

# SATYAM MEDIA

# Chronicle

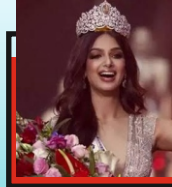
## The Current Scenario



Eminent rocket scientist Somanath appointed ISRO Chairman



Virat Kohli steps down as Team India's Test Captain



HARNAAZ SANDHU MISS UNIVERSE 2021

Volume 08

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Noida

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### TOP HEADLINES

Ayesha Aziz becomes India's youngest female pilot

PM inaugurates MaitriSetu between India and Bangladesh.

Forest fire destroys 1/3rd of Similipal Tiger Reserve in Odisha.

India's first ever Digital Toy Fair launched.

PM Modi launches the Kindle version of Bhagwat Geeta.

Delhi Govt. plans to bid for 2048 Olympic Games.

First ever Quad Summit held for stronger "Indo-Pacific" ties.

Uproar over Farmer's Bills



### Paytm's revenue surge gives it more operating leverage: CFO



The owner of the Paytm brand that last week reported a wider quarterly net loss, said increasing revenue and narrowing operating loss give it more room to continue investing in the business. Chief Financial Officer Madhur Deora said the digital payments and ecommerce company will continue to work towards reducing its operating loss—or loss before interest, taxes, depreciation and amortisation, also called ebitda loss—as well as improve contribution margins and revenue from operations. “So, we are on the right track with respect to making sure that we're generating a huge amount of revenue growth. All three metrics that matter are pointing in the right direction,” Deora said during an interaction with ET on Monday. “Of course, costs have increased, but there is a huge amount of operating leverage, from our revenue increase and Ebitda losses going down. So, the fact that we can continue to invest in our business while reducing our losses is very encouraging.”

### Eminent rocket scientist Somanath appointed ISRO Chairman



Eminent rocket scientist S.Somanath has been appointed as the Chairman of the Indian Space Research Organization (ISRO) and the Space Secretary.

Dr. Somanath is taking over the reins of ISRO at a serious juncture when sweeping reforms and critical missions are set to express the forward journey of the storied space agency.

Commenting on his priorities, Dr. Somanath told The Hindu that space sectors reforms, which involve hand-holding the private sector and start-ups so that they emerge as key partners in the sectors development, find a top spot on his list.

“We have to hold their hand and support them to come up. The idea is that the space ecosystem should turn out to be more vibrant, economically viable and self-sustaining. IN-SPACE is defining new model which is also designed to expand our space economy. The Rs. 16,000-crore space economy that we have in India today should grow to a Rs. 60,000-crore space economy”, said Dr. Somanath, who has been serving as the Director of the Vikram Sarabhai Space Centre (VSSC) and the Indian Institute of Space Science and Technology (IIST).

### JANUARY 16 TO BE CELEBRATED AS 'NATIONAL STARTUP DAY'



Prime Minister Narendra Modi has announced to mark 16th January as 'National Start-up Day'. The announcement was made by PM Modi on January 15, 2022, through video conferencing during a week-long event “Celebrating Innovation Ecosystem” as a part of Azadi ka Amrit Mahotsav. The Prime Minister connected with more than 150 startups across different sectors, during the event.

He termed startups as the “backbone” of new India and the engine that will power the nation's economic growth in the run up to the 100th year of Independence.

The startups, classified under six groups, gave presentations to the Prime Minister on six themes -- 'growing from roots', 'nudging the DNA', 'from local to global',

'technology of future', 'building champions in manufacturing' and 'sustainable development'.

The Prime Minister, during his address, had noted that 42 unicorns - companies valued at over \$1 billion - had come up in India last year and that startups are "changing the rules of the game."

He also mentioned that India has now reached to the 46th spot in the global innovation index, up from the 81st rank.

The Prime Minister was of the view Indian startups can easily make it to the global stage and reach other countries and told the young entrepreneurs: “Don't just keep your dreams local, make them global. Remember this mantra -- let's Innovate for India, innovate from India”.

