

SATYAM Media

Chronicle

Blogs



TOP HEADLINES

1. Olympics : Paris 2024 to hire 116 votes for first ever opening ceremony outside of stadium
2. Ukrainian shelling kills 5 in Luhansk, drone attack sparks fire at oil refinery, says Russian officials
3. Union sports minister Anurag Singh Thakur invites wrestlers to discuss their issues.

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Health and Fitness - Need Of The Hour



Mahatma Gandhi once said "It is health which is real wealth and not pieces of gold and silver". There is nothing in our life which is more precious than good health, there can we no happiness, peace and success in anyone's life. Good health boon that keeps your happy, safe and successful. A healthy mind is the key for healthy body. A person stays happy when he/she is healthy and fit. The self confidence of a person is increased. Good health and fitness depend on their physical environment. Everybody is doing lots of struggle on daily basis to achieve a perfect body. Getting healthy and fit body and mind requires lots of patience, time, commitment, goal, believe and a strong mind to face all the struggles. A person with good health and fitness becomes able to live his/her life to its fullest extent. It is very important for a person in life to be physically and mentally fit to live a healthy and happy life. Healthy and fit people become less prone to the medical conditions.

They can easily face all the ups and downs of their lives and less affected by any drastic change. Health is a very important aspect in the life of everyone. Nothing is more important than health and fitness for any human being. Healthy and fit people really enjoy their life very happily and peacefully. An unhealthy person cannot enjoy life in full extent. He/she cannot enjoy eating, watching sports, or other luxury of the life. It is truly said by our elders that health is

wealth. We need to be aware about all the points of how to keep us healthy both physically and mentally. Some people know well about how to keep their body neat, clean and healthy however they carry some tensions in their minds, so they always lack of being fit. Mental tension gradually deteriorates the good condition of body and makes it weak. People who are serious about their health and fitness, do exercises on daily basis and eat healthy food in timely manner. They are much conscious about their health and avoid being lazy, eating unhealthy food and inactive life.

We need to get self motivated as well as take part in the fitness-style activities. We should take our fitness as the matter of everyday routine. We should enjoy spending hours on morning walk, running, working out at the gym or other physical activities to keep body functioning well and improve muscle endurance. We should regularly involve in the daily physical exercises by getting some time from our hectic schedule. 30 to 60 minutes of exercise on daily basis or five to six times a week is ideal for anybody to remain fit. Regular physical activities and routine exercise is necessary for the people of all age group especially younger generations. Health and fitness brings happiness in the life and helps a person to live stress-free and disease-free life.

By- Muskan Pandey, Semester IV

म्यूचुअल फंड में निवेश निवेश के अवसर



आजकल हर व्यक्ति अपना पैसा निवेश करना चाहता है। लेकिन उनमें से ज्यादातर पैसे खोने से डरते हैं। शेयर बाजार बहुत जोखिम भरा है। FD में निवेश अच्छा रिटर्न नहीं देता है। डिबेंचर केवल कुछ राशि का ब्याज प्रदान कर सकते हैं। तो क्या कम जोखिम के साथ पैसा निवेश करने का कोई तरीका है? हाँ है! म्यूचुअल फंड।

सरल शब्दों में, बड़ी संख्या में लोगों (या निवेशकों) द्वारा जमा किया गया धन है, म्यूचुअल फंड बनाता है। इस फंड का प्रबंधन एक प्रोफेशनल फंड मैनेजर द्वारा किया जाता है। यह एक ट्रस्ट है जो एक ही इन्वेस्टमेंट ऑब्जेक्टिव शेयर करने वाले कई निवेशकों से धन एकत्र करता है। फिर, यह धन को इक्विटी, बॉन्ड, मुद्रा बाजार और अन्य सिक्क्योरिटीज में निवेश करता है। प्रत्येक निवेशक के पास यूनिट्स होती हैं, जो फंड की होल्डिंग के एक हिस्से का प्रस्तुत करती हैं। इस सामूहिक निवेश से उत्पन्न आय/लाभ को योजना के "net asset value" की calculation करके, कुछ खर्चों में कटौती के बाद निवेशकों के बीच बांटा जाता है। म्यूचुअल फंड निवेश करने वाली जनता से पैसा जमा करते हैं और उस पैसे का उपयोग अन्य securities, आमतौर पर स्टॉक और बॉन्ड खरीदने के लिए करते हैं। म्यूचुअल फंड कंपनी का value उन securities के performance पर निर्भर करता है जिन्हें वह खरीदने का निर्णय लेती है। इसलिए, जब आप किसी म्यूचुअल फंड की यूनिट या शेयर खरीदते हैं, तो आप उसके पोर्टफोलियो का performance या पोर्टफोलियो के value का एक हिस्सा खरीद रहे होते हैं। म्यूचुअल फंड के शेयर में निवेश स्टॉक के शेयरों में निवेश से अलग है। म्यूचुअल फंड शेयर अपने holders को कोई वोटिंग अधिकार नहीं देते हैं। म्यूचुअल फंड शेयर की कीमत को प्रति शेयर net asset value (NAV) के रूप में जाना जाता है एक म्यूचुअल फंड एक निवेश और एक वास्तविक कंपनी दोनों हैं। यह ठीक उसी तरह है, जैसे AAPL का एक हिस्सा Apple Inc. का represent करता है। जब कोई निवेशक Apple स्टॉक खरीदता है, तो वह कंपनी और उसकी संपत्ति का आंशिक ownership खरीद रहा होता है। इसी तरह, एक म्यूचुअल फंड निवेशक म्यूचुअल फंड कंपनी और उसकी संपत्ति का आंशिक ownership खरीद रहा है।

अब जब हम जान गए हैं कि म्यूचुअल फंड क्या है, तो आइए बात करते हैं कि हमें उनमें निवेश क्यों करना चाहिए। म्यूचुअल फंड में निवेश का सबसे महत्वपूर्ण लाभ यह है कि निवेशक किसी भी समय यूनिट को redeem कर सकता है। फिक्स्ड डिपॉजिट के विपरीत, म्यूचुअल फंड में flexible निकासी होती है, लेकिन ए प्री एग्जिट पेनल्टी और एग्जिट लोड को ध्यान में रखा जाना चाहिए। diversification एक पोर्टफोलियो के निर्माण में शामिल जोखिम को कम करता है जिससे एक निवेशक के लिए जोखिम कम होता है। चूंकि म्यूचुअल फंड में कई securities होती हैं, इसलिए खरीदी गई अन्य securities में गिरावट होने पर निवेशक के interests की रक्षा की जाती है। म्यूचुअल फंड में निवेश करने के लिए निवेशकों को बड़ी रकम लगाने की जरूरत नहीं है। निवेश आपकी इच्छा के अनुसार हो सकता है। निवेश की न्यूनतम राशि रु. 500. म्यूचुअल फंड में निवेश करने से paperwork जाता कम हो जाती है और आपको खराब डिलीवरी, देरी से भुगतान और brokers और कंपनियों



