of each insurance company independently, they can now choose their own suitable insurance from an array of choices. They may also select a repository to store all of your insurance policies. "Having all the links in one place makes claim settlement easier for nominees and beneficiaries", Tejinder Singh explained.

Finally, as endorsed by the IRDAI, Bima Sugam is ready to usher in a "UPI moment" for India's insurance business. This ground-breaking electronic marketplace protocol aspires to democratize insurance by making it available to everyone. Bima Sugam simplifies insurance purchases while also accelerating claims settlement, reducing paperwork, and lowering operational expenses by seamlessly connecting with India Stack. With this proactive move, IRDAI hopes to influence good change in the industry.

This innovative platform promises to reshape the insurance landscape and improve the lives of millions of Indians by providing easier access to essential financial protection. The program will not only respond to shifting market demands but will also establish India as a leader in insurance innovation.

COVER STORY

Content written and
Edited by :- Lakshita Anand

INDIA BANS VISA FOR CANADIAN CITIZENS

Relations between India and Canada have further deteriorated after Delhi stated it was suspending visa services for Canadians due to “security threats” faced by its embassy and consulates in Canada.

BLS International, which runs the Indian visa services in Canada, put a notice on its website stating that all visa services for Canadians were suspended until further notice, citing “operational reasons”.

Arindam Bagchi, a spokesperson for India’s foreign ministry, verified the suspension at a media briefing, mentioning “the incitement to violence, the inaction by the Canadian authorities and the creation of an environment that disrupts the functioning of our high commission and consulates” as the reason.

Illustration by: Simranjeet kaur



THE CAUSE

The suspension came as pressures between India and Canada have soared in recent days since Prime Minister Justin Trudeau said in Parliament that Canada's intelligence services had information linking the Indian government to the killing of a Sikh separatist in British Columbia on June 18. The Indian government on Tuesday strongly rejected the claim that it had been involved in the assassination of the Sikh Canadian citizen, Hardeep Singh Nijjar, and accused Canada of harbouring terrorists who are seeking to sculpt a Sikh homeland out of India's territory.

Trudeau told reporters at a press conference at the Canada Mission in the United Nations.

He said, "Canada is not looking to provoke or cause problems," but reiterated "the importance of the rule of law."

Trudeau's statement has strained the relationship between the two nations, resulting in mutual expulsions of high-ranking diplomats from both India and Canada. This situation has raised concerns about a potentially strained relationship between two important allies of the United States.

DIPLOMATIC SPAT

India's foreign ministry said Canada has handed "no specific information" to support Delhi's alleged involvement in Nijjar's death.

"Let me also point out that from our side, very specific evidence of criminal activities by individuals based on Canadian soil has been shared with the Canadian authorities on a regular basis but not been acted upon," Bagchi, the ministry's spokesman, said. Bagchi added that he expected Canada's political presence in the country to be reduced.

On Thursday, Trudeau called on India to work with Canada and "allow justice to follow its course."

"There is no question that India is a country of growing importance and a country that we need to continue to work with not just in the region but around the world,"

IMPACT AND EXEMPT

All Canadian nationals who intend to visit India and do not have valid visas are affected by the suspension of visa services. This includes tourists, students, business travellers, and others. The suspension also applies to Canadians in third countries who want to apply for an Indian Visa.

The suspension of visa services does not affect those who formerly have a valid Indian visa or an Overseas Citizen of India card. "This, of course, is going to affect those who are travelling in the coming few months," Vinay Kanetkar, Director of the University of Guelph's Canada India Research Centre for Learning and Engagement, said in a dispatch. The restrictions come at a time when numerous Indian expats regularly make the trip back home.

Recent developments have raised concerns regarding the impact of travel restrictions on the upcoming series of Indian festivals, which traditionally commence in October and include Diwali in the following month. During these festive seasons, individuals typically embark on journeys to their hometowns to celebrate with their families. However, the imposition of travel restrictions may force many to reconsider or even cancel their travel plans, leading to an atmosphere of uncertainty during these culturally significant periods.



IMPACT OF SUSPENSION ON ECONOMY

The suspension of visa services to Canadian citizens announced by India amid estranged diplomatic ties is likely to have a limited impact on the economy. The ongoing standoff between the two countries due to political issues has raised concerns among technology companies, professionals and entrepreneurs.

While implicit new contracts could get delayed, the impact on projects that Indian IT companies are formerly enforcing there may be limited since Canada has not halted visa applications by Indians to Canada. The ramifications on business would be greater if Canada were to also stop visa applications.

On the whole, though, considering the world learnt to work without travel during the COVID-19 pandemic, visa restrictions are doubtful to severely handicap business in the short term. The spat is also threatening trade ties, with addresses on a proposed trade deal frozen last week.


Canada is India's 17th largest foreign investor, while Canadian portfolio investors have put billions of dollars in Indian fiscal markets. Since 2018, India has been the largest source of international students in Canada, with their numbers rising 47% in 2022 to nearly 320,000.

Industry estimates show the Comprehensive Economic Partnership Agreement (CEPA) between Canada and India could boost two-way trade by as much as \$6.5 billion.


The long-term impact on the economy, if the suspension persists, is still unclear.



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SUCCESS MANTRA

Interview by : Nikita Mehta
Written & Edited by : Khushi Verma



INTRODUCING VRINDA GUPTA

Meet Vrinda Gupta, a passionate and enthusiastic Soft Skills & Corporate Trainer with a remarkable track record of over 2 years in the training and development industry. Vrinda's true calling lies in empowering individuals and corporate entities to excel in their personal and professional lives by enhancing their communication, leadership, and interpersonal skills. Throughout her career, she has had the privilege of collaborating with more than 30 leading brands, including well-known names like Puma, Hammer, and Dove.

Vrinda's expertise has not only made her a sought-after trainer but also a prominent speaker. She has graced the prestigious Josh Talks stage, inspiring and motivating audiences with her engaging discussions on soft skills and leadership. Her self-development work has also earned her recognition, as she has been featured by She The People, a prominent media platform.

In her commitment to sharing knowledge and insights, Vrinda has hosted over 40 live sessions on various soft skills topics, drawing attendees from both national and international backgrounds. Her reach extends to esteemed institutions like GDC College Mumbai and IIT Bombay, where she has conducted webinars and seminars. Remarkably, Vrinda has trained and mentored over 1000 students, earning commendable feedback from all her mentees.

But Vrinda's talents are not limited to the classroom; she has successfully trained employees, cabin crew, coaches, and teachers, showcasing her adaptability to diverse audiences. As a content creator, Vrinda maintains an active presence on Instagram and LinkedIn, where she shares invaluable insights on soft skills with her thriving online community, boasting over 40,000 followers. Her ultimate goal? To make a positive impact on the lives of at least 10 million individuals in the coming years, a testament to her unwavering dedication to personal and professional growth.

THE POWER OF ACTIVE LISTENING

Vrinda Gupta underscores the paramount importance of active listening as a critical skill for effective communication. Drawing from personal experience, Vrinda candidly reveals that she too was once a poor listener, which not only strained her relationships but also resulted in numerous misunderstandings and communication breakdowns. According to her, the key to successful interactions is to prioritize listening over pitching and persuasion.

