The Delhi School of Communication

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  Village Raghunathpur, Sector 22
  Landmark: Opposite Rajkiya Inter College,
  Noida, U.P. 201301

Follow us on:
Dear Stalwarts of Communication...

Every journey begins with a vision. A vision rooted in creativity, a vision that blooms, and spreads the creative fervour around the globe.

We are here, the builders, who think out of the box, with zeal and innovation, create our own horizons, to soar beyond the sky.

Winning is our destination and passion is our fuel. We are on our marks, all set to begin the race, to serve you and the Industry.

Creatively yours,

CLASS OF 2019

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‘Comm’ SMITHS

“I have been a part of The Delhi School of Communication since more than two decades and the journey has been wonderful. DSC integrates theory with practice and nurtures its students in such a way that they are well prepared to face the corporate world. As a faculty at DSC, I am confident that the students here are extremely passionate and are ready to take the challenges that come their way. Their creativity and imagination and the ability to grasp things quickly makes them stand out. I wish DSC and its students success in every endeavour.”

Mr. Samir Kapur,
Senior VP & Branch Head, AdConnect PR, Delhi

“DSC is a Gurukul of Marketing in the Sarai—mental resting and rebuilding of faculties in the frugal but deep intellectual environment. The students are already young executives in six months and managers when they graduate. Love to teach and learn with them.”

Mr. Samul Malhotra,
Head of Sales, Celebrity Cruises & Cruises Club Crucises, India, Royal Caribbean Cruises

“The no holds barred initiation DSC provides helps students paratroop into ground zero. The course trades in the indulgences of conventional academia for real time interface with the brutal workings of the business.”

Mr. Udayan Chakravarty,
Vice President and Executive Creative Director, Wunderman Thompson

“The DSC Programme has been formulated to provide students the tools, practical skills and industry knowledge they need, to meet professional challenges successfully.”

Mr. Abhishek Duggal,
Regional Client Solutions Head, Fever 104

“DSC helps establish new ways of approaching uncertainty in a setting that provides the perfect environment for breakthrough thinking. The students will benefit a lot from an all-inclusive experience while learning from renowned experts in their fields.”

Mr. Prerna Sagar,
Chief Executive Officer & Founder, Genesis Burson Marsteller

“The Delhi School of Communication has a vibrant bunch of students, keen to learn and absorb knowledge. The course gives them an opportunity to learn different aspects of the marketing communications industry to become well-rounded communication professionals.”

Mr. Tarun Nangia,
Associate Editor, NewsX (Special Projects & Show)

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Dear reader,

Welcome to DSC. Since its inception in 1995, DSC has focused on building young minds through an integrated perspective to life. A unique institution, DSC provides a constructive juxtaposition of ambition with ability.

We unleash, channelize the creative energy in each individual in an attempt to tap hidden potential, and act as a catalyst that helps them evolve in their creative journey. Mere graded examination and intelligence is incomplete until it is synergized with a blend of human sensitivity and connectivity in the social system.

We cherish the student-teacher connect which is the strongest anchor of our foundation. Knowing each student by name, batch and background throughout the years, shows our commitment in being well-wishers for every student.

At DSC we encourage students to pick challenges against their comfort zones, hence equipping them with skills necessary to meet the dynamic industry requirements. We create an interface between theoretical lessons and industry exposure making academic experiences relevant and concrete. With a futuristic approach we inspire our students to think globally and act locally.

Prof. Ramola Kumar
Dean, DSC

Creative CHAMBER

As millennial professionals we all look for a platform which matches our energy, fuels our minds, and keeps up with our creative spark. We all search for a creative chamber. For aspiring communication professionals the search ends here.

The DSC Creative Chamber is equipped with a dual qualification consisting of:

- Post Graduate Diploma Programme in Communication (PGDPC)
- Masters of Arts in Journalism and Mass Communication MA (JMC)

The futuristic Integrated Marketing Communication concept allows effective implementation of Strategic Decision Making. The DSC experience facilitates individuals to effectively utilize diverse communication tools such as Advertising, PR, Event Management, Direct Marketing, Digital Communication, TV and Radio Programming and Film Making and Marketing.
FOUNDATION

We started an Integrated Marketing Communication Program - 24 years ago. It continues to be in sync with the requirements of a rapidly evolving industry. We are proud that DSC has participated in the evolution of this industry and in Building Young India.

Today DSC holds the honour of successfully providing the industry with innovative and artistic minds, who understand both sides of the coin, embracing multiple facets.

STRUCTURE

The two year full time Post Graduate Diploma Programme in Communication (PGDPC) is architected to be a top-of-the-line course enabling participants to foster an understanding of the dynamics of human communication in our daily lives and adapt to a symbiosis of diverse Indian culture and global cultures.

The intense comprehensive course provides the holistic understanding of the role and working of the contemporary mass media and marketing organizations, dovetailing it with human sensitivity.