के साथ अनावश्यक formalities जैसी कई समस्याओं से बचने में मदद मिलती है। म्यूचुअल फंड आपका समय बचाते हैं और निवेश को आसान और सुविधाजनक बनाते हैं। सभी म्यूचुअल फंड SEBI के साथ registered हैं और वे निवेशकों के interest की रक्षा के लिए बनाए गए regulation के भीतर काम करते हैं। म्यूचुअल फंड के काम की नियमित रूप से सेबी द्वारा निगरानी की जाती है। अब जब हम म्यूचुअल फंड के बारे में जानते हैं, तो हम किसका इंतजार कर रहे हैं। अगर आप अपना पैसा निवेश करना चाहते हैं लेकिन एक सुरक्षित option की तलाश में हैं, तो म्यूचुअल फंड में जाएं। एक प्रसिद्ध TV ad ने सही कहा, म्यूचुअल फंड सही है।

By -Anshika Jha, Semester IV

सोशल मीडिया मार्केटिंग की प्रासंगिकता

आज के समय में यदि टेक्नोलॉजी इंटरनेट के बिना किसी बिजनेस व्यापार को आगे बढ़ाना काफी चुनौतीपूर्ण हो गया है क्योंकि लोग अपने बिजनेस को अब जमीनी स्तर से ज्यादा ऑनलाइन प्रमोट करना पसंद करते हैं।

इसलिए यह काफी महत्वपूर्ण हो गया है आजकल किसी भी बिजनेस चाहे वह छोटा हो या बड़ा हो उसको अधिक लोगों तक पहुंचाने के लिए आसान और अच्छा Social Media Marketing हो गया है इसलिए इसका डिमांड दुनिया में काफी बढ़ा हो गया है। Social media marketing करने के लिए मुख्य रूप से कुछ महत्वपूर्ण और प्रसिद्ध प्लेटफॉर्म हैं जिससे सोशल मीडिया मार्केटिंग किया जा सकता है जैसे फेसबुक ट्विटर इंस्टाग्राम



लिकडइन पिनटरेस्ट इत्यादि इन सभी सोशल साइट्स पर जाकर के बहुत ही आसानी से बिजनेस को प्रमोट किया जा सकता है। इंस्टाग्राम पर अधिकतर फोटो और वीडियो को लोक साझा करने के लिए जाने जाते हैं क्योंकि इंस्टाग्राम का बनावट से फोटो और वीडियो शेयर करने के लिए बनाया

गया है इंस्टाग्राम पर वीडियो फोटो और उसके साथ टेक्स्ट का उपयोग करके आपने बिजनेस का विस्तारीकरण किया जा सकता है। लिकडइन, एप सोशल प्रोफेशनल नेटवर्किंग वेबसाइट है जहां पर दुनिया के बड़े से बड़े प्रोफेशनल और छोटे से छोटे प्रोफेशनल लोग मिलेंगे। पर भी अपने बिजनेस को टारगेट ऑडियंस के हिसाब से प्रमोट किया जा सकता है सोशल मीडिया मार्केटिंग करने के लिए लिकडइन भी काफी फायदेमंद है यहां पर शिक्षित और प्रोफेशनल लोगों का भरमार है। लिकेडीन पर अपने व्यापार बिजनेस या स्वयं को प्रमोट करना काफी अच्छा है इसलिए Social Media Marketing लिकडइन से करने करना अभी बहुत अच्छा है क्योंकि यहां पर प्रोफेशनल लोगों का अधिक

एक्टिविटी रहता है। बिजनेस प्रमोशन विद सोशल मीडिया मार्केटिंग ? जैसे एक ब्लॉग वेबसाइट्स का उदाहरण लिया जाए तो यदि हम लोग एक वेबसाइट्स बना करके उसमें ढेर सारे जानकारियां को शेयर कर दिया है लेकिन यदि उसका सोशल मीडिया मार्केटिंग न किया जाए तो उसको कोई पढ़ने वाला नहीं मिलेगा। इसलिए उस ब्लॉग वेबसाइट का सोशल मीडिया मार्केटिंग करना बहुत जरूरी हो जाता है क्योंकि उस वेबसाइट बनाने का लक्ष्य लोगों के पास उसका जानकारी पहुंचाना और यदि सोशल मीडिया मार्केटिंग न किया जाए तो उसका जानकारी लोगों के पास पहुंचना काफी मुश्किल है।

By -Kalpana Kabbu, Semester IV

Highlights

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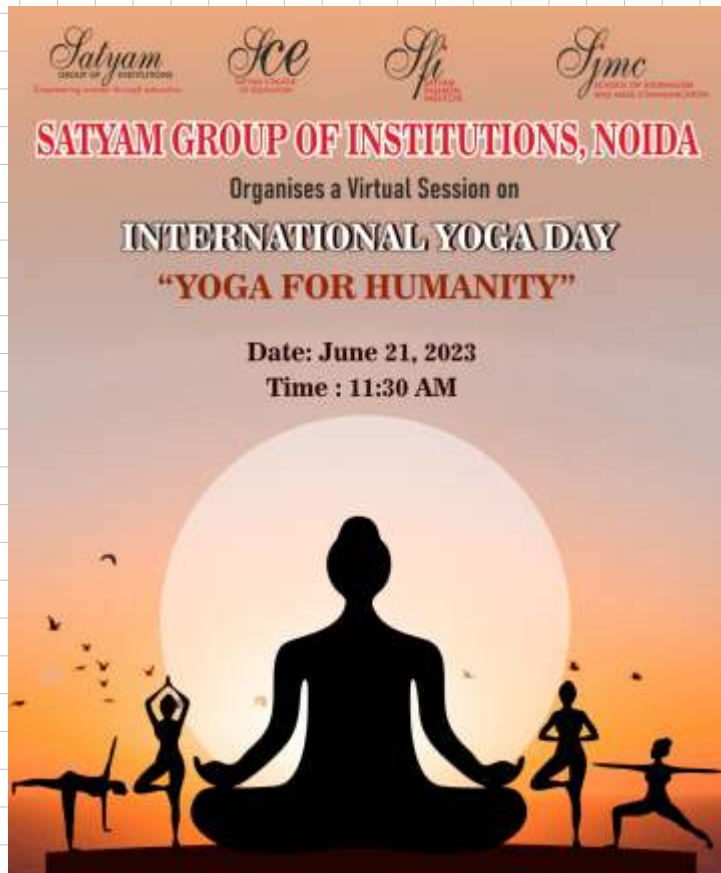
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SSJMC Students showcases their talent in inter college competition held at MERI College