Vrinda's philosophy is encapsulated in the belief that "when you listen more, you get your answers." Instead of immediately attempting to sway a client's perspective, she advises affording them the opportunity to express themselves freely. By creating a comfortable and open environment, clients are more likely to share their thoughts, addressing all their queries in the process.

Vrinda offers several effective tactics to enhance communication during conversations.

These include maintaining unwavering eye contact, mirroring the client's personality and posture, displaying empathy, demonstrating genuine value and care for their concerns, and consistently employing open-ended questions. The cornerstone of this approach is active listening, as it allows you to discern hidden answers within their words, fostering deeper and more meaningful connections.

An All-Encompassing Strategy for Excellence

In the pursuit of success, it's imperative to adopt a versatile and adaptable approach. Staying at the pinnacle of one's field necessitates a keen awareness of the ever-evolving market trends. Cultivating a mindset of perpetual learning serves as a linchpin for excelling in life. Integral to this journey is the practice of conducting comprehensive market research, which reveals forthcoming demands and shifting preferences among the populace.

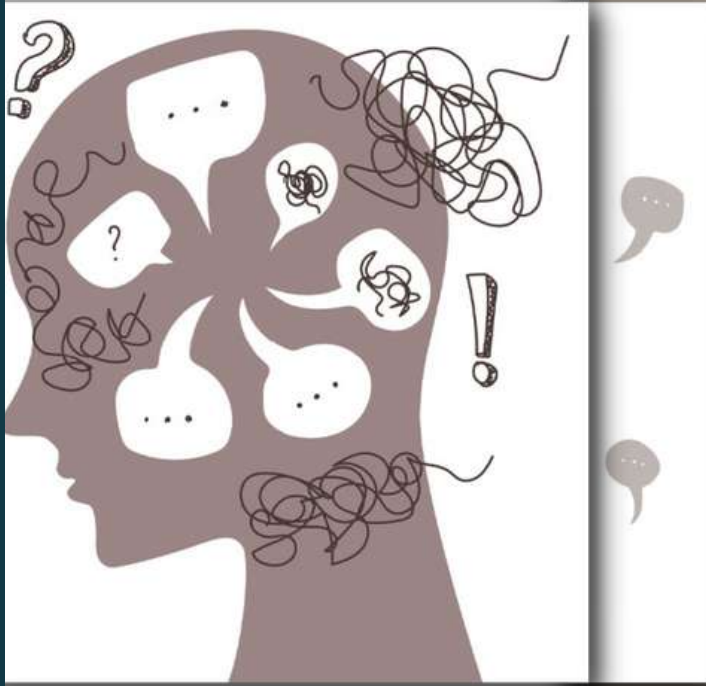
Effective networking and gleaning insights from others are invaluable tools for self-improvement and enlightenment. Embracing individuality and mastering the art of receiving constructive criticism set the stage for differentiation from peers. Remarkably, the simple act of embracing feedback and critique not only paves the path to improvement but also ensures long-term distinctiveness in a crowded landscape.

Navigating the Path of Life

In both her personal and professional journeys, Vrinda Gupta adheres to guiding principles that have shaped her path to success. When it comes to her professional odyssey, Vrinda places unwavering emphasis on the role of perpetual learning. She firmly believes that the quest for knowledge should be an enduring pursuit, encompassing all aspects of life. Additionally, she champions the invaluable lessons that stem from failure, asserting that setbacks should not be feared but rather seen as opportunities to rise stronger and wiser.

Transitioning to the realm of personal life, Vrinda advocates for self-respect and self-worth as foundational principles. She passionately asserts that individuals must hold themselves in high regard before seeking respect from others, underscoring the profound truth that "if you do not see your worth, no one else will." These principles, applied to both personal and professional spheres, form the bedrock of Vrinda's approach to a fulfilling and purposeful life.

BREAKING FREE FROM THE CHAINS OF SOCIAL SELF-CONSCIOUSNESS



It is one of the major reasons for low confidence and self-esteem. This, "self-consciousness" is not a new term but has been prevailing in society forever. It is not something you get diagnosed with and can treat with medical attention.

Self-consciousness can be described in two ways-

1. Being aware of oneself and
2. Obsessively caring about what others think of oneself.

This piece of writing is based on the second type of consciousness. We hear the motto of self-love and image positivity all around us, but we are not far from the edge of falling into the self/body-conscious cycle.

Rather it is something that lives inside every human being and takes over them either once in a while or never leaves them. The majority of people have been conscious about some part of them at some point in life and some continue to feel the same. This feeling of insecurity started because of the unattainable standards of beauty set by society .

The constant criticism faced by each one of us by our peers which not only lowers our self-esteem and confidence but also leave an everlasting impact on us mentally without our knowledge of so happening. Being aware of one's self is not only healthy but beneficial but worrying about what others think of you? That's not healthy.

In India, we often hear the phrase "log kya kahenge" which is often told by the elders of the family when the newer generation members try to do something unorthodox. In the 21st century also this thing prevails massively and is entirely a state of mind. We all often find ourselves comparing our bodies, our thoughts, our ideas, and our beliefs to those of others.

We try to change ourselves so that we can "fit in" but the most important aspect of a person is their individuality and when we compare ourselves with others to be like them more and to fit in their world, we lose a part of ourselves somewhere along the way.

When we try to suppress a part of our personality, we lose the opportunity to discover the greatness it could have held if we had only just unleashed it and realized its true potential. Nothing is better than the raw and unfiltered you. Many times we let others control our lives. We let our friends decide our actions, our parents decide our stream and career goals and lastly, we let society manipulate us.

We are the controller of our lifeboat. In the end, everything will fade, friends will be lost and we will only have ourselves. So get back your control and steer your boat into greatness where you are just being yourself and the opinions of others about you don't hold you back.

The feeling of self-consciousness will eat you up from the inside. Don't let the opinions of others affect your way of living life. They are just people, today they will talk about you and the next day about someone else.

Self-conscious emotions are tied to self-awareness. Healthy self-conscious emotions can give you positive motivation and improve social functioning. Unhealthy and overwhelming self-conscious emotions can result in social anxiety and isolation. Now, it's up to you to decide what type of person you want to be?

One who thinks about the opinions of others and holds themselves from their true greatness, or the one who doesn't let others steer her/his way of life and unravels their greatness. In my opinion, be the second one the world needs more great people. But then again, don't let my opinion come into your way of life.

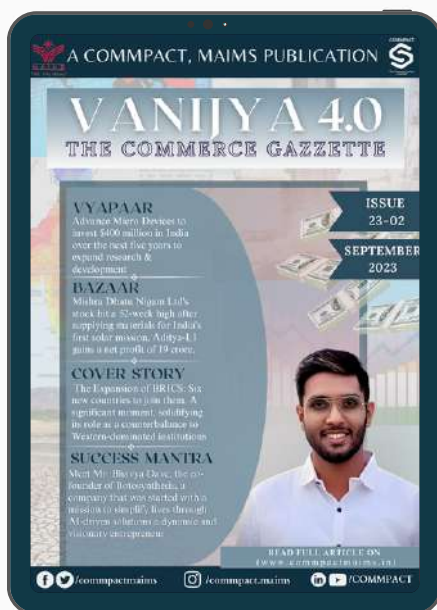
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THE COMMERCE GAZZETTE

VYAPAAR

Advance Micro Devices to invest \$400 million in India over the next five years to expand research & development

BAZAAR

Mishra Dhatu Nigam Ltd's stock hit a 52-week high after supplying materials for India's first solar mission, Aditya-L1 gains a net profit of 19 crore.