With internships and projects as an integral part of the curricula, the academic mix is one of theory and matched hands-on practice. Students are placed in leading organizations such as JWT, ADK Fortune, Ogilvy PR, O&M, Publicis India, Lowe, Leo Burnett, Group M, AdFactors PR, The Clitch, Genesis BM, 20:20MSL, Hakuhodo among many other organizations.

Training begins from the first semester itself; under the Apprenticeship Programme pioneered and carried forward by DSC since 24 years. More than 800 alumni from DSC are today leading the marketing communications industry. We aim to continue this legacy in Building Young India, holistically.

CATALYST

DSC is a canvas which combines the art of creativity with the science of encouraging off-beat souls and inquisitive minds to allow them to explore and expand beyond boundaries thereby transforming them into self-reliant professionals. The course offers a blend of communication and management study through both classroom and intense hands-on industry experience through internships.

Core Subjects:

- Mass Communication
- Market Research
- IMC & Advertising
- Entrepreneurship
- Business Communication
- Cultural Studies
- Strategic Decision Making
- Media Marketing
- TV Programming & Marketing

Advertising and Entertainment Management Specialisation:

- Copy writing, Layout and Design
- Multimedia, Digital Creativity
- Film Production & Film Marketing
- Television Production & Marketing
- Radio Production & Marketing
- TV and Radio Programming
**Rural NOW** - Rural population makes up 68.84% of India. It is imperative to understand this market for any communications executive. We got the chance to study, analyse, and present the trends and ideology of the rural audience to the industry experts, which made us grow as communicators.

**Strategic Games** - Marketing and Communications is the war of strategy and wits. Our batch got the chance to not only understand the art of marketing warfare, but to experience it and declare victory.

**BrandFEST** - Our imagination and strategic thinking soared high when we pitched for brands like Royal Enfield, Saffola Gold, Johnny Walker, Tiger Biscuits and Mercedes. Brand storytelling achieved new heights, as new ideas were unravelled.

**Connexions** - Glimpses of Argentina, Florida, London, Netherlands, Mauritius, France, Hong Kong, Washington DC, Venezuela and Singapore’s culture were showcased in Connexions 2018 - the culture fest at DSC. Connecting us to the importance of going global or global.
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ALMA MATER
English Honours
Motilal Nehru College
Delhi University

EXPOSURE
WINTER INTERNSHIP
Lexicon
(Public Relations)
SUMMER INTERNSHIP
MSL Group
(Public Relations)

THAT’S MY SPOT
Delhi NCR

Creative Bent
Public Relations
Brand Strategy

DSC Edge
DSC has been a guiding star. It has helped me in becoming a confident person and taught me the requisite skills for the communications industry.

THAT’S MY SPOT
Delhi NCR, Mumbai

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ALMA MATER
Bachelors in Journalism & Mass Communication
Amity University, Jaipur

EXPOSURE
WINTER INTERNSHIP
Lexicon PR
(Public Relations)
SUMMER INTERNSHIP
Wunderman Thompson
(Client Servicing)

THAT’S MY SPOT
Delhi NCR

Creative Bent
Client Servicing
Events

DSC Edge
DSC has an avant-garde environment, which has taught me to enjoy work. Through cultural presentation, I learned the lifestyle and business ethics of different countries. Through brand presentation, I mastered the art of strategies.
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ALMA MATER
B.A Journalism Honours
Maharaja Agrasen College
Delhi University

EXPOSURE
WINTER INTERNSHIP
Lexicon
(Public Relations)
SUMMER INTERNSHIP
Contract Advertising
(Client Servicing)

THAT’S MY SPOT
Delhi NCR

Creative Bent
Client Servicing
Digital Marketing

DSC Edge
DSC has been a great learning experience, where I discovered amazing brands. During my branding presentation and internships, I put this knowledge to constructive use.

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ALMA MATER
B.C.A
Christ University, Bengaluru

EXPOSURE
WINTER INTERNSHIP
Kailash Satyarthi Children’s Foundation
SUMMER INTERNSHIP
Ogilvy
(Client Servicing)

THAT’S MY SPOT
Delhi NCR, Mumbai

Creative Bent
Digital Marketing
Account Planning

DSC Edge
During my learning process at DSC, I was exposed to the practical aspects of the concepts taught in the classroom. DSC has helped me evolve, both as an individual and also as a professional.
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ALMA MATER
B.Com Honours
Mata Sundri College
Delhi University

Creative Bent
Marketing Qualitative Research

EXPOSURE
WINTER INTERNSHIP
Fountainhead MKTG (Events & Activation)

SUMMER INTERNSHIP
McCANN Worldgroup (Account Planning)

THAT’S MY SPOT
Delhi NCR, Chandigarh

DSC Edge

DSC helped me understand brands via application-based assignments. Here I discovered the "behind the scene" actions in mediums like television, radio, social media etc.

