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New@DSC

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We have made a few changes in the newsletter this time. Introduced a lot of things and worked upon new ways on the already existing ones! To begin with, we have decided to introduce the concept of a theme in every issue. This time the theme is 'Global Culture' which has rightly been a predominant thought in every DSC student's life over the last one month. Every group was given a country/state namely Malaysia, Singapore, Cuba, Italy, Germany and California. Himani Dixit will elucidate on that in her article ‘Surviving November’.

We appreciate your response and welcome your valuable suggestions. Hope you enjoy this issue...

Your thoughts about our previous issue...

Thank you for your valuable feedback. We promise to live up to the expectations...

From: **piyali roy**
Gr8 newsletter with awesome contributions.
Rgds,
Piyali

From: **neeraj kumar**
Subject: Re: DSC Newsletter: Sept & Oct 2011

Dear Rupa,
Very nice newsletter, keep it up.

From: **Sunaina** <sunaina.chaturvedi@gmail.com>
Subject: Re: DSC Newsletter: Sept & Oct 2011

Nice indeed:)

From: **prerna mukerjee**
Subject: Re: DSC Newsletter- Sept & Oct 2011
A thought provoking and stimulating Newsletter!!

From: **nikita shah**
Subject: Re: DSC Newsletter- Sept & Oct 2011

Dear DSC,
I really loved the Teacher Day's Special Poetry...awesome! Article "A catalyst for change" by Ms. Dipintika Kumar PGDPC XVII makes me feel nostalgic. Overall feels so good whenever I see DSC newsletter in my Indox.

Regards,
Nikita Shah
New@DSC

DSC moves ahead!

**Corporate Workshops:**

In its endeavour to always offer futuristic opportunities, we are happy to announce the launch of two new ventures. The ventures are aimed at facilitating individuals to join the communications industry on one hand & constantly upgrade to keep abreast of the changes in this dynamic industry on the other.

DSC launches workshops in the following areas:

- Digital Communication
- Rural Communication
- Brand Management
- Competitive Marketing
- Reputation Management
- Corporate Grooming

The workshops are aimed at empowering participants with new knowledge in existing areas, while also helping explore business opportunities in new media. They encourage practical gains customised for each corporate. Workshops are conducted over a weekend by senior members of the industry.

For more details kindly contact: Rupanjali Lahiri at 91.9810474269 or write to us at r.lahiri@dsc.edu.in, info@dsc.edu.in

**Short Term Courses**

DSC has successfully launched 3 month short term courses in

- Advertising & Media
- Public Relations & Event Management
- Marketing & Sales
- Corporate Grooming and Personality Development

Currently running its 6th batch, the short term courses are aimed at introducing individuals to the communication industry as also providing a strong anchor to those seeking conceptual clarity.

For more details kindly contact: Faiza Khan at 91.9958635140 or write to us at info@dsc.edu.in

Cheers to the future!
Yesterday night was different, unlike the ones I had the entire November. My room lights were off, no books or laptops on my bed, no mobile phone in my hand to call my class mates, neither to ask them some syllabus or to discuss a project. Voila! A silent night after several crazy balancing acts.

Such silence can set anyone thinking! As I sat down to recall this entire month at DSC, I was able to relate this month to a train journey, passing through a dark unending tunnel. Extremely tight schedules, several sleepless nights, adrenaline always on a high—the train is popularly known as ‘The Grind’.

One passes through four coaches in the train namely, ‘Project on Marketing of Condoms’, ‘Culture Presentations’, ‘Apprenticeships’ and ‘EXAMS’!

The first coach had travelers such as truck drivers on one side and married couples on the other side discussing their awareness about condoms. On one berth there were auto drivers talking about their problems, and on another were school teachers trying to expand their knowledge about this topic. We had to devise plans to sell them condoms.

It was indeed the journey of a life time. How many times in your life would you interview truck drivers, married couples or school teachers about a particular brand of condom to get a proper consumer understanding? Don’t know about the future but it was surely the first time for me! And then as the clock struck 2:30, we ran to the other coach, read, our respective offices to perform our office duties.

The third coach seemed to incorporate the world in it. Well, almost! The mosaic of cultures brought different shades of Hollywood from California and fashion shows straight from Paris. The Cubans touched an emotional chord with their famous song ‘Guantanamera’. Germans made the October fest come alive and Malaysia was seen in an entirely new light. But this world exploration was nothing without a visit to Singapore’s Sentosa and a taste of its amazing cuisine.
Alas! When this train came out of the tunnel, we found ourselves exposed to the light of knowledge, that in its own ways had changed each one of us. We became aware of the ‘global business world’ and how different cultures influence global business. We understood what balancing is, the importance of working hard but also intelligently, to deliver better results. And we learnt how to perform & deliver...\textit{no matter what.}

The journey so far in ‘The Grind’ has been eventful to say the least. Full of adventures it allows one to re-discover themselves and their capabilities. As Dan Williams, the American Novelist and poet said ‘The road of life twists and turns and no two directions are ever the same. Yet our lessons come from the journey, not the destination’. My lessons alongwith my discovery have truly begun as I introspect\textit{,} at the next platform.
Around the world in a few clicks...
A glimpse of the culture presentations at DSC!
Internships

Rendezvous with Rahul Bose
Archita Moitra, Student Executive, PGDPC 17

As part of her internship at Lexicon Public Relations, Archita Moitra, interviewed actor Rahul Bose at the inauguration of Timex Heart Rate Watches. Some excerpts from the interview which appeared in several leading newspapers such as HT City, Deccan Chronicle, Mail Today and Beauty and Style Magazine.

Ques: When did you realize that acting was your final call since you have impeccably donned a lot of caps since childhood?

A: I am in love with acting since childhood and have never looked back ever since. I didn’t have any favorite actor or actress but acting in particular fascinated me.

Ques: When do you manage the time to indulge in your favourite sport, Rugby, given your busy schedule and your endorsements?

A: One always finds the time to do what one loves the most. Moreover, Rugby being my childhood crush, I can always take out time for it, come what may. Look at Mr. Wadhwa (gestures at the CEO of Timex), if a man of his stature can devote equal time to his family and work, who am I. My love for Rugby is here to stay.

Ques: Who would you call your favorite co-star?

A: Konkana Sen, she is a sheer delight to work with and also immensely gifted. In men it is Siddhartha of Rang de basanti fame (Siddhartha has worked with Rahul Bose in the film adaptation of Midnight’s Children slated for release in 2012.)

Question: When are we getting to see you and Konkana Sen Sharma in a movie together?

A: Very soon. We both have been signed for an international project which is expected to release in August’12
Where was I?
Hamesh Bhasin, Student Executive, PGDPC 17

Being a student at DSC, I have to give quite a few presentations every couple of days and in each of those presentations; I have this moment where I black out. And that’s when I give that confused expression (often perceived by the audience as a constipated one) and just one thing comes to my mind "Where was I?"

This seemingly harmless question then takes precedence over everything else going on in my mind and the blackout persists. So today when I am preparing for another presentation I am also gearing up to fight that movement when darkness will prevail all else.

Truth be told, it’s beyond my control. No matter what I do or how much I prepare, I know it will happen and when it happens I just hope to God that the Judging Panel is not paying attention.

But that does not make me stop wondering as to why it happens? I know for a fact that it happens to all of us. If I had a penny for every time a presenter in some seminar stopped and gave that confused expression which says clearly "Where was I?"(Yes guys it’s a confused expression, they can’t all be constipated), I would have...well a lot of a pennies...to say the least.

Now that I know it’s a widespread ailment, I will list out the probable causes that trigger this syndrome, in the hope of being the next Alexander Fleming:

1) **Your Karma:** Yes! It could be one of the causes. Think back and recall all those times when you jeered at your colleague who was making a presentation or imitated someone who had a weird pronunciation, maybe it is the price you are paying for all those moments.
Where was I?

2) **Distraction**: Well! It could be that you just got distracted. A pretty girl in the crowd smiled at you or you are day-dreaming about the party plans after the presentation. There is a wide array of distractions but the crux is that it will summon the demonic moment of "Where Was I?", so just DON'T get distracted. (But do smile back at the girl, she is pretty after all.)

3) **Unpreparedness**: Let’s face it!! Most of the presentations we make, we just hope that we were a little more prepared, and that we had a little more time. To further justify my argument I wish to bring to light a self-devised formula of mine (Yeah! I am trying to be the next Einstein as well):

If "N" is the number of days you have for preparing a presentation you will always need "N+1" (N plus 1) days to complete it.

That being said, I suggest that we try and be prepared by "N-1"(N minus 1) days so that at least we can get some beauty sleep before the presentation and look good to the afore mentioned pretty girl in the audience who, hopefully, will smile at you.

4) **Amnesia**: Hey! I am just listing the causes here and this could be one of them. Maybe those recurring moments of "Where was I?" is indeed caused by a medical condition called Amnesia or memory-loss. For further information regarding the same and to make sure you are NOT suffering from it contact your friendly neighborhood doctor. (I can’t be Einstein, Fleming and a Doctor at once you know!).

With that I would like to conclude by saying that.... Wait a minute!

*Where was I?*
Power remains an enigma. Almost as if it were not an emotion but a personality in itself. Some may define it as a sense of control, igniting elements hidden in ones personality, something that is very strong & makes it hard for anyone to understand the emotional turbulence behind it. A look at the people arguably resonating power: Osama Bin Laden, Hitler, Mussolini, would indicate that they had the power to destroy society as a whole.

Individuals such as Barrack Obama, Anna Hazare, Steve Jobs personify power; the power to build, to act as a catalyst accelerating humanity towards development.

All the above exemplify one facet: When there is great power and intensity in an idea or belief, it drives one to do things that subsequently change your life and in some cases even the world you live in. All these personalities had the power to change. And the world changed with them as their power permeated through their ideas, actions and beliefs.

But they also provide a classic juxtaposition. Obama may have given African-Americans hope with his YES YOU CAN chant; but Hitler was a leader of the movement annihilating Jews, thus becoming the epitome of tyranny and destruction.

Why so much difference in two individuals possessing power?

We often hear the adage that ‘Power corrupts and absolute power corrupts absolutely’. But I beg to disagree. Power only corrupts those who are corruptible. Corruption is a natural outcome when people have power without principals. Power only brings to the surface that which was hiding beneath. People like Mohammad Gaddafi, had great leadership qualities but, tragically squandered everything on the altar of attaining absolute power over everybody around them.

Point being, every single living being on this planet is in the possession of power-teachers, parents, students and even our maid. But the difference in all of them comes from what do they do with this power. What do you do with the power that you possess? Are you even aware of its presence within you? No matter what your answer is to each of these questions, it is crucial to remember that Power is not the end, but only the means to ones ultimate goal. It can work as a catalyst that can turn anything into coal or diamond. In simple words, it is the force that needs direction and if you’re willing to guide it...it’s yours.
Great news! An Alumni Reunion is on the cards!

Date: **22nd Jan 2012**

We invite all our readers (Faculty, Alumni and those who have been associated with the school) to come and be a part of this occasion. The venue & timing of the event are being finalized.

For more information please contact the following.

**Mr. Allan Saugat:** 9999759495, allansaugat@gmail.com

Or

**Log onto:** http://www.facebook.com/groups/146297512104414/?notif_t=group_activity

We wish all our readers

Seasons Greetings and a very Happy New Year!

May the festive season bring prosperity, love, happiness and growth to all. Keep smiling, keep reading! Cheers!

**Team workers:**

**Dipintika Kumar,** Student Executive, PGDPC 17

**Himani Dixit,** Student Executive, PGDPC 17

**Divya Sharma,** Student Executive, PGDPC 17

With special inputs from **Srinivas Gujjeti & Hamesh Bhasin,** Student Executives, PGDPC 17

**Editorial Advisor:**

**Rupanjali Lahiri**