COVER STORY

The Expansion of BRICS: Six new countries to join them. A significant moment, solidifying its role as a counterbalance to Western-dominated institutions

SUCCESS MANTRA

Meet Mr. Bhavya Dave, the co-founder of Botosynthesis, a company that was started with a mission to simplify lives through AI-driven solutions a dynamic and visionary entrepreneur

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INSIDE THIS ISSUE

VYAPAAR

AMD aims to invest \$400 million in India by 2028, the semiconductor giant, plans to build new campus in Bangalore with largest R&D facility in the world.

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BAZAAR



Mishra Dhatu Nigam Share Price Shares of the defence PSU surged 5.76 per cent to hit a new 52-week high of Rs 435.30 apiece on the BSE.

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COVER STORY

BRICS welcomes six new members to join them for a three-day summit in Johannesburg. It shows the determination of BRICS countries for unity and cooperation with the broader developing countries.

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SUCCESS MANTRA



Illuminating the path to success for aspiring individuals, a dynamic & visionary entrepreneur, Mr Bhavya Dave to revolutionize the marketing world with the power of AI.

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BLOG MASTER

A profound journey into the depths of our own psyche, a voyage where introspection is the compass and self-awareness the guiding star. These pathways offer opportunities for self-exploration during the adventures of life.

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VYAPAAR

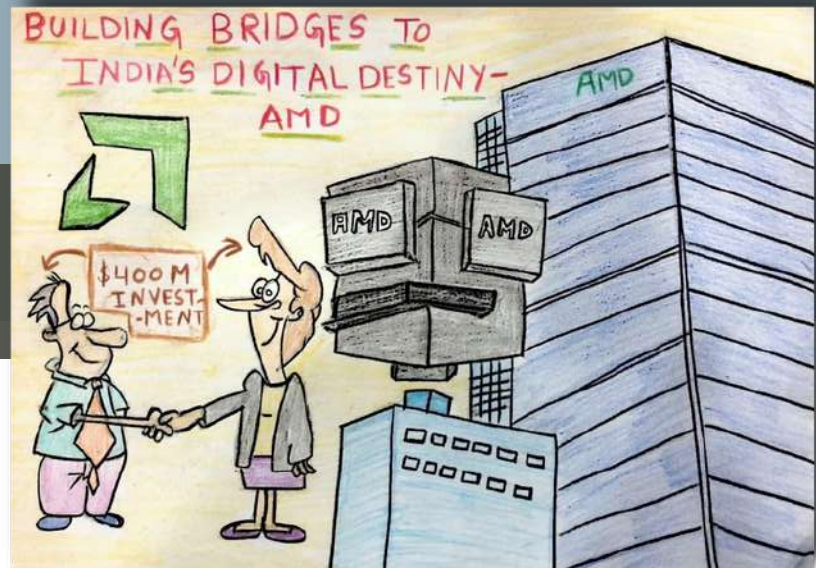


ILLUSTRATION BY :DIVYA GOYAL

AMD TO INVEST \$400 MILLION IN INDIA

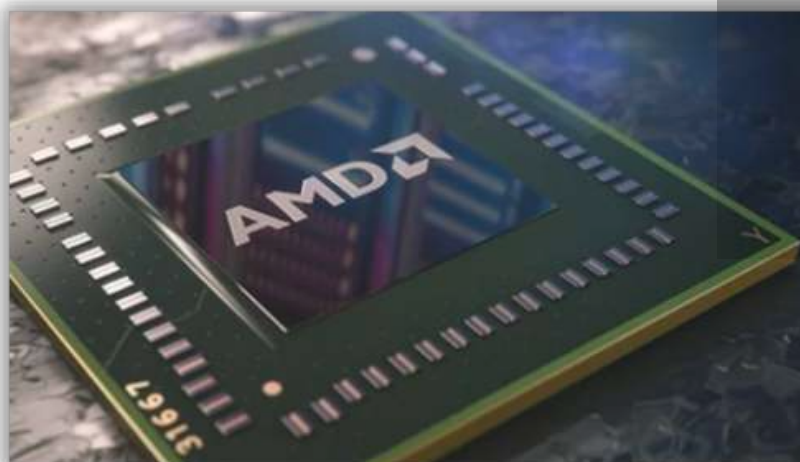
INTRODUCTION:

Advanced Micro Devices, Inc., commonly abbreviated as AMD, is an American transnational semiconductor company grounded in Santa Clara, California, that develops computer processors and affiliated technologies for business and consumer markets. The company was founded in 1969 by Jerry Sanders and a group of other technology professionals.

AMD's early products were primarily memory chips and other components for computers. The company later expanded into the microprocessor market, competing with Intel, its main rival in the industry. In the early 2000s, AMD endured significant growth and success. AMD's main products include microprocessors, motherboard chipsets, embedded processors, graphics processors, and FPGAs for servers, workstations, personal computers, and embedded system applications. The company has also expanded into new markets, such as the data center and gaming markets, and has plans to enter the high-performance computing market.

IMPACT OF AMD’S INVESTMENT IN INDIA;

US chip design major Advanced Micro Devices (AMD) will invest up to \$400 million in India over the next 5 years and will set up its biggest design facility in the country. AMD has been an active part of the semiconductor ecosystem in India since 2001 when the company’s first site was established in New Delhi. The new 500,000-square-foot Bangalore campus will increase the AMD office footprint to 10 total locations across these cities: Bangalore, Delhi, Gurgaon, Hyderabad, and Mumbai. It already has more than 6,500 employees in the country. The upcoming facility will lead to an addition of approximately 3,000 new engineering roles by the end of 2028. The chipmaker recognizes the significance of its engineering talent as the backbone of the company and is focused on hiring and retaining the right talent for uninterrupted growth. The AMD campus is anticipated to open before the end of 2023 and will feature extensive lab space, state-of-the-art collaboration tools, and seating configurations designed to foster cooperation, the company said in a statement, adding that its investment is “supported by the various policy initiatives of the Government of India focused on the semiconductor industry. AMD is a leading designer of semiconductor chips globally and is the chief competitor to Intel. Although, unlike some of its key rivals, it does not itself manufacture chips, and outsources it to contract manufacturers like TSMC. This is the fourth major announcement of investment in the semiconductor sector. Prime Minister Narendra Modi had secured three investment announcements during his state visit to the United States in June this year. Chip maker Micron has announced an assembly and testing facility in Gujarat while semiconductor toolmaker Applied Materials unveiled plans for \$400 million in the country.