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ALMA MATER
English Honours
Sivanath Sastri College
Calcutta University

Creative Bent
Public Relations Events

EXPOSURE
WINTER INTERNSHIP
Imprimis PR (Public Affairs)

SUMMER INTERNSHIP
MSL India (Public Relations)

THAT’S MY SPOT
Delhi, Bangalore

DSC Edge

DSC for me has been my canvas, where I learned to paint unique strokes for brand strategies. I now scribble big ideas and blend the colours of communication to create perfect portraits.
ALMA MATER
Bachelors in Journalism and Mass Communication
Jagannath International Management School, IP University

EXPOSURE
WINTER INTERNSHIP
Kailash Satyarthi Children’s Foundation
SUMMER INTERNSHIP
MSL India (Digital Marketing)

THAT’S MY SPOT
Delhi NCR, Bangalore

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Creative Bent
Digital Marketing Public Relations

DSC Edge
DSC has transformed me into a communication professional by not only imparting theoretical knowledge, but also the practical angle - through presentations and industry exposure. It has provided me with a holistic learning experience.

ALMA MATER
English Honours
P.C.D.A.V College
Delhi University

EXPOSURE
WINTER INTERNSHIP
Centre for Media Studies (Content Analyst)
SUMMER INTERNSHIP
Zenith Media (Media Planning)

THAT’S MY SPOT
Delhi NCR

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Creative Bent
Media Planning Account Planning

DSC Edge
DSC has sharpened my perspective to see things differently and to be curious all the time. It provided me the exposure to different aspects that were unknown thereby allowing me to hone my skills in realistic scenarios.
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ALMA MATER
English Honours
Gokhale Memorial Girls’ College
University of Calcutta

EXPOSURE
WINTER INTERNSHIP
MSL Group
(Events & Activation)

SUMMER INTERNSHIP
Hakuhodo India
(Account Planning)

THAT’S MY SPOT
Delhi NCR, Kolkata

Creative Bent
Brand Strategy
Account Planning

DSC Edge
DSC has been an epitome of learning and discipline. It has aptly helped me discover my inner potential and apply it to various walks of life.

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ALMA MATER
B.Com Honours
Maharani College
Rajasthan University

EXPOSURE
WINTER INTERNSHIP
MSL Group
(Digital Marketing)

SUMMER INTERNSHIP
TV AD INDEX
(Brand Content)

THAT’S MY SPOT
Delhi, Bangalore

Creative Bent
Digital Marketing
Digital PR

DSC Edge
With its apprenticeship programme, DSC opened the doors to explore numerous possibilities. I feel privileged to get a right platform to exhibit and nurture my skills.
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ALMA MATER
Sociology Honours
Miranda House
Delhi University

Creative Bent
Marketing
Brand Strategy

EXPOSURE
WINTER INTERNSHIP
20:20 MSL
(Public Relations)

DSC Edge
DSC from the very beginning has challenged me to achieve comprehensive excellence. From building strategies to organising and managing events, I discovered the planner within me. Here I learnt to work and lead teams with a new-found enthusiasm.

SUMMER INTERNSHIP
Hakuhodo India
(Account Planning)

THAT’S MY SPOT
Mumbai, Delhi NCR

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ALMA MATER
English Honours
P.G.D.A.V College
Delhi University

Creative Bent
Public Relations
Brand Strategy

EXPOSURE
WINTER INTERNSHIP
Kailash Satyarthi
Children’s Foundation

DSC Edge
DSC has invested in providing quality education, inculcating theory and practice. Case studies and presentations have helped me progress with practical industry knowledge.

SUMMER INTERNSHIP
MSL India
(Digital Marketing)

THAT’S MY SPOT
Delhi NCR, Bangalore
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ALMA MATER
B.Com Honours
School of Open Learning
Delhi University

EXPOSURE
WINTER INTERNSHIP
TV AD INDEX
(Brand Content)

SUMMER INTERNSHIP
Zenith Media
(Media Planning)

THAT'S MY SPOT
Delhi NCR

Creative Bent
Media Planning
Digital Marketing

DSC Edge

DSC has imbibed a certain discipline in me. Presentations like Culture, Branding and PR encouraged me to improve my communication skills, which are required to make my dream a reality.