SSJMC students at Vishvakarma awards



SSJMC Celebrates International Yoga Day



SSJMC organises Plantation drive



SSJMC students at Aaj Tak



SSJMC students volunteered in Crazy Tales Event

Webinar on
Career Prospects in PR & Advertising

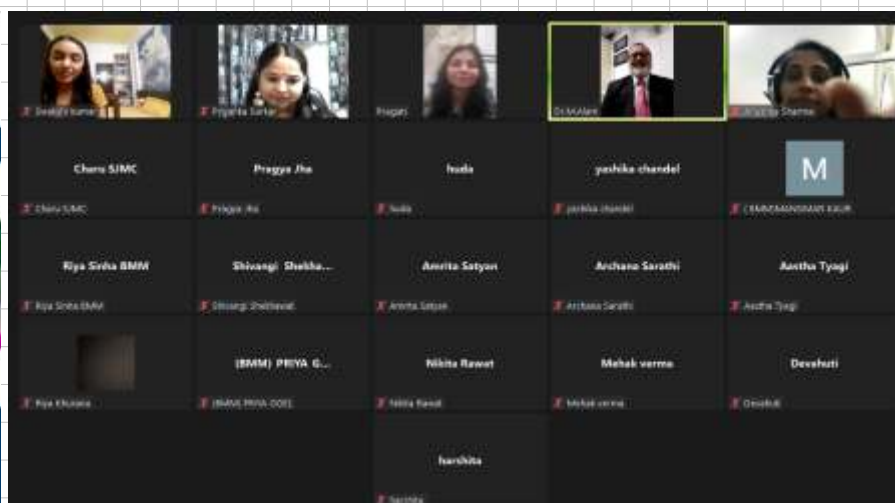
Reaccredited by NAAC Grade 'A' CGPA 3.18



Mr. Suresh Gaur, PR Guru, CEO, PR IY ou & Public Relations, Delhi

Date: 23/06/2023
Time: 3:30 pm

SATYAM SCHOOL OF JOURNALISM & MASS COMMUNICATION, NOIDA
(Under the aegis of SJI, Noida)



Webinar on
Career Prospects in Journalism

Reaccredited by NAAC Grade 'A' CGPA 3.18



Ms. Pragati Mishra, Former Sub Editor/Reporter Amar Ujala, independent journalist.

Date: 23/06/2023
Time: 2:45 pm

SATYAM SCHOOL OF JOURNALISM & MASS COMMUNICATION, NOIDA
(Under the aegis of SJI, Noida)

SSJMC organises career and guidance session with industry experts for the students

Women's Corner

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Pratima Puri, The First Television Newsreader Of India



Pratima Puri

Indraprastha College for Women. Puri is said to be gifted with a voice for broadcasting and started her career at the All India Radio (AIR) station in her hometown.

Later, she shifted to New Delhi, when she was chosen to be the first newsreader by the Indian government for Doordarshan. Courtesy of her soothing, emphatic voice, Pratima Puri quickly rose to fame amongst the Indian households. This was a great achievement for her limited screen time during the period when only a few people had access to or could afford television services. "Good-looking and good-voiced (sic) Pratima was selected as an announcer, maybe a newsreader...the first face on the small screen in India," cites a report published in The Tribune in 2007 about. Her enigmatic personality is further displayed by her encounter with the then Indian Prime Minister Indira Gandhi. As per the book *Radio Cavalcade: Indian Broadcasting*, when Pratima Puri went to give regards to Indira Gandhi in a public ceremony, people recall that Mrs. Gandhi requested her sons to rise and wish Puri. She is also said to mention to her boys "How their Nana (Jawaharlal Nehru) appreciated her Indianness and often symbolised her as an embodiment of Indian culture." Appearing on the small screen or even the big screen was not considered a respectable thing for women

back then. Pratima Puri is said to have inspired many girls of that generation to dream of a career in TV someday. She also charmed the audience enough to overcome the perception of the vamp-virgin representation towards women on celluloid, by establishing herself as a professional and respectable newsreader. During her time at Doordarshan, Puri also interviewed many famous personalities like actors, politicians and scientists including Yuri Gagarin, the first person to travel to space. She worked in Doordarshan for a long time. Later, she was replaced by another great personality, Salma Sultan. Thereafter, Pratima Puri's role in Doordarshan changed to different capacities. With increasing need of more news TV anchors, Puri started training those who aspired to be newsreaders.

Pratima Puri passed away on 29 July, 2007. A true trailblazer in Indian media history, Puri is remembered for her mesmerising voice and her achievement as a journalist which inspired and paved the way for the next generation of women who wanted to follow the same path. Recently, Pratima Puri's character was portrayed in a small scene of the series, *Rocket Boys*. Today, Indian newsrooms have seen a considerable transformation from the 1960s, during which women's presence was considered an anomaly rather than a norm. According to a recent study by the



सत्यम् शिवम् सुन्दरम्

Global Media Monitoring Project, the highest proportion of women as journalists work in TV handling roles that range from reporters, announcers to presenters. However, the study also notes that, "The preference for women of a younger age group in visual media like TV could be hidden sexism at work, reinforcing the notions of glamour and fashion, and attractive young women drawing audiences based on their looks rather than the content of the news." It is a great feat that as the first Indian TV news reader, Pratima Puri carved a space for herself with her simple demeanor. This is the reason why Puri is often listed as one of the most iconic news readers of all times.

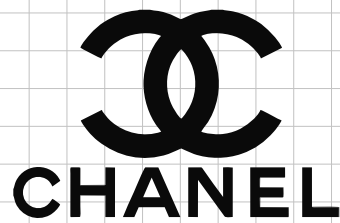
Source: *Feminism in India*

Leena Nair, CEO Of Fashion Brand Chanel



Leena Nair

and in acting to have a positive impact in the world."The instinctive leader has had an excellent track record in managing the human capital of Unilever, which operates across multiple regulatory and labour environments spread over 190 countries. Nair is a strong believer of compassionate leadership and human-centred workplaces. While taking the challenges of her role in her stride since the early days of her career, she has become who she is now. She is surely a truly inspiration for all the women who are creative in themselves for what they have and do explore their creativity to the fullest.