INDIA AS A SEMICONDUCTOR HUB:

India could have a large role to play in the semiconductor industry, as the world's fifth-largest economy looks to boost its domestic chip sector. Along with other countries like the U.S., India has been looking to forge strategic alliances around semiconductors, a critical technology that goes into many of the devices we use from smartphones to refrigerators. But India has also been making moves to bring the manufacturing of chips to the country and has laid out incentives for the assiduity. India is looking to become the next big mecca for semiconductors globally. In 2021, the Narendra Modi-led government announced a \$10 billion incentive program to attract chipmakers to set up local facilities in the country. However, the government had to tweak the scheme in June as the original interpretation did not receive the expected response from global companies. India doesn't have any fabs, or semiconductor fabrication plants, that manufacture chips. However, the government has looked to invite foreign chipmakers. ISMC Digital, a consortium of investors, is planning to build a \$3 billion manufacturing facility in India. Tower Semiconductor, an Israeli company, would be the technology partner on that project.

Foxconn, the Taiwanese firm that assembles Apple's iPhones, and Indian mining company Vedanta had teamed up to build a \$19.5 billion chip making facility in India. But later Foxconn pulled out of the deal. The world's largest contract electronics maker will "no longer move forward" with its \$19.4 billion joint venture with Vedanta (VEDL), an Indian metals and energy conglomerate, in Asia's third largest economy. This was seen as a huge blow to the Indian government's plan to turn the country into a tech manufacturing powerhouse, as this was a very important deal for India. Foxconn, a Taiwanese tech giant best known for being one of Apple (AAPL)'s top suppliers, said the decision was based on "mutual agreement" and allowed the company "to explore more diverse development opportunities." In a follow-up statement, Foxconn reaffirmed its commitment to invest in Indian chipmaking, saying it will apply for a government program that subsidizes the cost of setting up semiconductor or electronic display production facilities in the country. Last month, US chipmaker Micron (MICR) announced a new factory in the western state of Gujarat, calling it the country's first semiconductor assembly and test manufacturing facility. The venture will see Micron invest up to \$825 million, and create "up to 5,000 new direct Micron jobs and 15,000 community jobs over the next several years," according to the company.

BAZAAR

Content by :- Urvi Mishra

Edited by :- Agrim Mehta

Overview

The Aditya-L1, an Indian space project dedicated to researching the sun, was successfully launched from Sriharikota on September 2. Named after the Sun God in Hindu mythology, this mission's primary objective is to gain a deeper understanding of the solar corona's diverse characteristics and the profound effects it has on Earth's climate and space weather.

The Aditya-L1 mission holds great promise in expanding our knowledge of the Sun and its significant influence on space weather.

This knowledge is crucial, as space weather can substantially impact Earth's power grids, navigational satellite systems, and satellite communication systems.

MIDHANI, a key player in this mission, contributed critical materials to the Aditya-L1 launcher vehicle, PSLV-C57.

These materials included the Ti-6Al-4V Titanium alloy for the PS4 Tank and Gas bottles, C-103 Niobium Alloy for the PS4 thrust chamber, Superco 605 Cobalt Alloy for the PS2 thrust chamber, Ultra High Strength Steel for the Motor Case, and 15CDv6 for strap-on motor case and base rings.

MIDHANI's
Integral Role in
Advancing
Solar Research:
The Aditya-L1
Mission



Illustration by:- Adhya Grover

How Did MIDHANI Help Aditya L1:

Established in 1973 as a Government of India Enterprise under the Ministry of Defence, Mishra Dhatu Nigam Ltd (MIDHANI) specializes in manufacturing superalloys, titanium, special-purpose steel, and other special metals. Even after its IPO in 2018, the Government of India maintains a majority stake in the company. Companies like MIDHANI often play a pivotal role in space missions by providing materials that meet stringent performance and quality standards. These materials are utilized in constructing various elements of spacecraft, including structural components, thermal protection systems, and specialized instrumentation.

Impact Of Aditya L1 on MIDHANI:

As of the current date, MIDHANI boasts an impressive open order position amounting to Rs 1622.50 crore. However, on September 4th, MIDHANI experienced a significant surge in its shares, witnessing a remarkable increase of 5.76 percent. This surge propelled its share price to a new 52-week high of Rs 435.30 per share, up from its previous closing value of Rs 411.60 at 09.20 am on the BSE. This surge was a direct response to the announcement that MIDHANI had played a pivotal role as a key supplier of crucial resources for the construction of the Aditya-L1 spacecraft.

Conclusion:

In conclusion, the Aditya-L1 mission stands as a pivotal endeavor in solar research, poised to advance our understanding of how the Sun influences Earth's climate and space weather. It is evident that businesses like MIDHANI, renowned for their expertise in innovative materials and alloys, play an indispensable role in providing vital components that meet stringent criteria for space exploration. They have, without a doubt, played a pivotal role in this groundbreaking scientific effort, not only expanding our knowledge of the Sun but also leaving an indelible impact on their own success as a key supplier in the field of space exploration.

Challenges And Opportunities

While the economic challenges posed by the pandemic and other factors have been recognized, they can also be seen as opportunities for sustainable development. Reports suggest that Western manufacturers are considering moving out of China, creating an opportunity for India. The political landscape must innovate to take advantage of these opportunities and ensure economic stability and growth. The policy of Atma Nirbhar Bharat (Autonomous India) has the potential to elevate India to economic superpower status, and its effective implementation is essential.

Conclusion

The ongoing challenges, if accepted in an affirmative attitude, are sure to turn into an occasion for achieving Sustainable Development and economic growth. Reports have already started to pour in that several Western manufacturers are now looking to move their factories out of China. Many Indian chemical producers have gone on record as having received inquiries from Western manufacturers who earlier never used to look towards India as a source. India has managed to spawn a number of companies that now compete internationally with the best that of the USA and Europe may be urged to invest in mainland India. Tapping these opportunities, however, will require some serious innovation on the policy front. The sooner the policies the earlier the development and growth of the economy. Indian policymakers need to hunker down and plan effective economic assistance that will not only help small traders and businessmen to fulfil the local demands and India's export sector to survive the immediate crisis, but also retain stability and resume growth in no time. The path to a \$5 trillion economy is paved with the bold vision of Atma Nirbhar Bharat. It is expected that, with the popularisation and implementation of the policy of domestic production by indigenous people, and for the native people, India will be self-reliant and economic superpower in no time.

COVER STORY

Content by :- Samyak Jain
Edited by :- Khushi Verma

BRICS Expansion: Redefining Global Influence

BRICS, a group of five powerful nations including Brazil, Russia, India, China, and South Africa, invited six new countries to join them following a successful three-day summit in Johannesburg. Starting from January 1, 2024, Argentina, Egypt, Ethiopia, Iran, Saudi Arabia, and the United Arab Emirates will officially become part of BRICS.

Earlier this month, it was reported that more than 40 countries expressed interest in joining BRICS, with 22 formally requesting membership.

This decision marks a significant moment for BRICS, solidifying its role as a counterbalance to Western-dominated institutions like the G-7, International Monetary Fund, and World Bank, and opening the door for potential future expansion. South African President Cyril Ramaphosa stated, “BRICS is entering a new phase in its mission to create a fair, just, inclusive, and prosperous world.”

Illustration by: Vaani Sharma



Why 6 countries only?

Selecting these six nations out of the over 40 interested countries is a complex decision. Brazil and India initially had concerns about expanding the group, fearing it might weaken BRICS's influence and affect their ties with the United States. So, adding nations like the UAE and Saudi Arabia eased these concerns. Both Gulf nations are close allies of the United States, hosting American troops on their soil. By welcoming them into BRICS, the group emphasizes that being against the United States isn't a requirement for joining, while also challenging Western influence in the Gulf. Saudi Arabia hasn't confirmed its membership yet, as it awaits further details about the requirements.