ALMA MATER

BMS (Accountancy)
SIES College of Arts, Science & Commerce, Mumbai University

EXPOSURE
WINTER INTERNSHIP
Bang in the Middle
( Client Servicing)

SUMMER INTERNSHIP
McCANN Worldwide
(Account Planning)

THAT'S MY SPOT
Delhi, Bangalore

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Creative Bent

Client Servicing
Brand Strategy

DSC Edge

DSC has nurtured within me a creative space where I can now channel my freedom of expression - to evolve both in my professional and personal space. DSC is a family that I am most proud to be part of.
**ALMA MATER**
Bachelors in Journalism and Mass Communication
Amity University, Lucknow

**EXPOSURE**

**WINTER INTERNSHIP**
Prastut Consulting Pvt Ltd (Market Research)

**SUMMER INTERNSHIP**
Zenith Media (Media Planning)

**THAT’S MY SPOT**
Delhi NCR

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**ALMA MATER**
Bachelor of Journalism and Mass Communication
Amity University, Lucknow

**EXPOSURE**

**WINTER INTERNSHIP**
Lexicon (Public Relations)

**SUMMER INTERNSHIP**
MSL Group (Public Affairs)

**THAT’S MY SPOT**
Delhi NCR

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**Creative Bent**
Media Planning
Media Strategy

**DSC Edge**
Learning by different methods at DSC has made me stand out from others. Yes, Media Planning is what I always wanted to do and DSC encouraged me to chase my dreams. Thank you DSC for providing me this tremendous opportunity.

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**Creative Bent**
Public Relations
Client Servicing

**DSC Edge**
DSC has a rigorous regime that inspires me to push beyond my limitations and achieve my goals. I got the chance to explore my hidden qualities, that are requisite for today’s generation to be successful.
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**ALMA MATER**
Economics Honours
Maitreyi College
Delhi University

**EXPOSURE**
**WINTER INTERNSHIP**
Prastut Consulting Pvt Ltd
(Market Research)

**SUMMER INTERNSHIP**
Hakuhodo India
(Account Planning)

**DSC EDGE**
DSC has helped me, strengthen my skill set with presentations like marketing and digital communication. It helped me improve my public speaking, as well as understand different areas of communication.

**THAT’S MY SPOT**
Delhi NCR, Mumbai

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**ALMA MATER**
B.Tech (ECE)
SRM
SRM University (Delhi NCR Campus)

**EXPOSURE**
**WINTER INTERNSHIP**
Bang In The Middle
(Clinet Servicing)

**SUMMER INTERNSHIP**
Havas Media
(Media Planning)

**DSC EDGE**
DSC has been a life-altering experience for me. The vivid range of curricular and co-curricular activities and workshops have helped me evolve into an industry-ready professional and also a better human being.

**THAT’S MY SPOT**
Delhi, Bangalore
Priyanka Roy

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Creative Bent

Brand Strategy
Marketing

ALMA MATER
English Honours
Scottish Church College
Calcutta University

EXPOSURE
WINTER INTERNSHIP
Imprimis PR
(Public Relations)

SUMMER INTERNSHIP
Havas Media
(Digital Copywriting)

DSC Edge

DSC has a curriculum that goes beyond the realm of classroom education. I learnt strategies through business games, Radio and TV Production by creating my own shows and channel. DSC nurtured my creativity and channelized it into every aspect of communication.

THAT’S MY SPOT
Delhi NCR

Hamsanandini.S

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Creative Bent

ALMA MATER
B.Com: Marketing Management
MOP Vaishnav College for Women
Madras University

EXPOSURE
WINTER INTERNSHIP
MSL Group
(Public Relations)

SUMMER INTERNSHIP
Contract Advertising
(Client Servicing)

DSC Edge

DSC imbibes in us the attitude to approach every project in a new light and to become solution-oriented, pushing my boundaries.

THAT’S MY SPOT
Bangalore
Sneha Saloni

**ALMA MATER**
B.A Mass Communication & Journalism
Institute of Mass Communication,
Film and Television Studies
Kalyani University

**EXPOSURE**

**WINTER INTERNSHIP**
Prastut Consulting Pvt Ltd
(Market Research)

**SUMMER INTERNSHIP**
Ogilvy
(Client Servicing)

**THAT’S MY SPOT**
Delhi NCR

**Creative Bent**

Client Servicing
Public Relations

**DSC Edge**

DSC gave me an opportunity to experience
the professional world of media. I learnt how
to manage time and people, at the same time,
efficiently.

Mohd. Sharib

**ALMA MATER**
B.Com Honours
Dayal Singh College
Delhi University

**EXPOSURE**

**WINTER INTERNSHIP**
TV AD INDEX
(brand Content)

**SUMMER INTERNSHIP**
Havas Media
(Media Planning)

**THAT’S MY SPOT**
Delhi NCR

**Creative Bent**

Events
Client Servicing

**DSC Edge**

DSC inspires me to work hard every single day. The
curriculum made me re-evaluate, revitalise and
find my passion – making me ready for the
outstanding professionalism that is required in the
industry.
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Creative Bent
Account Planning
Content Writing

ALMA MATER
B.Com Honours
Jesus and Mary College
Delhi University

EXPOSURE
WINTER INTERNSHIP
Fountainhead MKTG
(Events and Activation)

SUMMER INTERNSHIP
Ogilvy
(Client Servicing)

THAT’S MY SPOT
Delhi NCR

DSC Edge
DSC gave me an ecosystem that helped me polish my creativity and develop lateral thinking, all of which has transformed me into a more confident person.

