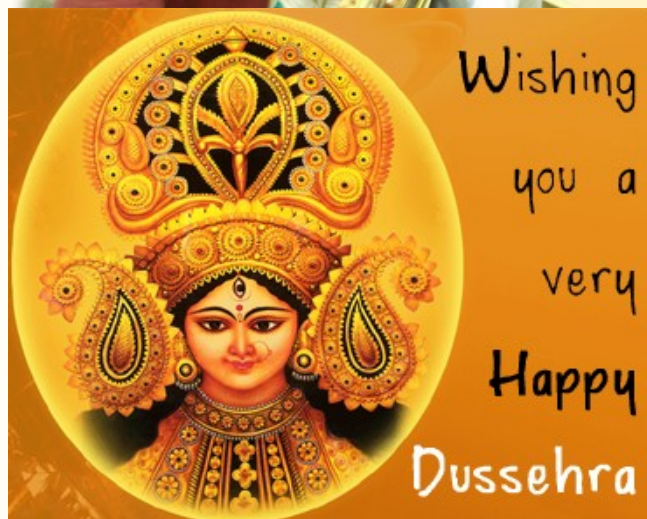
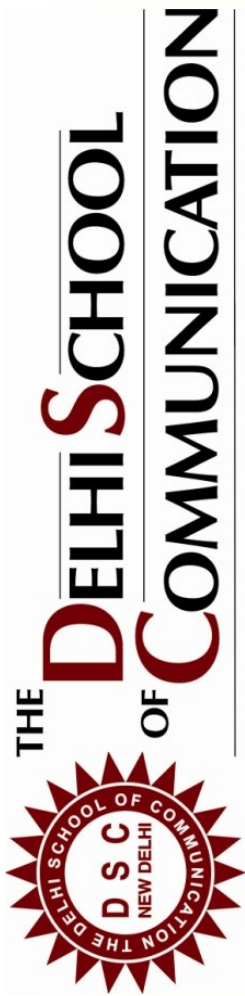


Newsletter - September & Oct 2011



A catalyst for change

Dipintika Kumar
PGDPC XVII

“When I stand before God at the end of my life, I hope that I don’t have a single bit of talent left and will be able to say, ‘I used everything you gave me!’ - Erma Bombeck

“The only way to have a great life is to commit to it like crazy” – Angelina Jolie

“Most people take the limits of their vision to be the limits of the world. A few do not. JOIN THEM” – Arthur Schopenhauer



One word that rings a bell in my mind after reading these three quotes is PASSION. And the one abbreviation that stands synonymous with this one word is DSC.

Why would I say that?

Here’s why:

From the moment when I stumbled upon DSC’s website I’ve found myself on a journey. A journey filled with self discovery, intense evaluation & in-depth analysis, compelling me to do things that resonate with my heart and carve out my own path instead of treading on the beaten path that offers security. But little did I know that all of my classmates have had similar experiences. Within two days of my start at DSC, it was clear to me that every single soul who managed to reach this platform was passionate...madly passionate!

Within those two days, I was also at the receiving end of one too many empathetic stares from seniors (wisely foreseeing my difficult initiation to the grind!). I was baffled! What was the fuss all about I thought? The professors seemed humane, I had time to enjoy, party, and live a relaxed life. But that was it, soon after the 48 hours of my stepping into this college, I found myself running around. I was trying to reach for my class on time (a task still left unaccomplished!), or eating lunch on 'lunch time' and let's not talk about breakfast, that's something I do on the road while running to make it for the morning prayer. Assignments, submissions & presentations, sleep deprivation is the order of the day, & thanks to the small class one can hardly make up for the lost sleep in lectures!

However, I have survived for two months and now as a part of DSC I know that it provides a stimulating environment (read lots of running around for many). There is always something new to do, experience, learn and one is frequently called upon to respond to new tasks and challenges (crisis management I would say as there is always some crisis we are dealing with). It encourages and nurtures experimentation by removing the fear of failure ('khatron ke khilaadi' anyone?).

But having said all this, I am quite overwhelmed with the growth I have achieved just in the last two months. I await the unfolding of new challenges and adventures with bated breath. Can't wait for another adventure to experience, another mountain to climb and another rollercoaster to start!

On Campus

Summer Internship Presentations

Internship at Motivator (Group M)

Saswati Pal
PGDPC XVI

‘The learning and knowledge that we have, is, at the most, but little compared with that of which we are ignorant’–Plato.



Thus began Saswati Pal’s presentation on her stint with Motivator, a subsidiary of Group M. According to her “my journey of last three months at Motivator (Group M) has not only been of self growth and learning but it has also transformed me as a person. The conceptual understanding of Media Planning taught at DSC, found a strong practical foothold in Motivator.”

Saswati elaborated that the essence of Media Planning lies in knowing your audience well. “Working on the software for different brands not only helped me understand the industry but also broaden my scope of viewing the media concept. The learning acquired at DSC not only helped me in sailing smoothly through these three months but also gave me an edge over others. It is told that to stand out in the crowd one has to always outdo themselves. This opportunity provided me an apt situation for the above statement to stand true.” Kudos to that!

My tryst at JWT

Sheeraj Sengupta
PGDPC XVI

“My internship with JWT began after an interview, a start to ‘*all-things-coming-true*’” said Sheeraj Sengupta, opening his summer internship presentation. “JWT’s magnificent waiting bay, the work culture and phenomenal work output, all made me fall in love with the organization right away and I knew that this was the place I always wanted to be.” he said.



Sheeraj further discussed the brands he worked on ‘Pizza Hut’ & ‘Hero Motocorp’; the campaigns undertaken in respect of both brands and his main project ‘Two Wheeler Industry Analysis’ conducted across the three segments: Entry, Executive and Primary.

“Interning at JWT made me realize that every day I spent there was of immense importance. It was an eye opener for a fresher in the advertising line, to learn how the industry actually functions. Having interned in the client servicing department, I now perceive advertising world as a place where the drama that involves high degree of emotions is somehow always synchronized. It may seem chaotic at times but the final result always brings out the most harmonized end.”

“Having spent a good three & a half months or so there, I can confirm that advertising is *the* a career if one is looking for an ‘on-the-spur’ job profile where work deadlines extend till 4 in the morning on a Friday to a lazy Monday afternoon spent in office logged on Facebook.”

Great work Sheeraj, we couldn’t agree more!

Summer Internship@McCann Erickson

Nitin Malik
PGDPC XVI



“Besides the fact that McCann is the most exciting & thrilling agency in the advertising fraternity today, these three months of internship unveiled before me all the aspects of Client Servicing like never before.” said Nitin Malik. “This also created a strong sync with the brand & marketing exercises done in class, reinforcing the theory - practice interface so strong at DSC.”

Nitin primarily worked on Lava Mobile Phones, Dulux and Dabur. “The domain of my work varied across segments starting from research, operations and preparing analysis reports even to the creative output.” he said.

According to Nitin, *the mool mantra* of Client Servicing is to understand the client from his point of view. “Any effort while working towards a brand is successful when one values the brand as one’s own! And I can say this with conviction only because this strategy helped me understand the client better.”

Nitin was the only intern at McCann who was given the liberty to handle the client single-handedly. Great Work!

DSC Calendar



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Alumni Visit
				Alumni Visit 1	DSC launches short term courses in Comm. 2	Alumni Visit 3
4	Teacher's Day! & DSC's 16th 5	6	7	8	9	Spl. Industry Visit 10
11	12	13	14	15	16	Spl. Industry Visit 17
18	19	20	21	Spl. Industry Visit 22	PGDPC 17 -1st Presentation 23	24
25	26	27	Spl. Industry Visit 28	Alumni Visit 29	Spl. Industry Visit 30	

Alumni Visit:

1st Sept

Mr. Sunaina Chaturvedi: PG-13

3rd Sept

Mr. Saurabh Chauhan: PG-11
Asst. Event Mgr, Fever 104

29th Sept

Mr. Saket Pathak: PG-13
Client Servicing Director, 2020 Media

Spl. Industry Visit

10th Sept 2011

Mr. Rajnish Rikhy: VP, Ad Sales, Tv Today Network

28th Sept

Ms. Sumathi Murlidhar: Regional STD Centre,
Safdarjung Hospital

22nd Sept

Mr. Ashish Ahuja: VP, Marketing, Religare

O c t o b e r 2 0 1 1



THE DELHI SCHOOL OF COMMUNICATION

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
Dussehra Break						
2	3	4	5	6	7	8
			Alumni Visit		Spl. Industry Visit	Alumni Visit
9	10	11	12	13	14	15
	Marketing Condoms	Competitive Game/	Competitive Game/		Competitive Game/	Alumni Visit
16	17	18	19	20	21	22
		Entrepreneurial Bus.: A discussion				Alumni Visit Global Event Mgmt.
30 / 23	31 / 24	25	26	27	28	29

Alumni Visit:

12th Oct

Mr. Sunaina Chaturvedi: PG-13

15th Oct

Mr. Saket Pathak: PG-13

CSD, 2020 Media

29th Oct

Mr. Saurabh Chauhan: PG-11

Asst. Event Mgr, Fever 104

Spl. Industry Visit

17th Oct

Ms. Sumathi Murlidhar: Regional STD Centre,
Safdarjung Hospital

14th Oct

Mr. Murad Ali Baig: PR Consultant

Note: The above is a tentative plan for the coming month. Please contact the institute for more details.

In this fake world, dare to be different

Himani Dixit
PGDPC XVII

Not too long ago, when an individual had time; his interaction with friends, family members, relatives and even acquaintances went way beyond the portals of the virtual world created by today's social networking sites. The perpetual struggle for subsistence has weakened the essence of these crucial pillars of life. Infact, one is so saturated & consumed by the mundane activities of day-to-day existence that being in touch with one's inner self is a far cry now. Do these words compel you to put on your thinking caps?

Well, for one, they clearly state the reality of this era, emerged as a by-product of this fast paced life. The rapidly multiplying but hardly gratifying wants & desires create an illusionary framework of this fake world. Pretense to portray oneself better than the other seems to be the order of the day.

Let me elucidate through a story.

Once there was a boy, who belonged to a very humble background. Despite the unfavorable economic conditions, his father managed to send him to an affluent college for further studies. There he got involved with a group of boys who indulged heavily in habits such as smoking, drinking, gambling & so on. After a few days the boy began to indulge in those habits. He had a different character when he was in the group and a completely different character when he was at home. He used to act very calm and gentle before his family as he was working very hard for his career. The result of his dual nature was, he lost his career, his inner self, principles, trust of his family and had nothing left but an appalling lifestyle. If each one of us indulged in such an act, the will be reduced to nothing but a theatre stage. God bestowed each and every person with a different characteristic and made them a unique creature but very few know this fact and those who know it are aware that they have lost their actual identity. Last but not the least we can also find this in India mythology: As Ravan had ten heads; his every head was a symbol of his different cruel character.



God created each of us unique and herein lies the beauty in each individual. Gaining success while remaining true to oneself though a difficult task is worth all the effort since happiness, contentment and satisfaction can be achieved only then.

Poetry@DSC

Teacher's Day Special

Ms. Archita Moitra & Mr. Sagar Mundhra
PGDPC XVII

DSC aisa college hai,
Jahan milta humein knowledge hai.

Ramola Ma'am is our dean,
With a persona so serene.
All is well is her Mantra,
Which never fails to inspire the junta.

His smile lights up our day,
His knowledge shows us the way.
He is the evergreen problem solver
Our very own Sujit Sanyal Sir.

Samir Kapoor, who comes from Religare,
Has knowledge you can't compare.
A teacher and a mentor,
He is Delhi's Phillip Kotler.

Vidya se hi rama sansar inka,
Finance ki galiyon mein milte inhe Narayana.
Man me inke basta Mahabharata,
Ye shikshako ke shikshak Dr. N.K. Gupta.

He teaches us Statistics the nightmare,
Which people study so rare.
But we feel we won't fail,
Because we have Mudassar Sohail.

Tall, dark and handsome,
Knows the business of communication.
His classes are awesome,
He is Mr. S Karthikeyan.

Misha ma'am is a bit strict,
And too difficult to predict.
But leaning from this scholar,
Is truly our honour.

Mr. Gentle and mr. kind,
Having one of the most creative minds.
His methods crisp and clear,
Faisal Sir, you build the atmosphere.

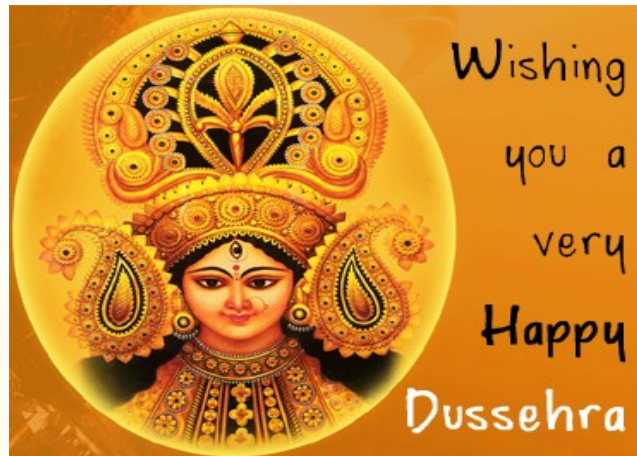
Marshall McLuhan is so scaring,
More so when exams are nearing.
We don't have to worry because
Niketa Ma'am is so cheering.

Her thoughts igniting thousand minds,
Connoisseur of language & beauty divine.
There aren't any two ways about this lady,
She is miss Sunaina Chaturvedi.

The live wire of the class,
Full of fun and pizzaz.
Dharam Arora is his name,
He leads us to the stairway of fame.

With the smile so infectious,
And persona so gracious.
She is the charming Rupanjali Lahiri,
Carrying forward the legacy of Professor Lahiri.

Happy Dussehra



It is once again that time of the year! As we look forward to the season of celebrations, the Editorial Team wishes all its readers a very Happy Dussehra! May this auspicious occasion fill everyone's life with light, warmth & abundant love.

Editorial Team:

We look forward to your suggestions and feedback. Do write in!

Dipintika Kumar, Himani Dixit & Divya Sharma
With inputs from Sagar Mundhra and Archita Moitra

Editorial Advisor:
Ms. Rupanjali Lahiri