Impact of these six new members

Saudi Arabia's potential membership carries significant implications. With Riyadh joining BRICS, the group will include the world's largest oil exporter and its largest oil importer, China, along with another key OPEC+ member, Russia. This could lead to increased cooperation on global oil production decisions, greatly impacting the oil market.

However, adding two U.S.-friendly nations doesn't mean BRICS is abandoning its goal of countering Western influence. Iran, a staunch U.S. opponent, is unlikely to change its stance. Joining BRICS reduces Iran's international isolation, strengthening its hand in future negotiations with the United States, such as those related to its nuclear program.

Then there are the two African newcomers, Egypt and Ethiopia. The African continent has seen considerable interest from the United States, Russia, and China. For BRICS, having Egypt and Ethiopia on board reduces Western influence in a region where Beijing offers economic support and Moscow provides arms deals. Both countries also benefit from BRICS's noninterference policy, providing them with political cover amid accusations of human rights violations. Lastly, Argentina, the only Latin American country to receive an invitation, hopes that BRICS support through its New Development Bank will help alleviate its worsening financial situation, especially given its dwindling U.S. dollar reserves. During the summit, the group discussed ways to support developing nations' economies, including using domestic currencies and China's yuan instead of the U.S. dollar in trade.

Conclusion

BRICS' decision to invite Argentina, Egypt, Ethiopia, Iran, Saudi Arabia, and the United Arab Emirates marks a strategic move towards reshaping global dynamics. With diverse economic, political, and strategic interests, these six nations are set to bring new dimensions to BRICS' mission of fostering a fairer world while challenging Western dominance. The inclusion of U.S.-friendly states, oil giants, and countries from Africa and Latin America underscores BRICS' evolving role in an ever-changing international landscape. This expansion signifies a pivotal moment for BRICS, emphasizing its adaptability and commitment to a multipolar world order.

SUCCESS MANTRA

Interview by: Harshita Jain
Written & Edited by :Nikita Mehta



INTRODUCING BHAVYA DAVE

In the ever-evolving landscape of entrepreneurship, there are stories that stand out as guiding beacons, illuminating the path to success for aspiring individuals. One such story is that of Mr. Bhavya Dave, a dynamic and visionary entrepreneur who has harnessed the power of artificial intelligence (AI) to revolutionize the marketing world. His vast knowledge spans across various domains, including marketing strategy, branding, email campaigning, and the utilization of automation tools.

He is the co-founder of Botosynthesis, a company that was started with a mission to simplify lives through AI-driven solutions and can accomplish tasks in minutes that would typically take humans hours, if not days to complete. Beyond his entrepreneurial pursuits, Mr. Bhavya is a talented musician, boasting a diploma in North Indian classical music.

FROM STUDENT TO ENTREPRENEUR: THE GENESIS OF A VISION

Like many young individuals, Bhavya began his journey as a student, pursuing a BTech degree from Techno India NJR Institute of Technology, Udaipur. Little did he know that his path would eventually lead him to the dynamic world of entrepreneurship.

As a student, Mr. Bhavya initially had no inkling of becoming an entrepreneur. However, his trajectory took a turn when he started exploring the realm of artificial intelligence. He attributes his foray into entrepreneurship to the invaluable support of his co-founders, who introduced him to the world of startups, marking the beginning of a journey that would see its share of challenges and triumphs.

Before the success story we know today, Mr. Bhavya Dave and his team encountered failures, with six to seven ideas not materializing as expected. However, these failures were not setbacks; rather, they served as valuable lessons in nurturing ideas and making them successful. It was during this journey that they laid the foundation for what would later become Botosynthesis.

CHALLENGES FACED: TRANSITIONING FROM STUDENT TO ENTREPRENEUR

Transitioning from a student to an entrepreneur presented a multitude of challenges for Mr. Bhavya Dave and his team. They found themselves in Udaipur, a tier two city, where the conventional path for students typically led to secure jobs. Venturing into entrepreneurship in such an environment was unorthodox and challenging.

One of the primary challenges was the lack of mentorship and guidance. As bootstrapped startups, they had limited resources and couldn't afford to hire experienced mentors. Additionally, the startup ecosystem was still in its nascent stages, with limited government policies and support for startups.

While their journey had already begun, the lack of knowledge in areas like accounting and fundraising posed significant hurdles. Bhavya recognized the need to expand his horizons and gain a broader perspective on business and marketing. This realization led him to pursue executive education in B2B marketing from the prestigious IIM Ahmedabad. The experience at IIM Ahmedabad proved to be transformative. It equipped Mr. Bhavya with a wealth of knowledge spanning various domains, including marketing, strategy, branding, email campaigning, and the effective utilization of automation tools. The knowledge gained broadened his vision and provided the insights necessary to steer Botosynthesis toward unprecedented growth.

The Birth of Botosynthesis: Revolutionizing Marketing with AI

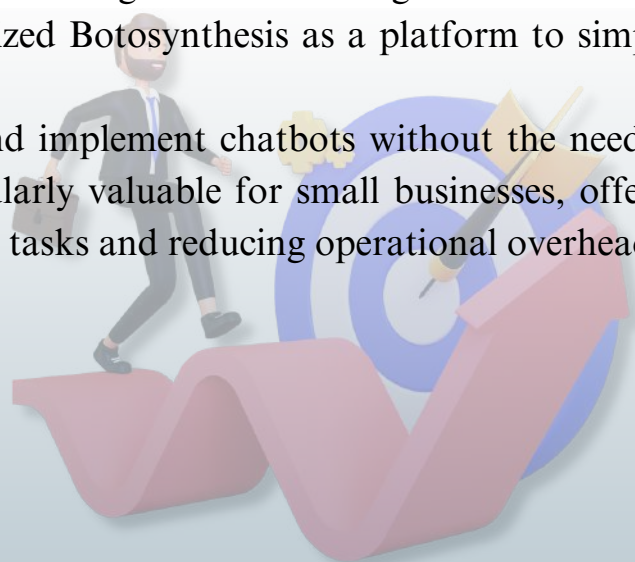
The inception of Botosynthesis was not just a stroke of luck; it was the product of a deep-rooted desire to make a meaningful impact on people's lives. Mr. Bhavya Dave and his team had already achieved recognition and success in the field of artificial intelligence.

Their mission was clear: to simplify lives through AI-driven solutions that could perform tasks in minutes, tasks that might otherwise take humans hours, if not days.

Botosynthesis emerged as a solution born out of both inspiration and necessity. As they ventured into the world of startups, Mr. Bhavya Dave and his team initially provided services to businesses using online platforms like Upwork and other software applications. They even developed products for clients that received funding, reinforcing the belief that they could create transformative products themselves.

The turning point came when they observed a growing demand for chatbots, automated virtual assistants that interact with users through text or voice. Developing chatbots was traditionally a complex and costly endeavor, involving extensive coding and maintenance. Recognizing an opportunity, they conceptualized Botosynthesis as a platform to simplify chatbot creation and deployment.

The platform allowed businesses to design and implement chatbots without the need for coding expertise. This innovation was particularly valuable for small businesses, offering cost-effective solutions for automating various tasks and reducing operational overhead.