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Creative Bent

ALMA MATER
B.Com Honours
Seth Anandram Jaipuria College
Calcutta University

EXPOSURE
WINTER INTERNSHIP
Centre for Media Studies
(News Research)

SUMMER INTERNSHIP
20:20 MSL
/Public Relations

THAT’S MY SPOT
Delhi, Bangalore

DSC Edge
DSC with its intensive curriculum, has helped me evolve into a confident individual. With the internships offered, I have learnt the true essence of a brand and the importance of moulding myself into a unique brand.
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Creative Bent
Media Planning
Digital Marketing

ALMA MATER
History Honours
Kamla Nehru College
Delhi University

EXPOSURE
WINTER INTERNSHIP
Centre of Media Studies
(Content Analysis)

SUMMER INTERNSHIP
Lexicon PR
(Public Relations)

THAT’S MY SPOT
Delhi NCR

DSC Edge
DSC’s holistic approach has ensured that my knowledge of the basic concepts is top-notch. Now, I am fully equipped to effectively apply those classroom concepts in the industry.

ALMA MATER
Chemistry Honours
Institute for Excellence in Higher Education, Bhopal
Barkatullah University

EXPOSURE
WINTER INTERNSHIP
Fountainhead MKTG
(Events)

SUMMER INTERNSHIP
Ogilvy
(Client Servicing)

THAT’S MY SPOT
Delhi, Mumbai

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Creative Bent

ALMA MATER

Public Relations
Client Servicing

DSC Edge
In the era of information economy, DSC has inspired and enriched me to approach work with honesty and humility, whereas diverse presentations and internships have taught me to work harder towards my dream.
Shivangi Sharma
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ALMA MATER
BBA in Marketing and HR
The Bhopal School of Social Sciences
Barkatullah University

Creative Bent
Public Relations
Marketing Communications

DSC Edge
DSC journey has indeed been a confidence booster for me. We encounter situations, which replicate the real scenario, helping us understand and respond to real-world challenges.

THAT’S MY SPOT
Delhi NCR

Vishakha Sharma
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ALMA MATER
English Honours
Ramanujan College
Delhi University

Creative Bent
Account Planning
Marketing

DSC Edge
Through the constant assignments and competition in the classroom, DSC has helped me create a brand for myself and also taught me how to apply all the theoretical knowledge into practice.

THAT’S MY SPOT
Delhi NCR
Tanya Singh
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ALMA MATER
Bachelors in Journalism and
Mass Communication
Amity University, Noida

EXPOSURE
WINTER INTERNSHIP
MSL India
(Digital Marketing)

SUMMER INTERNSHIP
Wunderman Thompson
(Account Planning)

THAT’S MY SPOT
Delhi NCR, Mumbai

Creative Bent
Qualitative Research
Digital Marketing

DSC Edge
DSC removed my myopia, and
taught me the power of a
well-researched insight and
how it changes our perception.
I’ve also learnt that AI and
machine learning will shape the
industry, but absolutely nothing
can replace the empathy of
human emotion.

Kashish Wadhwa
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ALMA MATER
B.A (Programming)
Ramanujan College
Delhi University

EXPOSURE
WINTER INTERNSHIP
Grey Cells
(Market Research)

SUMMER INTERNSHIP
Genesis Burson-Marsteller
(Public Relations)

THAT’S MY SPOT
Delhi, Mumbai, Bangalore

Creative Bent
Public Relations
Creative

DSC Edge
DSC has provided me
with experiential
knowledge, which when
applied with traditional
practices, helps me
complete tasks at hand,
with complete diligence.
Archita

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ALMA MATER
Anthropology Honours
Panjab University, Chandigarh

EXPOSURE

WINTER INTERNSHIP
TV AD INDX
(Brand Content)

SUMMER INTERNSHIP
Contract Advertising
(Client Servicing)

THAT’S MY SPOT
Delhi NCR

Creative Bent

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ALMA MATER
Bachelors in Journalism and Communication
NBA Group of Institutions

EXPOSURE

WINTER INTERNSHIP
TV AD INDX
(Brand Content)

SUMMER INTERNSHIP
RK Swamy BBDO Pvt Ltd
(Client Servicing)

THAT’S MY SPOT
Delhi NCR

DSC Edge

The relevant curriculum, as well as everyday learnings through presentations, have inculcated in me the skill and ability to know the industry complexities. Plus, it has also turned me into a better professional.