### OLYMPIAN MIRABAI CHANU BECOMES ADDITIONAL SUPERINTENDENT OF POLICE

Weightlifter Mirabai Chanu, who won a silver medal at the 2020 Tokyo Olympics last year, was appointed into the Manipur Police Saturday. She was awarded the job last year in honour of her Olympic achievement. Mirabai Chanu has finally taken charge as Additional Superintendent of Police (sports) at Manipur Police in the presence of Chief



Minister N. Biren Singh in Imphal. Following the meeting, Singh described Chanu as “our nation's pride”. Sharing a few photographs of the event in a tweet on Saturday, weightlifter Mirabai

Chanu wrote, “It is an honour to have joined the Manipur Police as the Additional Superintendent of Police (Sports). I would like to thank the state of Manipur and our Hon'ble Chief Minister @NBirenSingh sir, for giving me this opportunity to serve the country and its citizens.”

Mirabai, a weightlifter from Manipur won the country's

first silver medal in women's 49 kg weightlifting with a total lift of 202 kg (87 kg in snatch and 115 kg in clean and jerk) on the first day of Tokyo Olympics 2020.

### India should adopt risk-based approach not blanket bans to contain Covid: WHO India head



Blanket approaches such as complete restriction on the movement of people and travel bans can be counterproductive in containing Covid in a country like India, says WHO's India representative Roderico H Ofrin while advocating target, risk-based strategies to counter the pandemic. Stressing on the need to protect both lives and livelihoods, he

said public health action in India and across the world must be continually guided by evidence from four key questions — how transmissible is the variant, severity of the disease it causes, how well vaccines and prior SARS-CoV-2 infection protect and how common people perceive risk and follow control measures. Depending on the epidemiological situation, available public health capacities and social and economic context, governments should tailor their measures to prevent and control the transmission, the Delhi-based official said as an Omicron driven surge pushed India's Covid tally to 3,76,18,271 (37.6 million/3.76 crore) Elaborating on ways to handle the current Covid situation, Ofrin, who joined as WHO's India Representative in July 2020, stressed that it is not just the responsibility of the government but also of every individual. Implementing a blanket booster programme while large segments of the population remain unvaccinated is likely to prolong the pandemic and misses the larger population that it aims to protect, Ofrin explained. Vaccination for children should be introduced after a proper study on the safety of children keeping in mind India's epidemiological and social context, he said. It is very difficult to put a date on the end of the pandemic.

Do remember that as the virus keeps transmitting, there is a chance for new variants to appear which can be more transmissible or severe. It is possible to bring this virus under control by ensuring availability and strategic use of the tools we have.

### Is it possible that Indian marketers are missing a trick or two by not utilising 'Vorfrende' to its full potential?



The word "Vorfrende" has been playing on my mind for quite some days now. The noun "Die Vorfrende" is a German word that combines the words "vor" (before) and "Freude" (joy). It means "pre-joy" or "joyous anticipation." That's an intense emotion that you feel as you wait for something to happen. The occasion, perhaps a particularly memorable one, or for something you've been looking forward to the experience, maybe a particularly memorable one, or for something you've been looking forward to seeking or anticipating for a long time. As I have stated, it is a state of 'joyful expectancy.' Vorfrende" is most commonly associated with the joy of anticipating the arrival of Christmas. "Vorfrende" is sometimes described as youthful anticipation because youngsters are virtually usually overawed by the desire and longing for the day after Christmas. They anticipate it. Santa stuffs their stockings, and they eagerly await the goods being open and shared. They are envious of the time they have. Family time is spent together, and they anticipate the different rites and rituals with bated breath from the midnight Mass through the turkey carving. Before the actual daybreak of Christmas, the delight and anticipation produce a warm glow of happiness. But, it's important to note that this pleasant anticipation isn't just about excitement, Tension, impatience, and

curiosity are also included. The Advent calendar was created to make the days leading up to Christmas easier for youngsters; an Advent calendar, an actual day-by-day countdown to the big day – is frequently used to pass the time. Christmas may not be as big or universal in India as it is in the United States. Diwali, on the other hand, is unquestionably one of them. Even with the Festival of Lights, there is still a lot of work. The greatest joy comes from anticipating something in the days leading up to D-day. In all of life's small and large events, the family must do so to truly 'celebrate' Diwali. First, let's look at the Advent calendar. First and foremost, what is Advent? It was derived from the Adventus, a Latin word that means "arrival" or "coming." Advent is the season when the world commemorates Jesus Christ's birth. The Advent season runs concurrently with Epiphany, Lent, Easter, and Pentecost. The liturgical year, or church calendar, includes the Advent season. It has been practised in many Christian traditions for over 1,500 years. Advent is widely observed in many Christian traditions, even in those that do not follow the church calendar. Advent is a season that begins on the fourth Sunday before Christmas Day and ends on December 25. It is meant to be a time for Christians to prepare their hearts for the coming of Christ. Advent is characterised by themes of self-