THE ROAD AHEAD: SCALING UP AND EXPANDING HORIZONS

Botosynthesis has already made its mark in the field of AI-driven marketing, and Mr. Bhavya Dave has no intention of slowing down. The platform has gained recognition and clients from around the world, including countries like the USA, Canada, Germany, and the UAE.

What distinguishes them from competitors is their unwavering commitment to personalized customer support and service. They prioritize building strong, lasting relationships with clients, emphasizing understanding a client's unique needs and offering solutions that genuinely add value. Botosynthesis places a premium on delivering customer-centric experiences, leading to a high customer retention rate, setting them apart in the competitive AI industry.

Lessons Learnt & Words of Wisdom

1. Passion and perseverance: Success in entrepreneurship often requires enduring failures and staying true to one's passion.
2. Continuous learning: Education is a lifelong journey, and embracing opportunities to learn and grow is essential.
3. Innovation: Look for opportunities to innovate and simplify processes, as this can lead to transformative solutions.
4. Collaboration: Building a strong team and fostering collaboration is crucial for tackling challenges effectively.

For aspiring entrepreneurs, Mr. Bhavya Dave imparts invaluable advice shaped by his own experiences. He believes that consistency is the key to success. He encourages individuals to embrace AI, recognizing it as an integral part of various industries that will continue to evolve. Learning how to leverage AI and staying digitally literate is paramount for future success. When it comes to entrepreneurship, he emphasizes the importance of thorough research and validation. Start by understanding your target audience, their needs, and the viability of your idea. Take small, calculated steps, validate your business concept, and seek support from government and incubator programs.

NAVIGATING THE SELF-CONSCIOUSNESS LABYRINTH



Introduction:

College life, with its mix of opportunities and challenges, frequently causes students to feel self-conscious. College life emerges as a maze of chances, challenges, and self-discovery in the wide and crowded terrain of academia.

Inner Monologue:

The dynamic environment of college might magnify internal concerns about belonging and self-worth. Recognising and resolving these issues is the first step towards understanding and dealing with self-consciousness.

Accepting Vulnerability:

Instead of viewing vulnerability as a flaw, consider it a gateway to authenticity and connection. Sharing anxieties with friends can create empathy and stronger connections.

The Comparison Trap:

Comparing oneself to others is a typical trap, especially in the age of social media. It is critical to remember that everyone's path is unique. Focus on self-compassion instead of comparison is the need of the hour.

Suppressing Self-Doubt:

Quieting the inner critic is necessary for overcoming self-consciousness. Positive affirmations, mindfulness, and professional advice can all be used to help you move from self-doubt to self-acceptance.

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Quieting the inner critic is necessary for overcoming self-consciousness. Positive affirmations, mindfulness, and professional advice can all be used to help you move from self-doubt to self-acceptance.

Developing Self-Awareness:

Overcoming self-consciousness requires self-awareness. To better understand oneself, engage in self-reflection, set boundaries, and set personal goals.

Conclusion:

Being self-conscious is a normal part of college life. Students can handle this phase with confidence by accepting vulnerability, reframing comparison, quieting the inner critic, establishing a support system, and cultivating self-awareness. Remember that it's an important aspect of your collegiate journey towards self-acceptance.

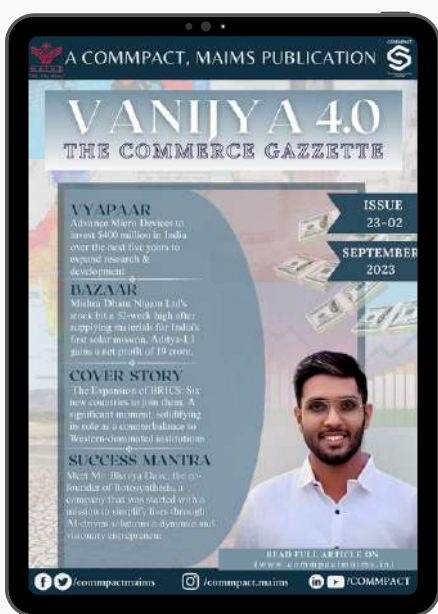
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AGRASANCHAR



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CHAIRMAN MESSAGE



Nand Kishore Garg

यह एक अत्यंत हर्ष का विशय है कि हमारे पत्रकारिता एवम जनसंचार विभाग द्वारा नये सत्र के शुभारम्भ के शुभ अवसर पर एक समाचार पत्र अग्रसंचार का प्रथम अंक प्रकाशित किया जा रहा है। पत्रकारिता के क्षेत्र से जुड़े हमारे सहयोगियों द्वारा की गई यह पहल अत्यंत सरसहनीय है। विगत चार वर्षों की इस अत्यावधि में ही इस विभाग ने गुरु गोविंद सिंह इन्द्रप्रस्थ विश्वविद्यालय के संस्थानों में अपनी अलग पहचान बना ली है। अध्ययन अध्यापन के क्षेत्र में अनेकानेक कीर्तिमान स्थापित कर के यह एक अनूठा प्रयास अवश्य ही इसकी कीर्ति में चार चांद लगा देगा। विभाग द्वारा की गई इस पहल की सफलता हेतु मेरी हार्दिक शुभकामनाएं। मुझे आशा ही नहीं पूर्ण विश्वास है कि भविष्य में अपने इस प्रकार के अनूठे प्रयास से जनसंचार के विद्यार्थियों में समग्र जागरूकता लाने में अवश्य सहायक सिद्ध होगा। शुभकानाओं सहित।

Maharaja Agrasen Institute of management studies -School of Media Studies (SMS) was established in 2010. In a short span of four years the department has earned a pride of place in the G.G.S.I.P. University. SMS is fully equipped with the state of art T.V studio & fully equipped RadioLab. The faculty members are from a very long & distinguished background in the domain of mass communication. Our course curriculum is tailor made to equip our students to excel in the domain of journalistic career. Most of the outgoing students have opted for higher degree & good numbers of students are well-placed in the media industry. It is our earnest endeavor to groom the students in such a manner that they perform with professional excellence wherever they are placed in their career. The performance in End-term examination (2013-14) by our batch (2011-14) indicates their excellence. Out of 60 students in the batch, 35% students are placed in the University Merit list (Rank 1-100). Our performance is the best among the affiliated colleges and we are striving hard to retain this position in the ensuing session as well.

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DIRECTOR MESSAGE



Dr. Rajni Malhotra
Dhingra

It is indeed a matter of great satisfaction that our Department of journalism and Mass Communication, MAIMS is bringing out in house newsletter "Agrasanchar" on the commencement of the new academic session 2014-15. The Department of journalism and Mass Communication, MAIMS is functioning since 2010 as an important adjunct of Maharaja Agrasen institute of Management Studies in a Short span of four years the school has earned a pride of place in the domain of journalistic profession. I am very optimistic that the launch of "Agrasanchar" will established a close bond between the faculty and students of MAIMS. I wish all the success to the journalism faculty for undertaking this new venture adding another feather to their cap of excellence.

MAIMS- SCHOOL OF MEDIA STUDIES (SMS)



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Freedom of Expressions



ARTICLES

Surrogate Advertising: New Challenge for Advertising industry



With the advent of 21st century, humanity as a whole found its self in a transition mode. Everything is changing at such a fast pace that new product of today becomes obsolete tomorrow. Human mood and mind also changes within the flicker of a second. Today capitalism has overtaken socialism and communism. Competition in each walk of life is the rule. Survival of the fittest and enjoying a competitive edge is the mahamantra, the key word. Whether it is business or personal life, Mammon the money God rules the roost. Today advertising is a creative art, enjoying an exalted place in the areas of business Advertising agencies have spread

areas of business Advertising agencies have spread their wings to the far off corners of the world and adopted the size of mega ad agencies, catering to the needs of a very competitive business world. Successful advertising converts that product into a Brand Name; people recall that product by its brand name. A brand is not a name, logo or graphic device. It is a set of 'intangible values' in the minds of consumer. A strong brand is therefore alive, rich, complex and enormously powerful. In the course of time, there are instances, where brand name becomes so powerful and dominant that people start asking the product by the brand name. A vegetable ghee is asked for by the name Dalda.

Today, many companies are doing brand extension because a strong trademark is a combination of positive product image and its branding. It mainly attributes in the products reliability and its quality. Here government is free to put companies under a scanner to determine that 'umbrella branding strategy' is transparent and genuine. However, it should not be permitted when the purpose is clearly to encourage consumption of a product whose promos are prohibited by law. This umbrella branding strategy has emerged as a new trend that is called 'surrogate advertising'

Surrogate advertising is a new concept in advertising. This concept is good and easy for advertisers. In a short time and with a small budget they can promote their product. advertising of tobacco and alcohol products and to find out the trends, each ad was analyzed in terms of categories, appeals, strategic advertising approach, layouts, colors, copy elements, creative style, models, ways of advertising, page size and page placement.

Surrogate advertising relates to advertising by duplicating the brand image of a product in order to promote another product of the same brand, the advertising for which is otherwise banned. In such advertisements, though the companies directly advertise a different product, they intend to advertise indirectly, a banned product such as liquor or tobacco. Consumers associate such advertisements with the corresponding banned product. The products are thus indirectly advertised.

People said that these companies are promoting their products in the name of packaged drinking water, CD, cassette, mega music awards and various sponsorships etc. They said that alcohol and tobacco products companies are promoting their products indirectly. They are also strongly agreed on that tobacco and alcohol ads are being effective. .

By : DR. Nisha Singh

THOUGHTS

"Yesterday is history, tomorrow is a mystery, today is a gift of God, which is why we call it the present."
— Bil Keane

"You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. You're on your own. And you know what you know. And YOU are the one who'll decide where to go..."
— Dr. Seuss, *Oh, The Places You'll Go!*

"When I despair, I remember that all through history the way of truth and love have always won. There have been tyrants and murderers, and for a time, they can seem invincible, but in the end, they always fall. of it--always."
— Mahatma Gandhi

ARTICLES

Newspaper :

If one needs to feel the pulse of a nation than one should go through a newspaper. As the name suggests newspapers are a source of news and information. In several respects they are also a medium of communication among the peoples of the world. The newspaper gives us all sorts of news of our own country as well as of other countries. It has been rightly remarked that the newspaper is something like a current history. A good newspaper is a watch dog of democracy. It mirrors the status of society. A good newspaper is a source of entertainment also for all. Today each nation is connected with the rest of the world by the ties of trade and politics. The whole earth has become like a global village. It has now become duty or dire need of every person to know what's happening in the world. Newspaper is an everyday encyclopedia of vocabulary, news, current affairs and general awareness. Advent of TV and internet may have posed a threat to the existence of newspaper but it cannot ever completely eradicate newspaper as a news media because of its basic features and the shelf or store value it has. Reliability which newspaper enjoys is way more than that of electronic and new media. Hence, the matter of being extant of newspaper is just a short lived fear. Televisions and internet connections while provide news faster than the newspapers, it cannot have the width, breadth and depth of the newspapers and do not provide the comfort of the repeated references at our leisure and comfort apart from harming our eyes because of the glare and being the source of health hazards because of radiations. The only major consequence of impact of electronic and new media on newspaper was to introduce e-newspapers; which actually is convergence of media not the replacement.

Thus, newspapers serve the cause of education and make us fit to move in a cultured society. The reading of newspapers will keep us in touch with the modern world and its affairs. In them there are articles on various subjects. There are special columns for science and arts which are very useful for competitive examinations.

Thus, people of all profession need newspapers and the very idea of having a campus newspaper is very pragmatic. A student newspaper improves communication between all groups in a college. It can give both students and faculty knowledge and understanding of school issues not otherwise available. It conveys an image of the college to the community. It helps silence rumors that often arise in the absence of information. It can interpret college rules and regulations and provide feedback on student reactions. Office bearers of the campus newspaper gain practical experience in selling ads and soliciting subscriptions. The newspaper aids all other student activities through stories about the activities that stimulate attendance and participation. Reporting experience helps students to recognize the difficulty of finding firm facts in a maze of stats, propaganda and conflicting opinions. More so it is vital for students of journalism to whom it serves as a practical experience and helps to brush up their skills. I wish the team of 'Agar Sanchar' all the best. It is yet another feather added to the cap Maharaja Agrasen Institute of Management Studies.

By: MS. Nidhi Chaudhry

Gostakhi Maaf



Entertainment

	6		1	4		5	
		8	3		5	6	
2							1
8			4	7			6
		6				3	
7			9	1			4
5							2
		7	2	6	9		
	4		5		8		7

How to play :

A standard Sudoku puzzle consists of a grid of 9 blocks. Each block contains 9 boxes arranged in 3 rows and 3 columns.

There is only one valid solution to each Sudoku puzzle. The only way the puzzle can be considered solved correctly is when all 81 boxes contain numbers and the other Sudoku rules have been followed.

CARRER IN MASS COMMUNICATION

Mass communication is the study of mass media. It incorporates all types of medium used to convey information. These medium could be newspaper, magazines, television, radio and internet. Mass communication is a contemporary field of study. These different tools of mass communication are necessary for communication, information and entertainment. We can use these tools to spread the message across the masses or to build opinion or views on a certain topic. An individual trained in this field has a fair chance to build a promising career for himself / herself in this sector. They can try their luck in print media, electronic media, advertising field and public relation sector, event management industry, advertisement as well as in research field too.

Here is the list of top fifteen career options of this field:

- 1. Career as a Journalist:** Students who have completed their mass communication can pursue their career as journalist. This is one of the most preferred career choices of maximum students who complete their mass communication. They want to make their career as a journalist as it gives them name and fame. They can choose their career in print media or in electronic media. They can work with some newspaper, magazine, tabloid, radio station, and websites or with TV channel.
- 2. Career as TV Anchor:** Students of this field can make their career as TV anchor. This is one of the most lucrative and glamorous field. An aspiring professional can earn handsome amount in this profession. TV news anchoring/program anchoring has emerged as a popular career option in the country after the entry of satellite channels and 24/7 news channels.
- 3. Career as Photojournalist:** A photo journalist plays a very vital role in any print media as well in electronic media too. A good picture is better than thousand written words. A photo journalist can works with sports magazines, beauty magazines, newspapers and other sectors of print media. A good photo journalist can earn a handsome amount. A photo journalist can also work as freelancer with many organizations. He/she can sell his/her photographs to media houses, magazines and other publishing houses and can earn a very hefty amount.
- 4. Career as Content Writer:** Content writing can be defined as producing content for the web. It is often dubbed as web content writer, because it has emerged as a job related to the cyber media. In the age of globalization, writing articles, stories and blogs on websites has emerged as an effective way of expanding one's business and promoting any service or product through internet. Writing for website is totally different from writing for newspapers and magazines or any other media. The job of the content writer not only involves writing articles, but also includes lots of research work too.
- 5. Career as Radio Jockey:** Radio Jockey is someone who plays music on radio of audience's choice. He/she interacts with people, delivering relevant local, national or international news and information in his/her own style. This career require rationality, creativity, right use of words, a good sense of humor, excellent communication skills, appealing and clear voice, and good sense of music. This is not conventional career option, but it is emerging as one of the most sought after career choices among the youth. With the advent of more and more FM channels, this profession has become a popular career choice among the aspirants.
- 6. Career in Film Editing:** Film editing can be defined as a process of selecting the scenes and combining them in right sequence, in order to make a motion picture. Sometimes, film editing is referred to as an 'invisible art' because viewers generally are not aware of the work a film editor. A film editor has to keep various points in mind while editing a movie like story, rhythm, and audience focus of interest. This profile has become a money spinning job, nowadays demand for the trained professionals in this field has increased a lot.
- 7. Career in Screen play writing:** Screen play writing can be defined as writing documents that consists of the story of a film or a television program. All the work of director, cast, editor and production team moves around the screenplay or script. Therefore, script should be written in a good manner, so that every member of the team can have a clear idea of the story. There are two important part of this style of writing- action and dialogue. Screenplay writing has emerged as lucrative career option.
- 8. Career in Media Planning:** With the media and advertising industry emerging as the most powerful ways of communication. The career option in this field is increasing. Media planning is most promising career option in present situation. It includes selection of media for the placement of advertisement on behalf of clients, keeping the budget and target audience in mind. A media planner acts as a mediator between media organization and clients. They help client to buy media space for the advertisement. Media planner should have good communication skills, pleasing personality and pro-active good observer. Thorough knowledge of current media trends is also important to excel in this field.
- 9. Career as Voice-over artist:** A voice-over artist is a person who lends his/her voice to complement the visuals being telecast on the screen. It can be considered as off-screen commentary. It is a technique wherein voice is modulated in order to be broadcast along with the visuals of a tele-film, documentary, advertisement, television serial or news. Radio also makes use of voice-over artist to convey important messages. A voice over artist should have good command over language and should know more than two languages, clarity of voice, pitch of the voice, tone as well as silence in accordance with the gestures and body language of the character.
- 10. Career as PR manager:** PR managers are responsible for effective and impressive communication and play a very important role in the matter of policy making. They also develop healthy relationship between various departments within the organization itself and external public. They can find jobs in both public and private sectors. Government departments hire their own PR spokes persons. They can also find jobs in corporate houses, media houses, political parties, banking, finance, insurance, advertising agencies, hotels, tour and travel agencies, export houses, consultancy etc.
- 11. Career as an Advertiser:**
- 12. Career as Event Manager:** As event management industry is a growing industry & provides variety of jobs to lakhs of people. An event manager is a person who is responsible for conducting an event. Event manger helps in the organizing & promotion of the event. Event Manager should have good communication skills, pleasing personality and pro-active good observer.
- 13. Career in Film Making :**
- 14. Career in Digital Marketing:**
- 15. Career as Cartoonist:**

By: **Manoj K. Sharma (Asso Prof)**

ARTICLES

Impact Of Social Media On Society :

Today the Internet is connected to nearly 200 countries. The very nature of a globally connected network has made it painfully clear that cyber criminal activity cannot be effectively addressed by individual nations or even a group of industrialized countries, whether it requires a concerted effort between industry, government officials, law enforcement, and citizens of all countries.

Things can go wrong in cyberspace. There's fraud, stalking, viruses, outright theft, and more. And while the online world is still not nearly as dangerous as the physical realm, it pays to take precautions against victimization. Cyber crime manifests itself as pornography on the web, online harassment and stalking, e-mail security violation, data security violation, virus implantation, fraud, unauthorized credit card access, and more.

"Flavor of our times" likes it or not, social media is fast becoming the feedstock for mainstream media. It has become an intrinsic part of the information system. It manifests the true spirit of participative democracy, a collaboration of a million minds, who give and receive in the engagement of ideas. People are increasing using social media to evaluate and counter-check competing claims by politicians and business.

The Face book user base in India rare by 50 percent since last year, to touch 78 million users as of March 31, 2013, according to the data furnished by the U.S. Securities and Exchange Commission. India currently has nearly 20 million Twitter users, according to a joint study by market research firm IMRBThe impact of Social Media cannot be predicted. Its broadcasting also could be neither controlled nor checked. Ultimat country. It can undoubtedly topple regimes but can it build new, more democratic ones?

By : **Vipul Partap (Asth Prof MAIMS)**

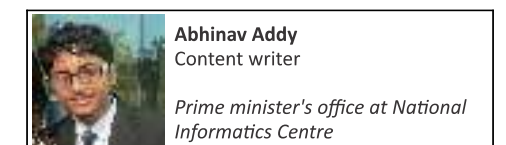
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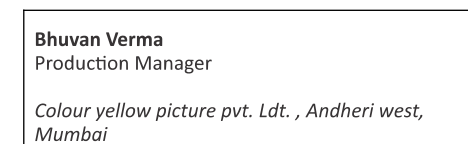
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Branding and advertising agency
Org- Creative Inc, Nehru Place



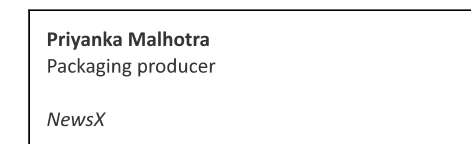
Yash Khatri
Event Anchor
NewsX



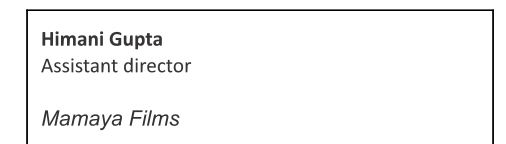
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MAIT is committed to provide quality education through the state-of-art Infrastructural and Instructional facilities, Global Benchmarking, HR Synergy. Consistent value enhancement continual motivation and nurturing creativity

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- To achieve Academic Excellence.
 - To provide a competitive edge so that the students qualify for jobs in the best Companies of the World.
 - To inculcate Moral, Ethical and Spiritual Values in the students to make them World-class citizens.
 - To Comply with the regulatory requirements and continually improve the effectiveness of the Quality Management System, review the Quality Policy and Objectives of the Institute for its continuing suitability.
 - To facilitate all round development of our staff members through regular training and gradation of their skill.
 - To implement all the clauses of ISO 9001:2008 for Quality Management System.
- The Quality Policy is displayed at all prominent places in the INSTITUTE.

VALUES

The social value of the Institute (Maharaja Agrasen Institute of Technology) is the continuing commitment to behave ethically and contribute to social development while imparting quality education to the students.

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