Mirza Nasir Baig

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Creative Bent

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ALMA MATER
Anthropology Honours
Panjab University, Chandigarh

EXPOSURE

WINTER INTERNSHIP
TV AD INDX
(Brand Content)

SUMMER INTERNSHIP
Contract Advertising
(Client Servicing)

THAT’S MY SPOT
Delhi NCR

DSC Edge

DSC has taught me that putting your opinions in the open, is not the only task. It is more important how you put it forward in a presentable manner and at the right time. The parameter is – to seize opportunities and be proactive.
Oshin Charnalia
CONNECT AT
+91 7905424087
oshincharnalia17@gmail.com
LINKEDIN ID: Oshin Charnalia

ALMA MATER
BBA
Jayoti Vidyapeeth
Women's University, Jaipur

EXPOSURE
WINTER INTERNSHIP
TV AD INDX
(brand content)

SUMMER INTERNSHIP
Vermillion Communication
(client servicing)

THAT'S MY SPOT
Delhi NCR, Pune

Creative Bent

DSC Edge
DSC provided me the much-needed industry exposure, which has helped me both to boost my confidence and learn and grow as an individual.

Mansi Chugh
CONNECT AT
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mansichugh1522@gmail.com
LINKEDIN ID: Mansi Chugh

ALMA MATER
Bachelors in Journalism & Communication
Amity University, Noida

EXPOSURE
WINTER INTERNSHIP
The Glitch
(brand strategy)

SUMMER INTERNSHIP
PPR South Asia
(public relations)

THAT'S MY SPOT
Delhi NCR

creative bent

DSC Edge
DSC with its unique IMC programme, combining internships and practical knowledge, has directed me to achieve new heights of creativity and professionalism.
ALMA MATER
BA (prog) Economics & Literature
Kiran Mal College
Delhi University

EXPOSURE
WINTER INTERNSHIP
The Glitch
(brand strategy)
Grey Cells
(Market Research)

SUMMER INTERNSHIP
Contract Advertising
(Client Servicing)

THAT'S MY SPOT
Delhi NCR

VIDHI GUPTA
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LINKEDIN ID: Vidhi Gupta

CREATIVE BENT
Marketing
Public Relations

DSC EDGE
DSC through its 360 degree approach and an integrated curriculum, has equipped me with theoretical knowledge, which forms my foundation. Today, it helps me outshine - in the most creative and innovative manner.

THAT'S MY SPOT
Delhi NCR, Mumbai

ALMA MATER
BBA
Bhopal School of Social Sciences
Barkatullah University

EXPOSURE
WINTER INTERNSHIP
TV AD INDEX
(brand content)

SUMMER INTERNSHIP
Fever 104 & Radio Nasha
(branding)

THAT'S MY SPOT
Delhi NCR, Mumbai

KRATI JAIN
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kratijain17091995@gmail.com
LINKEDIN ID: Krati Jain

CREATIVE BENT
Branding
Digital Marketing

DSC EDGE
DSC combines an exceptional combination of theory and practical knowledge with industry exposure. This has prepared me to do well in my career, in the future.
Alma Mater
English Honours
Delhi College of Arts and Commerce
Delhi University

Exposure
Winter Internship
Centre for Media Studies
(Content Analyst)

Summer Internship
The Glitch
(Account Planning and Brand Strategy)

That’s My Spot
Delhi NCR

Arushi Kapoor
Connect at
+91 9654292022
arushi.kapoor27@gmail.com
LinkedIn ID: Arushi Kapoor

Creative Bent
Research Media Planning

DSC Edge
The industry experience embedded in the course structure, has developed me strategically and professionally. And presentations have moulded me to communicate better.

ALMA MATER
English Honours
College of Vocational Studies
Delhi University

Exposure
Winter Internship
The Glitch
(Account Planning)

Summer Internship
McCANN Worldgroup
(Client Servicing)

That’s My Spot
Mumbai, Delhi NCR

Nidhi Keswani
Connect at
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keswani.nidhi@gmail.com
LinkedIn ID: Nidhi Keswani

Creative Bent
Account Planning
Client Servicing

DSC Edge
The brand management lessons at DSC have expanded my knowledge domain, giving it a new perspective. The meticulous curriculum has enhanced my thinking capabilities and made me industry-ready.
Divya Khetpal
CONNECT AT
+91 8707639445
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LINKEDIN ID: Divya Khetpal

ALMA MATER
Bachelors in Journalism and
Mass Communication
Amity University, Lucknow

Creative Bent
Event Management
Client Servicing

DSC Edge

THAT’S MY SPOT
Lucknow, Delhi NCR

Abhishek Majumdar
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aditmajumdar@gmail.com
LINKEDIN ID: Abhishek Majumda

ALMA MATER
B.Com Honours
School of Open Learning
Delhi University

Creative Bent
Client Servicing
Digital Marketing

DSC Edge

THAT’S MY SPOT
Delhi NCR

EXPOSURE
WINTER INTERNSHIP
Fountainhead MKTG
(Client Servicing)

SUMMER INTERNSHIP
Vermillion Communication
(Client Servicing)

EXPOSURE
WINTER INTERNSHIP
Bang In The Middle
(Digital Marketing)

SUMMER INTERNSHIP
DDB Mudra Group
(Client Servicing)

Under DSC's valuable guidance, my skill sets have seen enormous improvement. It has shaped me into a better communicator and a confident individual.
Mili Mukherjee
CONNECT AT
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mili.mukherjee19@gmail.com
LINKEDIN ID: Mili Mukherjee

ALMA MATER
Honours in International Studies
Visva Bharati University

EXPOSURE
WINTER INTERNSHIP
The Glitch (Account Planning & Brand Strategy)
SUMMER INTERNSHIP
Hielo Beverages India (Public Relations and Marketing)

THAT’S MY SPOT
Mumbai, Delhi NCR

Creative Bent

DSC

Edge

Connecting the dots to create

Public Relations Marketing

DSC has inculcated in me the real meaning of producing quality-enriched work within deadlines, thus making me industry-ready.

Siddharth Roy
CONNECT AT
91 88660054459
siddharth.roy@gmail.com
LINKEDIN ID: Siddharth Roy

ALMA MATER
Bachelors in Journalism and Mass Communication
Jagannath International Management School
IP University

EXPOSURE
WINTER INTERNSHIP
Fountainhead MKTG (Production Intern)

SUMMER INTERNSHIP
DDB Mudra (Client Servicing)

THAT’S MY SPOT
Delhi NCR

Creative Bent

DSC

Edge

The uniqueness of this course, which is amalgamated with internships, has provided me the perfect combination of theoretical as well as practical knowledge. These two weapons of DSC has made me future ready. #SheerBrilliance
Mahipal Singh
CONNECT AT
+917837114544
mahipal3244@gmail.com
LINKEDIN ID: Mahipal Singh

ALMA MATER
Bachelors of Commerce
CGN Khalsa College
Panjab University

EXPOSURE
WINTER INTERNSHIP
The Glitch
(Account Planning)
Bang In The Middle
(Social Media Strategy)

SUMMER INTERNSHIP
Vermillion Communication
(Digital Marketing)

THAT’S MY SPOT
Delhi NCR

Creative Bent
Account Planning
Digital Marketing

DSC Edge
DSC gives you freedom to use creativity and talent in a way, which helps you discover your hidden potential. The industry exposure has helped me to grow as a competent professional.

Constellation
‘Working with Motorola, one of the most competitive and fast-growing brands today is action-packed and keeps me on my toes. I must confess this is just the kind of routine that DSC prepared me for. The academic rigour combined with phenomenal industry exposure ensures that a DSCian is ahead of the race.’

- Rachna Lather, Head-Marketing, India, Motorola

‘There is a stepping stone to each phase of our life. This phase of mine is called the career. And one place which has been a stepping stone and beyond has to be The Delhi School of Communication. I am honoured to be an Alumnus of this institution.’

- Pankaj Bhattachajee, Product Comms Lead WPP | Ford Motor Company APAC Communications

‘Knowledge coupled with practical experience through various internships and assignments that I received at DSC prepared me for the journey ahead. Over 22 years after graduating from DSC, I reminisce at the years spent in Integrated Marketing Communication at various companies and feel grateful to the faculty and my classmates at DSC in helping me set the foundation of my career.’

- Arif Johri, Global Culture & Transformation Communication Leader - GE Global Operations

‘Creativity without direction is futile in business. An understanding of this and its application in branding has been the result of my intense learning experience at DSC. No wonder that the DSC Alumni is contributing tremendously to Marketing and Communication Industry both nationally and internationally.’

- Megha Jain Sadhwani, Senior Vice President, Dentsu Impact
<table>
<thead>
<tr>
<th>NAME OF STUDENT</th>
<th>DESIGNATION</th>
<th>COMPANY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solomon Wheeler</td>
<td>Vice President - Head Marketing</td>
<td>Vistara-TATA SIA Airlines Ltd</td>
</tr>
<tr>
<td>Shafali Takalkar</td>
<td>Creative Head - Content Studio</td>
<td>BBH</td>
</tr>
<tr>
<td>Aru Johri</td>
<td>Global Culture &amp; Transformation Communication Leader</td>
<td>GE Global Operations London</td>
</tr>
<tr>
<td>Kunai Anand</td>
<td>Principal</td>
<td>Delhi Public School, Jammu</td>
</tr>
<tr>
<td>Preeti Wheeler</td>
<td>GM Category - Family Nutrition</td>
<td>GSK Consumer Healthcare India</td>
</tr>
<tr>
<td>Megha Jain Sadhwani</td>
<td>Senior Vice President</td>
<td>Dentsu Creative Impact</td>
</tr>
<tr>
<td>Vasudha Dawar</td>
<td>Vice President</td>
<td>Carat Media Services</td>
</tr>
<tr>
<td>Saurabh Singh</td>
<td>Client Servicing Director</td>
<td>Publicis Communications</td>
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<tr>
<td>Trisha Kodali</td>
<td>Unit Creative Director</td>
<td>MullinLowe Lintas Group</td>
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<tr>
<td>Himmat Butalia</td>
<td>VP &amp; Lead Marketing</td>
<td>Sony Pictures Network India Pvt Ltd.</td>
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<tr>
<td>Bhavya Suri</td>
<td>Head-PR &amp; Corporate Affairs</td>
<td>Pearson India</td>
</tr>
<tr>
<td>Vivek Mishra</td>
<td>Head-Marketing &amp; Digital</td>
<td>Stellar Concepts Pvt Ltd</td>
</tr>
<tr>
<td>Atin Chhabra</td>
<td>General Manager-Marketing &amp; Digital Customer Experience</td>
<td>Schneider Electric</td>
</tr>
<tr>
<td>Ishita Dey</td>
<td>Chief Manager-Projects</td>
<td>Bennett Coleman &amp; Co Ltd</td>
</tr>
<tr>
<td>Bhavna Jha</td>
<td>Managing Director</td>
<td>Wiener Worldwide Krestons India Pvt Ltd.</td>
</tr>
<tr>
<td>Richa Sawhney</td>
<td>Associate Director - Bancassurance Sales</td>
<td>PNB Metlife India Insurance Co Ltd.</td>
</tr>
<tr>
<td>Rajan Bantra</td>
<td>Regional Group Director, Head-J3 APAC</td>
<td>IPC Media Brands</td>
</tr>
<tr>
<td>Nayna Banerjee</td>
<td>Leader-Marketing &amp; Communications</td>
<td>Dun and Bradstreet, India</td>
</tr>
<tr>
<td>Allan Saugat</td>
<td>Senior Vice President</td>
<td>Vermillion Communication</td>
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<tr>
<td>Rohini Panjath</td>
<td>Product Management</td>
<td>Walmart Labs</td>
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<tr>
<td>Manish Sharma</td>
<td>Vice President</td>
<td>Havas Media</td>
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<tr>
<td>Chidirla Anil Shankar</td>
<td>Associate Vice President</td>
<td>Zenith The ROI Agency</td>
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<tr>
<td>Suman Pal</td>
<td>Client Leader</td>
<td>Group M Media</td>
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<tr>
<td>Soma Pareshar</td>
<td>Group Service Director</td>
<td>Everest Brand Solutions</td>
</tr>
<tr>
<td>Parekh Bhattacharjee</td>
<td>Product Communications Lead</td>
<td>Ford Motor Company, Asia Pacific Communications</td>
</tr>
<tr>
<td>Raeha Lather</td>
<td>Head-Marketing</td>
<td>Motorola &amp; Lenovo Mobiles N</td>
</tr>
<tr>
<td>Namita S. Bawa</td>
<td>Head-Marketing</td>
<td>Twining Private Limited</td>
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<tr>
<td>Sai Narayan</td>
<td>Associate Director &amp; Head Marketing</td>
<td>Policybazaar.com</td>
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<tr>
<td>Shantanu Roy Jain</td>
<td>Senior Brand Communication &amp; Marketing</td>
<td>Monster</td>
</tr>
<tr>
<td>Kavita Vohra</td>
<td>Senior Director</td>
<td>Group M Media</td>
</tr>
<tr>
<td>Shiladitya Sarkar</td>
<td>Content &amp; Internal Communication Manager</td>
<td>IOM Technologies</td>
</tr>
<tr>
<td>Akshay Alagh</td>
<td>Group Business Head</td>
<td>C97 Network Pvt Ltd</td>
</tr>
<tr>
<td>Anuj Sethi</td>
<td>President</td>
<td>Phonetone Network Inc-Canada</td>
</tr>
<tr>
<td>Bhaskar Preenja</td>
<td>Senior Vice President</td>
<td>Contract Advertising</td>
</tr>
<tr>
<td>Mansi Fadnave</td>
<td>Principal Product Manager, Global Ecommerce - Site experience</td>
<td>Lev Strauss &amp; Co.</td>
</tr>
<tr>
<td>Anubha Mathur</td>
<td>Vice President</td>
<td>Dentsu Creative</td>
</tr>
<tr>
<td>Vishal Jacob</td>
<td>Vice President &amp; Head-Digital Marketing</td>
<td>Wave Maker</td>
</tr>
<tr>
<td>Preeti Macker</td>
<td>Global Brand Manager</td>
<td>American Express</td>
</tr>
<tr>
<td>Priyanka Roy</td>
<td>Special Writer (Films)</td>
<td>The Telegraph</td>
</tr>
<tr>
<td>Abhishek Deswal</td>
<td>Creative Director</td>
<td>Lowe Lintas Group</td>
</tr>
<tr>
<td>Nishad Syed Mohammad</td>
<td>Vice President, Integrated Marketing &amp; Strategy</td>
<td>Rishinjal Media</td>
</tr>
</tbody>
</table>
For any queries regarding recruitment or internships, contact:

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+91 9810474269, 011-29531556/9
r.lahiri@dsc.edu.in, info@dsc.edu.in