By- Shivani Kumari, BMM-(Semester-2)

Gita Gopinath, The First Indian To Become MD Of IMF

Gita Gopinath is a Harvard economist who became the first Indian woman to assume the position of Chief Economist at IMF (The International Monetary Fund). She is originally from Kerala and is the daughter of a farmer-entrepreneur. Her exceptional skills and vast experience make her an excellent fit for the IMF. She is the John Zwaanstra Professor of International

ability to influence the direction of social change to create a more just social and economic order, nationally and internationally these all criterias have made such women empowered and confident in their career as well as in their lives.



Studies and Economics at Harvard University. Ms. Gopinath is also the co-director of the International Finance and Macroeconomics program at the National Bureau of Economic Research. After Amartya Sen, she is the second Indian to get a permanent membership at Harvard's Economics Department. She is definitely an inspiration for most of the women who not just dream but also becomes a successful leader out of all the hurdles in their lives. Women's sense of self-worth; their right to have and to determine choices; their right to have access to opportunities and resources; their right to have power to control their own lives, both within and outside the home; and their



Gita Gopinath

I USE MY ECONOMIC TRAINING TO DEVISE SOLUTIONS.

I THINK ABOUT ISSUES.

By- Jahnvi Verma, BMM-(Semester-2)

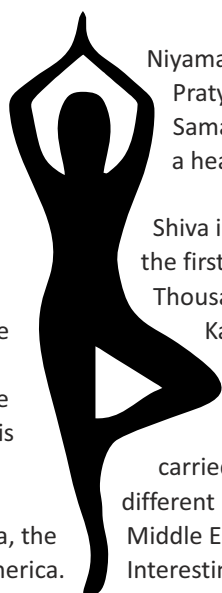
Yoga : A Panacea To Life

We have always heard that "An apple a day keeps the doctor away" but do you know that it's not just an apple in the race but it's yoga too! The word Yoga is derived from Sanskrit word "yug" which means "to unite". Yoga according to the yogic text leads to the union of individual consciousness with that of the universal consciousness implying complete harmony between the mind, body and nature. Here, individual consciousness is the awareness of your own thoughts, feelings, emotions, sensations and environment while universal consciousness is the consciousness of the ultimate reality/universe and yoga is a way to unite both the consciousness through different ways.

Origin: The origin of yoga can be traced back to ancient India the practice of yoga has a long rich history that dates back thousands of years. The earliest mention of yoga can be found in the ancient Indian texts known as the Vedas. However, as we know it now, the systematic and thorough philosophy of yoga was principally articulated by the Indian philosopher "Maharishi Patanjali" in his work "Yoga Sutras" about the 2nd century BCE. Patanjali's Yoga Sutras detailed the fundamental principles of traditional yoga and described the "Ashtanga Yoga"

यम नियमस्य प्राणायाम प्रत्याहार धारणा ध्यान समाधौष्टांजनी

that are Yama and ,Pranayama, Dhyana, and teaches you to live a conscious life. In the yogic lore, yogi or Adiyogi, and Guru. Several on the banks of the lake Himalayas, Adiyogi profound knowledge legendary Saptarishis sages". The sages yogic science to world, including Asia, the Africa and South America. scholars have noted and parallels found between ancient cultures across the globe. However, it was in India that the yogic system

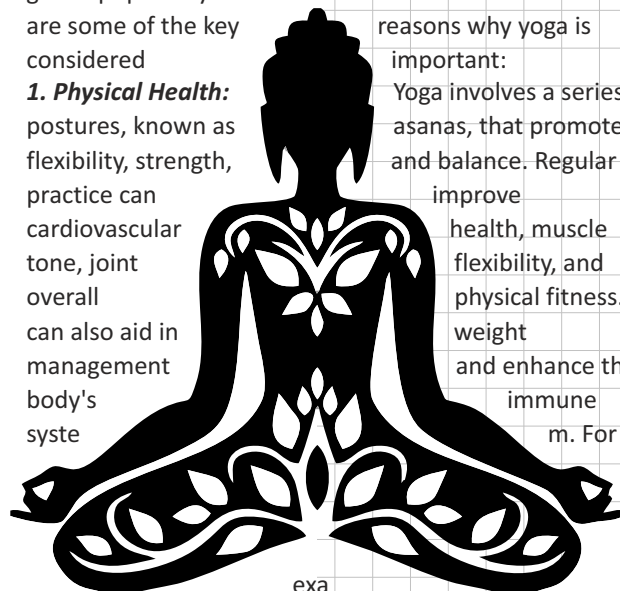


Niyama, Asanas Pratyahara ,Dharana, Samadhi which a healthy , happy and Shiva is seen as the first the first Guru or Adi Thousand years ago, on Kantisarovar in the poured his into the or "seven carried this powerful different parts of the Middle East, Northern Interestingly, modern marvelled at the close parallels found between ancient cultures across the globe. However, it was in India that the yogic system

found its fullest expression. Agastya, the Saptarishi who travelled across the Indian subcontinent, crafted this culture around a core yogic way of life , says : Dr. Ishwar V. Basawaraddi, Director of Morarji Desai National Institute of Yoga.

Importance: Yoga holds significant importance for physical, mental, and spiritual well-being. It has gained global popularity due to its numerous benefits. Here are some of the key reasons why yoga is considered important:

1. Physical Health: Yoga involves a series of postures, known as asanas, that promote flexibility, strength, and balance. Regular practice can improve cardiovascular health, muscle tone, joint flexibility, and overall physical fitness. It can also aid in weight management and enhance the body's immune system.



2. Mental Health: Yoga is renowned for its positive effects on mental well-being. Through the integration of breath control and meditation, yoga helps reduce stress, anxiety, and depression. It encourages relaxation and mindfulness, promoting a sense of calmness and inner peace.

3. Improved Concentration and Focus: Yoga involves mindful awareness and concentration on breath and postures. Regular practice can enhance cognitive functions, increase mental clarity, and improve concentration and focus in daily activities.

4. Emotional Balance: Yoga encourages self-awareness and emotional regulation. It allows individuals to explore their emotions and develop a greater sense of self-acceptance and compassion, leading to emotional balance and resilience.

5. Enhanced Breathing: Yoga emphasizes deep and conscious breathing techniques, such as pranayama.

These practices improve lung capacity, oxygenate the body, and promote a sense of vitality and relaxation.