reflection, expectation, hope, and, finally, joyful celebration of the Savior's arrival. These motifs have a dual meaning: they first help us remember Christ's birth, and then they encourage us as we wait for His second coming. Accurate calendars with cut-out windows and stunning artwork are available starting in late October, and many significant businesses release special Advent collections. Diwali is no exception. We, too, have our Advent traditions. In the East, excitement and festivities are sparked by Durga Puja. In the West, Navaratri will soon follow. Ramlila is celebrated in several parts of the North, followed by Dussehra. Mysore Dussehra is marked by a great deal of merriment and pomp. Dhanteras, Naraka Chaturdashi, Lakshmi Puja, Balipratipad Bhaubej, and even Chhoti Diwali are all part of Diwali. Varanasi has hosted its own Deep Deepavali or Dev Deepavali — the Festival of the Gods' Lights in recent years. As a result,

we may make an Indian Advent calendar and match brand offerings to each day. The question is whether Indian firms engage in enough foreplay before the arrival of big festivals when sales are expected to be at their highest. Festival advertising used to be viewed as campaigns about 20-25 years ago — teaser, pre-launch, build-up, unveiling, offer(s), baits, etc., the 'hurry while supplies last' notifications, and even post-festival deals on or residual inventory. Unfortunately, these days it's generally just a one-off social media video to show how 'woke' you are as a brand, some standard Diwali deals, and that's it. After Diwali, the formal complaint is that the festival season should have been better. I'm inclined to ask such brand owners: but did you work hard enough to excite the client, romance the customer, build anticipation, and kindle 'vorfrende'?

## SJMC Highlights

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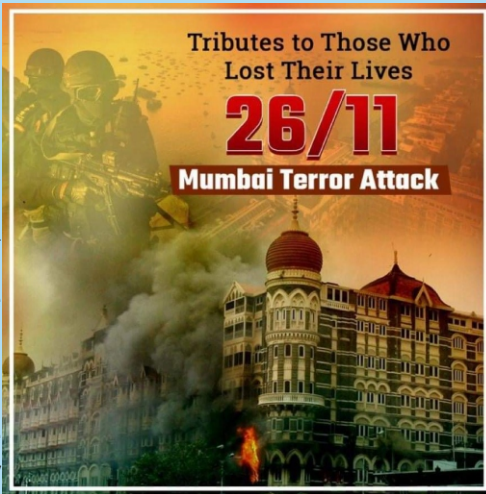
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SJMC conducted a workshop with the Hindi daily Amar Ujala providing a self defense for girls to mark 'APARAJITA' Nari Garima ka Sajha Sankalp. It was very interactive as well as a good learning experience for mass media students. The student gained insightful knowledge.



SJMC paid tributes to the martyrs 26/11 Mumbai Terror Attack of 2008 Noida, 26th November 2021: A tribute paying session was organized at the School of Journalism and Mass Communication under the aegis of Satyam Fashion Institute, Sector - 62, Noida Noida. A two-minute silence was observed by the faculty members and the students of SJMC. On this occasion, Tributes were paid to those who lost their lives in the Mumbai 26/11 terror attacks and salutes all the security personnel who bravely faced the terrorists.



SJMC students took initiative to make people aware of the importance of World AIDS day.

The world marks AIDS Day on December 1 to highlight the work done to eliminate the epidemic. The day is also observed to extend support to those who have to live with the life-threatening condition caused by the human immunodeficiency virus (HIV). The theme of WORLD AIDS DAY 2021 is to "End Inequalities. End AIDS".

The students of SJMC organized a Poster Making Exercise on the theme of AIDS and related issues. The day was observed in the memory of all those who have lost their lives due to this chronic disease.



Lohri, the festival coinciding with seasonal change to say goodbye to Winter and welcome to Spring was celebrated with religious fervor and gaiety at the campus of Satyam Group of Institutions today. All the faculty members and staff extended Lohri greetings to each other on this auspicious occasion.



Presentations)  
4. Valedictory Session

The inaugural ceremony comprised of Lamp lighting by dignitaries, SNTD prayer, kind blessings and opening declaration by Hon'ble chairperson Ms Sneh Singh and Mr Pradeep Gupta, