



# THE DELHI SCHOOL OF COMMUNICATION



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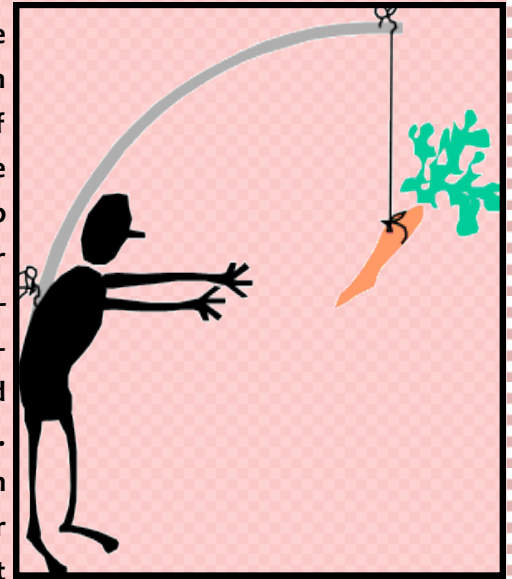
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## Be Your Own Motivational Speaker!

Do you ever wake up in the morning full of good intentions for the day ahead and find, that by the time that you get to work you're no longer motivated? Or maybe, you get off to a flying start but when the first minor distraction or interruption occurs, you go off the track? Do you ever find that, despite your best efforts, the little voices in your head keep dragging you down, questioning either your own ability or the prospects for success? In other words, how easy is it for you to run out of steam?

What you need is a little motivation - or a lot! Or, you need to become your own motivational speaker - so to speak! The one thing over which you have absolute control in your entire life is your very own state of mind. Don't let anyone else in there - I know plenty of people who, at one stage or another in their lives, became dependent on their self-help "guru" - but, at the same time, don't abdicate responsibility yourself. Your state of mind is a lethal weapon. It is capable of killing off all the demotivating thoughts and feelings that you harbour. Left to its own devices, it is capable of as good as killing you - squeezing the motivation and drive out of you by languishing in its default negative state of mind. So what is to be done? You need to get in touch with your inner self - in other words, your subconscious mind - the part of you that controls your emotions, your behaviour and, as a result, ultimately your life. You don't need to give your subconscious direction because, deep down, as both psychology and quantum physics explain, it has its own in-built compass, pointed in the direction that is best for you.



What you do need to do is simply get in touch with yourself, slow down, smell the roses and experience the utter joy of living in the present moment. For when you are in the present moment, you have presence - the hallmark of highly motivated and successful people. When you are present, you are more effective, more efficient, more productive and less likely to be derailed by whatever latest bit of nonsense that comes your way. When you are present, you are clear, calm, cool and collected - nothing can ruffle you. And the great news is that this is the one area of your life over which you have absolute and total control- if you want to!

So take the first small steps that lead to life changing leaps - slow down, make space for yourself to really smell those roses. Give yourself space and time to experience the odd moment of no thought - whether that is sitting on a park bench watching the world go by, taking the time to do a little habitual task differently, making the time to do a little something that you really enjoy or meditating - the time and space you need to clear your mind is the most important investment of time that you can make in your daily life. Without the need for bombastic pseudo-religious fervour, you can motivate yourself by being in the present moment.

By: Ambika Mehrotra

Student Executive, PGDPC XV

## Drive home a 'Ritz', reading an 'Outlook' after lunch at Nirula's

OUTLOOK



Nirula's

A **Brand** is...

**Economically**- one of the biggest value generators in the modern business world

**Socially**- a unit of social currency

**Ethically**- more than promise, it's a responsibility

**Geographically**- a portal to a world

**Technically**- a zip file of meaning!

Definitions are plenty, but the essence remains intact. Keeping the essence in its shape and form, PGDPC XV showcased their brands, Nirula's, Maruti Suzuki Ritz and Outlook. Knitting the brand concepts with critical consumer insights and important research findings, the groups portrayed the true market state of cut throat competition. The whole campus was painted in the colours of the respective brands. Lord Ganesha's new *savari* came in the form of a Ritz and a new Nirula's cafe with an altogether different 'Outlook' came into existence under the promotional time period!

The presentations were closely scrutinised by a respected panel of judges, which included Mr. Pradeep Aeri (Director, Aeri Communications); Mr. Sanjeev Mishra (Media Planner, Madison), Mr. Kunal Anand (Director, Client Servicing, Iris Advertising), Ms. Ela Shankar (Film Consultant) & Prof. Ramola Kumar (Dean, DSC). DSC was also happy and honoured to receive the Manager from Nirula's Saket wing and a representative from the Maruti Suzuki office; their presence made the event all the more successful.

## In the Name of PGDPC XIV...

### गुरु दक्षणा

दुआ दिल से हमारी है, उम्र भर सूर्य से दमको  
लड़ाई है अंधेरे से, निशा में चांद बन चमको  
यही गुरु दक्षणा भी है, नहीं कुछ चाहिए हमको  
ज़माना याद रखे बस, कई सदियों तलक तुमको  
ज़िन्दगी निकिता हो तुम्हारी, कोमलता पंखुरी सी मिले तुमको  
हिमांशू विभोर हो तुम्हारी, भूला दो तुम हर गम को  
नूपुर सौगत हो शौहरत में, मुक्ता की दमक मिले तुमको  
दीपक, दीपिका हो जीवन में, दीपा सी चमक मिले सबको  
रक्तिम सी सच्चाई हो दिल में, समाप्ति सा धन वैभव हो  
रिचा की लेखनी तुम्हारी हो, निशा में रश्मि रहबर हो  
प्रियंका चिन्हित हो सबकी, सोनी सी शक्ति हो तुम में  
हर लड़की शिवांगी बने, यामिनी की शांति जीवन में  
बस, यही दुआ है हमारी, मुसाफिर सरमिष्ठा ले तुमसे  
मिटा दो दूर अंधेरे को, नहीं कुछ चाहिए सबसे  
बस, दुआ दिल से हमारी है, उम्र भर सूर्य से दमको  
लड़ाई है अंधेरे से, निशा में चांद बन चमको  
यही गुरु दक्षणा भी है, नहीं कुछ चाहिए हमको  
ज़माना याद रखे बस, कई सदियों तलक तुमको।  
ज़माना याद रखे बस, कई सदियों तलक तुमको।।

नीरज कर्ण सिंह

## Farewell- The Goan Way...



It was that time of the year again when one group of students got ready to enter the real world, leaving the student's life behind. On the verge of this transition, they were reminded of the fun that they had as students when their juniors bade farewell to them, and how!

**"Go Goa: 365 days on a holiday!"... Goa has an innate charm that captivates every heart...**

And when the same charm was brought to the DSC college campus, none could stop feeling those vibes. It was during the farewell to PGDPC XIV that the air had a 'Goan' feel with flowers, colours, sights and sounds reflecting a festive spirit. A farewell, a time that makes one nostalgic and often filled with overwhelming emotions, was made fun for the outgoing batch .

The theme paraded a few villagers' escapades to Goa. Their whole experience was exhibited in a comic tone which also included some diverse performances, including salsa, village *nautanki*, a parody of yesteryears' super-stars and a 'seriously' funny dance. Dr N K Gupta and Dr Kusum Gupta were also there to grace the occasion and bless the seniors.

Prof Ramola Kumar gave the outgoing students a farewell address and numerous academic and extra-academic awards to the students. The students also shared a few anecdotes and showed their gratitude to all.

The farewell could not be complete without the prayer which ritually is called upon by Ma'am. It was indeed, an experience filled with memorable moments that will be close to every student of PGDPC XIV and so too, PGDPC XV, for years to come.

## Prof Ramola Kumar Honoured by India International Friendship Society



**Professor Ramola Kumar, Dean, The Delhi School of Communication has been awarded the Rashtriya Gaurav Award and a Certificate of Excellence for meritorious services, outstanding performance and remarkable role by the India International Friendship Society. She received the award from Dr Bhisma Narain Singh (former Governor of Assam and Tamil Nadu) during the Seminar on Economic Growth and National Integration, held on April 9th, 2010 at the India Habitat Centre, New Delhi.**

**The award is given to a few extraordinary men and women who have specialized in various fields. The past recipients include the Beatified Mother Teresa, former CBI Director Joginder Singh, Governor Shri M M Jacob, Election Commissioner G V G Krishnamurthy & Educationists such as Dr Parimal (VC, Gujarat University).**

**Congratulations Ma'am!**

*DSC is  
delighted to introduce  
to all  
the newest member  
of its family...  
Toffee!*



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