6. Spiritual Growth: For many, yoga is not just a physical exercise but a spiritual journey. It provides a path to self-discovery, self-realization, and a deeper connection with one's inner self or higher power. The philosophical teachings of yoga promote a sense of purpose and meaning in life.

7. Posture and Alignment: Consistent yoga practice improves body awareness and helps correct poor posture and alignment issues. This can prevent or alleviate musculoskeletal problems and enhance overall body mechanics.

Yoga offers a holistic approach to health and well-being, addressing physical, mental, and spiritual aspects of life. Its benefits extend beyond the physical postures, making it a valuable practice for people of all ages and backgrounds. Thus, incorporating yoga into one's daily routine can lead to a healthier, happier, and more balanced life.

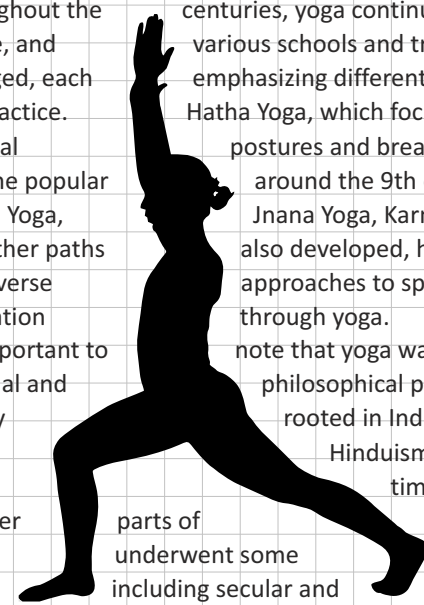
Throughout the centuries, yoga continued to evolve, and various schools and traditions emerged, each emphasizing different aspects of the practice.

Hatha Yoga, which focuses on physical postures and breath control, became popular around the 9th century CE. Bhakti Yoga, Jnana Yoga, Karma Yoga, and other paths also developed, highlighting the diverse approaches to spiritual realization through yoga.

It's important to note that yoga was initially a spiritual and philosophical practice, deeply rooted in Indian culture and Hinduism. However, over time, it spread to other parts of the world and underwent some adaptations, including secular and fitness-based approaches. Today, yoga is practiced by millions of people worldwide, and its popularity continues to grow as a means of promoting physical and mental well-being more since the "International Yoga day" is being celebrated on every 21st day of June.

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By : Devahuti Sharma, Semester-4

PM Modi's Historical Visit To The United States Of America

On his state visit to the United States, Prime Minister Narendra Modi landed in New York in the early afternoon of 20th June 2023. Prior to traveling to Washington, DC for the main portion of his state visit including interaction with thought leaders, the prime minister was scheduled to take charge over the International Day of Yoga at the United Nations Headquarter in New York. Mr. Modi was received in New York by India's Ambassador to the U.S., Taranjit Singh Sandhu and India's Permanent Representative to the United Nations, Ruchira Kamboj. Starting with the journey PM Modi on the UN lawn, promotes yoga and his nation's cultural diplomacy. Indian Prime Minister joined a group of diplomats and dignitaries for a morning yoga session and thousands others on the occasion of 9th International Yoga Day, praising yoga as "truly universal" and showing India's heritage.

The expansive north lawn of the U.N. building was covered in a checkerboard of yoga mats made in India as Modi paused and bowed before a statue of the Indian independence leader Mahatma Gandhi. Then, Modi shifted to the subject at hand, presenting yoga as a practice open to all ages and cultures that can be tried anywhere. "When we do yoga, we feel physically fit, mentally calm and emotionally content. But it is not just about doing exercise on a mat," Modi said. "Yoga is a way of life." Later after completing the yoga session PM Modi moves forward to his States visit's agenda. That was of meeting several diplomats and business tycoons to elaborate the India's global economic and geopolitical relations.

PM Modi was given a ceremonial welcome at the White House. It was followed by a high-level meeting between PM

Modi and President Joe Biden. The meeting discussed



greater economic cooperation between both countries to eliminate hurdles of building a robust supply chain. Also PM Modi addressed a joint sitting of the US Congress on June 22 at the invitation of Congressional leaders – speaker Kevin McCarthy of the House of Representatives and Senate majority leader Chuck Schumer which was hailed by several standing ovations and praises by the Americanos. He also met a group of experts from the think-tank space and discussed geopolitics, global economic situation, terrorism and more. The experts included Michael Froman, Daniel Russel, Max Abrahms, Jeff M. Smith, Elbridge Colby, Guru Sowle etc. The charismatic visit of PM Modi is a huge success and it helped to strengthen the ties between India

and United States on which US Ambassador to India Eric Garcetti has said that this week will be one of those moments that can change the course of history as the two democracies get together for peace and prosperity. This event is marked in the history of both the nations as it's remarkable. PM Modi first addressed the US Congress during his visit to the country in 2016. He is the first Indian PM and only the third in the world to make such an address twice which is a proud moment for all the Indians living in any corner of the world. We will definitely see the results of this visit of PM in future development of India as after the meeting with Elon Musk, CEO Tesla said ;"I can say he really wants to do the right thing for India. He wants to be open, he wants to be supportive of new companies, obviously, but at the same time, make sure it accrues to India's advantage and that he is a 'fan' of Modi".



By : Devahuti Sharma, Semester-4

Adulterated Food Claims 4 Lac Lives A Year

Access to safe and nutritious food is a basic human right which many do not enjoy, partly because of food contamination. This is defined as the presence of harmful chemicals and microorganisms in food that



can cause illness. According to the WHO, food contamination affects about one in every ten people globally and causes about 420,000 deaths annually.

Food contamination can be-

Physical: foreign objects in food can potentially cause injury or carry disease-causing microorganisms. Pieces of metal, glass and stones can be choking hazards, or cause cuts or damage to teeth. Hair is another physical contaminant.

Biological: living organisms in food, including microorganisms (bacteria, viruses and protozoa), pests (weevils, cockroaches and rats) or parasites (worms), can cause diseases.

Chemical: substances like soap residue, pesticide residue and toxins produced by microorganisms such as aflatoxins can lead to poisoning.

What are the most common causes of food contamination? The most common cause of food contamination is poor food handling. This includes not washing your hands at the appropriate time – before eating and preparing food, after using the toilet, or after blowing your nose, coughing or sneezing. Using dirty utensils, not washing fruits and vegetables with clean water, and storing raw and cooked food in the same place can also be harmful. Sick people should not handle food. And you should avoid consuming under-cooked foods, particularly meat. Poor farming practices can also contaminate food. This includes the heavy use of pesticides and antibiotics, or growing fruits and vegetables using contaminated soil and water. The use of inadequately composted or raw animal manure or sewage is also harmful.

Fresh foods can lead to a number of illnesses. In Kenya, for instance, the contamination of meat, fruits and vegetables with human waste is relatively common. This is attributed to the use of contaminated water to wash food. Flies carrying contaminants can also directly transfer faecal matter and bacteria onto plant leaves or fruits. Street foods are another common source of food contamination. These foods are widely consumed in low- and middle-income countries because they're cheap and easily accessible.

What are the signs that you've eaten contaminated food? Biological and chemical substances are the most common food contaminants. They account for more than 200 food-borne illnesses, including typhoid, cholera and listeriosis. Food-borne

illnesses usually present as diarrhoea, vomiting and stomach pains.

In severe cases, food-borne illnesses can lead to neurological disorders, organ failure and even death. It's therefore advisable to seek immediate medical attention if you begin to experience symptoms like persistent diarrhoea and vomiting after eating or drinking.

Children aged under five are the most vulnerable to food-borne illnesses. They bear 40 per cent of the food-borne disease burden. A child's immune system is still developing and can't fight off infections as effectively as an adult's. In low- and middle-income countries, reduced immunity in children can also occur as a result of malnutrition and frequent exposure to infections due to poor hygiene and sanitation, including a lack of access to safe water and toilets. Additionally, when children are ill, they tend to have poor appetites. This translates to reduced food intake. Coupled with increased nutrient losses through diarrhoea and vomiting, this can lead to a cycle of infection and malnutrition and, in extreme cases, death.

Pregnant women and people with reduced immunity due to illness or age are equally vulnerable and extra care should, therefore, be taken to prevent food-borne illnesses among these groups. Food-borne illnesses also have negative economic impacts, especially in low- and middle-income countries. The World Bank estimates it costs more than USD 15 billion annually to treat these illnesses in these countries. So it's important to have preventive strategies in place. Food contamination can be prevented through simple measures: *Washing your hands at key times (before preparing, serving or eating meals; before feeding children, after using the toilet or after disposing of faeces) *wearing clean, protective clothing during food preparation *Storing food properly *Washing raw foods with clean water *Keeping raw and cooked foods separate *Using separate utensils for meats and for food meant to be eaten raw. Good farming practices, such as the use of clean water and application of approved pesticides in recommended amounts, can help prevent food contamination.

Food vendors also need to be trained on food safety, and provided with clean water and proper sanitation.



As part of the research team at the African Population and Health Research Center, I'm working on the Healthy Food Africa project, which aims to boost food security in urban informal settlements through the promotion of food safety. In Kenya, the project is working closely with the Nairobi county government to develop a food safety training manual targeting street food vendors. This will go a long way towards improving food safety in the city.

Edited by – Radhika Hitkari, Semester - 4

Meditation Facilitates Healthy Life

The earliest documentation of meditation stems as far back as 5,000 BC India, where it was born as a spiritual technique and religious teaching in Hinduism. The tradition was passed on primarily through word of mouth, and forms of the practice were eventually developed in Taoism and Buddhism in approximately the 6th to 5th centuries BCE, to name a few. Meditation is practiced to train attention and awareness, and achieve a mentally clear and emotionally calm and stable state. It is done through a practice where an individual uses a technique such as mindfulness or focusing the mind on a particular object, thought, or activity. Meditation is widely accepted and practiced in numerous religious traditions. Mindfulness of Breathing Meditation helps concentrate the mind and allows us to be able to function better and more effectively, both in our everyday and in our spiritual life. Meditation has the power to transform a person's negative feelings into positive feelings and offer them the chance to find true happiness. Some studies suggest practicing mindfulness meditation can actually change the structures of the brain. The study also found decreases in the



volume of the amygdala, the part of the brain involved with experiencing emotions like fear, stress, and anxiety. What's more, the observed brain changes matched the participants' self-reporting of their levels of stress, meaning meditation not only altered structures in the brain, but how those practicing it actually felt. You require safe, quiet, and distraction-free space is incredibly for meditation. Many equipments are also used in meditation such as Meditation Essential Oils, singing bowl which is also known as meditation bowl or tibetan bowl and yoga mats.

By : Huda Shaikh, Semester 4

Food For Your Good Health

1. Beetroot Salad:

Ingredients:

- > Half beetroot
- > 1/4 cup curd
- > Black pepper
- > Salt
- > Black mustard seeds
- > Curry leaves
- > Olive oil

How to prepare beetroot salad:

Crush the beetroot in a bowl, add some curd in it and a pinch of salt and black pepper according to your taste. After that temper the mustard seeds and curry leaves in olive oil. Add this seasoning into your salad and enjoy!

Benefits:

- Beetroot can reduce high blood pressure.
- Low in calories.
- Fights inflammation throughout the body.
- It strengthens your bones.
- Beet greens and beet roots are a great source of fiber.



2. Diet Phirni:



Diet phirni

With cinnamon and thyme

★★★★★

1 serving | 15 mins

INGREDIENTS

- Makhana : 50g
- Milk : 500 ml
- kesar strain : 10
- Pinch of green cardamom
- Pista and rose petals to garnish

DIRECTIONS

1. Take makhana and grind them.
2. In a pan take milk, makhana powder, cardamom powder and 10 kesar strain.
3. Bring it to boil and stir occasionally.
4. Take an apple peel and grate, add it to the flavoured milk.
5. Finally garnish with pistas and rose petals.



HEALTHY IS BEAUTIFUL

Achievements

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Page-6

TV 18 **Network 18**

Ms. Radhika Hitkari
Mumbai

Sub-Internship

Dear Radhika,

This is in reference to your email dated 06/05/2023 requesting for Internship in our organization and our subsequent discussion.

We have pleasure in confirming offer of Internship with us on the following principle terms and conditions:

The Internship will be in the area of Editorial & Content under the supervision of Mr. Sreram Iyer for a period of a two months commencing from 10th May 2023 till 9th July 2023.

You shall also need to take out and maintain adequate insurance at your cost, including but not limited to accident insurance. The Company shall bear no liability or responsibility whatsoever in this regard.

Any time either during the period of training or thereafter, you will not divulge or disclose either directly or indirectly to any person, firm or Company or use for yourself or another, any information, knowledge or documents which you may come across during the period of assignment and shall be treated by you in strict confidence.

Kindly note that you shall be given an Internship Completion Letter only on successful completion of internship as mentioned in this letter.

Kindly sign and return the duplicate of this letter in token of your acceptance of the said assignment.

Thanking You,

Yours Sincerely,
For TV18 Broadcast Limited

Authorized Signatory

TV18 Broadcast Ltd.
CIN: L75000MH2004PL200150
Reg. Office: Empire Complex, 1st Floor, 415, Sarajpali Road, Lower Flank, Mumbai 400032, India.
T: +91 22 6666 7777 F: +91 22 6666 8228 | www.network18.com

OFFER LETTER

Date: 03/07/2023

Dear Devahuti Sharma,

Congratulations on being selected for the Content Writer Intern [3 months] Internship with Team Peershala, effective from 04/07/2023. We at Peershala are excited that you will join our team!

As we discussed during the interview process, this is a non-paid internship during which you will be expected to provide work as per the given timelines. You might be awarded different perks too if your performance speaks loud.

This internship is an educational opportunity for you and a part-time internship. As such, your internship will include training/orientation and focus primarily on learning and developing new skills and gaining a deeper understanding of concepts through the hands-on application of the knowledge you learned in class.

This internship adds the advantage of taking leave during examinations, medical emergencies, or uncertainties. In case of cancellation of internship under any situation, you must notify your respective supervisor.

Again, congratulations and we look forward to working with you for this coming tenure as Content Writer Intern [3 months].

Sincerely,
Anusaya Kathi (Project Head),
Peershala.

TV Today Network Limited
India Today Group Member
PC-6, Sector 16 A, 7th Floor, Gurgaon - 122001
Tel: +91 122 4908000 Fax: +91 122 4925000
Website: www.india-tv.com
CIN No: L18200DL1999PL10001

6 April, 2023

To Whom It May Concern

This is to certify that **Radhika Hitkari** has completed her internship with **Events, TVTN** from **2nd January 2023 to 2nd April 2023**.

Her performance during the internship has been good. She has displayed positive attitude, completed all the tasks assigned to her within the timeline and worked hard to support the team members. During this period, she has learned various aspects and elements at **India Today Group**.

We wish her good luck in her future endeavors.

Yours sincerely,
Babita K Popli
Senior Manager - HR

Registered Office: F-28, First Floor, Connaught Circus, New Delhi-110021

CERTIFICATE OF COMPLETION

Presented To
Mansimar Kaur

for recognition of your performance in Fundraising Internship from **30th May to 13th July**, for the children catered by Muskurahat Foundation.

AMOUNT RAISED: Rs 16081/-

17th July, 2023
Date

HIMANSHU GOENKA
President & Founder

CERTIFICATE OF COMPLETION

THIS IS TO CERTIFY THAT
Diya

Has completed a month Fundraising internship with Fawzz from June 2023 to July 2023.

a.kumar
AKASH KUMAR
ICO-FOUNDER AT FAWZZ

Ref: JPL/HR/2023

June 21, 2023

TO WHOM SO EVER IT MAY CONCERN

This is to certify that Ms. Riha Pandey Div Mr. Ramesh Kumar Pandey, student of SJMC from Satyam School Of Journalism And Mass Communication, has completed internship in Editorial Department in our Organization from 23/05/2023 to 19/06/2023.

During her stay with us, we found her sincere and hard working. We wish her all the best for her future endeavors.

For Jagran Prakashan Ltd.
Deveshwar Kishor
Senior Manager - Personnel

Corporate Office & Studio: B-94, Sector 03, Noida, Gautam Buddh Nagar, Uttar Pradesh - 201301
Phone: - 9120 - 4345700

TO WHOM IT MAY CONCERN

This is to certify that **Ms. SHRUTI SRIVASTAV** Div Shri Shiv Saran Srivastav R/o L-479/A, Gali No.2, Gaudam Vihar, North East Delhi, DELHI-110053 pursuing SJMC from Satyam School of Journalism and Mass Communication has done her **INTERNSHIP** at **"NETWORK 10"** NOIDA from 13th June 2023 to 13th July 2023.

She has worked as an **INTERN** aimed at News bulletins, News features, Special stories for News bulletins and teasers for digital media platforms.

During her tenure she has demonstrated her skills with self-motivation to learn new skills. Her performance exceeded our expectations and she was able to complete the assigned task on time.

We wish her all the best for upcoming career.

For "NETWORK 10"
Alok Shukla
Alok Mohan Shukla
HR
Date:- 20 / 07 / 2023

Head Office: Social Bhawan, Akshay Park, 21, Kirti Road, Dibrugarh, (Assam) 786001

INTERNSHIP CERTIFICATE

To whomsoever it may concern,

This is to certify that Ms. Shikangi Shekhawat Daughter of Mr. Javeer Singh Shekhawat has worked with HR Communication Consultancy Pvt. Ltd. as a Public Relation Intern during the period 22nd May/2023 to 16th June/2023.

During the aforesaid period, she remains involved with duties and responsibility assigned to her. We found her competent with active sincere determination. She is professionally well rounded, hardworking and dedicated to take initiatives for the organization.

We wish her all the best for the future endeavor.

HR Communication Consultancy Pvt. Ltd.
Deep Sharma
Deep Sharma
Director

3rd Floor, A16, Shapoorji Sal, 5th Port, New Delhi, Delhi 110048
Tel: +91 98730 29542 | http://www.hrtips.com.in

Corporate Office Address: Pooja Entertainment Group, Building No. - 410, Ward No. - 11, 7th Mile, NH 29, Channarayana, Durgam, Registered 797238

Date: 10/06/2023

TO WHOM IT MAY CONCERN

This is to certify that Miss. Nidhi Kumari, a student of Satyam School Of Journalism & Mass Communication, Noida has successfully completed 30 days of internship with HornbillTV.

Her internship activities include familiarization with Editorial & Technical department.

During the period of her internship program with us, she had been exposed to different process and was found hardworking and inquisitive.

We wish her every success in her life and career.

(SHILUWATI)
HR MANAGER

Corporate Office Address: Building No. - 410, Ward No. - 11, 7th Mile, NH 29, Channarayana, Durgam, Registered 797238
Contact No: +91 9893109929
mail@hrtips.com

बचपन

पन्नो में नहीं मिलेगा ये, बातों में जिक्र थोड़ा कम होता है, खोयी हुई चीजों के बारे में कौन सोचता है हां कभी जिंदगी के कुछ लम्हों की बात करें तो कल का डर नहीं था, बोर्ड में मार्क्स लाने की फिक्र नहीं थी, छिले घुटनों थे और खरौंच बाहों पर आती थी दिल पर नहीं, दोस्त

सच्ची बात ना करें तू रोते थे, लड़े का वजूद नहीं, हम किसी और की परछाई नहीं। मुझे नहीं पता कि हम कब इस तरह बड़े हो गए कि हम उन चीजों के पीछे भागने लगे जो हमें तोड़ कर अलग कर देतीं। प्यार था खुद से और बड़े होते ना जाने किस गली में दिल छोड़ आये। मर्ज ढूँढ़ने निकले तू सिर्फ तेजाब के चींटे मिले। प्यार किया था पूरे दिल से ना जाने क्यू वो कम रह गया।

पापा की उंगली पकड़ के चलना सीखा था, गिर कर भी 100 दफा खड़े हुए मगर हिम्मत नहीं हुई। अब गिरते तो हिम्मत नहीं होती, हारने से मीलों दूर भागते हैं। वो पापा के कंधों पर बैठकर सैर करना, सबके सामने बिना सोचे-समझे रोना शर्मनाक नहीं था। अब बंद दरवाजों के पीछे कहीं घर से बन गया। अपना सिर तकिए में धकेल कर रोएं ताकि किसी को पता न चले कि आप कितने असुरक्षित हैं।

गलियों में भागते हुए पड़ोस की घंटी बजाकर भाग जाना और पकड़े जाने पर वो मां जब कान खींचके दांत लगाती थी। वो दिन, दिन नहीं जिंदगी की थी जो चांद सालों में जब थी चाहोगे तब भी वो पल वापस नहीं आएंगे।

दर्द तब सिर्फ बहार होता था, दिल के अंदर सुरख अब होता है।

याद है वो माँ की गोदी में आकर रोना क्यूकी दोस्त रूठ गया था तुम्हारा सबसे अच्छा दोस्त था ना वो? कहाँ हे अब, तुम्हें तो नाम भी याद नहीं होगा अब.

वो शाम को सफेद कुर्ते और धोती में आते थे अंकल जेबो में टॉफी भर कर और सबको बांटते थे वो। अब दिखते नहीं, वक्त सब छीन लेता, इन आँखों के सपने, कुछ करने की चाहत सब छीन लेता ये वक्त।

पापा की वो गुस्से से भरी नजर जब कुछ नादानी हो जाती थी और तुम्हारा लटका चेहरा देख कर तुम्हें जोर से गले लगाकर कहते हैं ष्वहुत शेतान एच तूष और वहीं तुम्हारा सारा डर खो जाता था। कल के लिए खुश हुआ करता था जिंदगी से प्यार हुआ करता था। अब तू सिर्फ बीते लम्हे एच और कल ना ही हो उसकी उम्मीद करता है।

याद तो एबीसीडी करने में दिक्कत बहुत हुई थी तब अब इस जिंदगी की एबीसीडी याद करने में लगता है उमर निकल जाएगी।

ये बचपन का सफर, सफर नहीं! उन यादों की बारात जिसमें तुम अब जिंदगी भर खोल कर नाचने की दुआ करते हो, हर रोज।

By : Priya Goel, Semester-4



A Painting of Kedarnath Dham

By : Anamika, Semester-4



A Warrior's struggle: Blood stained battle

By : Vanshika Jagia, Semester-4



A Painting of Shree Krishna, The saviour of life

By : Mansimar Kaur, Semester-4



The sketch of Shree Ganesha, Vighnaharta

By : Komal Keshri, Semester-4



View Of A Place Of Peace And Tranquility

By : Preeti, Semester-2

यज्ञसेनी

बंद किया कक्ष में खुदको, आज वो अंधकार में बैठी है, जो जन्मी है खुद अग्नि से, वो चीख चीख कर रोती है ये पीड़ा कितनी अगम है, न कोई पहचान सके, क्या बीत रही सखी पर, केवल गोविंद ही ये जान सके कैसे वो राज्य सभा की उन स्मृतियों को मिटाएगी, उसे लगता है उसके समीप आती हर वस्तु मलीन हो जाएगी पीड़ा देख सखी की गोविंद उसे समझाएंगे, न खोल सके जो द्वार कोई, उसे गोविंद खोलने आयेंगे

By : Mansi Singh, Semester-2



Swakshi Kumar

I am grateful to SJMC, Noida for providing me with a platform where I could explore myself personally and professionally. I consider myself blessed to be a part of this institution as it is not only nurturing my college life but also providing training to transform myself as a successful media professional.



Mehak Verma

"Our college, SJMC, Noida is well equipped with facilities that brings about the best in us. The homely environment, co-operative seniors and dedicating teachers make the new Mass Media students feel that they have selected the exact and the best college for their degree course and I really liked the infrastructure".



Aastha Tyagi

My experience at SSJMC, has been very wonderful. Our faculty members are very supportive as they also provided extra support during face-to-face classes and even during the pandemic. Also the college staff members are truly amazing and very responsive.



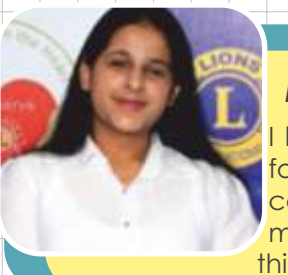
Isha Gupta

It was my dream to be in the media. And I believe this college has given my dream its wings to fly where I have got to know my opportunities, my capabilities and my strength which enriched my self-confidence.



Shreyangi Singh

SSJMC is an institution which helped me focus on my mental growth as it was really tough for me to tackle it. The faculty members have supported me to increase my inner strength, my mindset and ideas to think out of box with breaking stereotypes



Mannat

I have completed my 6 months in this college and found that my decision was right to choose this college for my studies. It gave me an opportunity to meet different kinds of people and learn a number of things.



Ishika Jaiswal

I am very excited to define my 6 month of experience at my college. I learned many things new from college. Not only academically, but also other career development as well.



Huda Sheikh

We had a chance to meet famous journalists, radio jockeys and famous personalities from the mass media industry. Our seniors have also been very supportive. I used to live in Mumbai, it was my dream to study in SNTD University because this University comes under top 10 in Women's Universities of India.



Priya Goel

SSJMC, Noida consists of experienced faculty members. They have been very helpful to me throughout the semester. The faculty members provide us the opportunity to explore our creativity, provide confidence so that we can be ready to face the crowd and competition. Everyone is very helpful and polite in nature. I am lucky to be a part of this journey.



Kashish Dixit

It has been a wonderful experience. The exposure provided by college prepares us for actual field work of the mass media industry. In this college, our confidence is built from the scratch. The college believes in providing practical knowledge to the students and supports the students in every possible way.

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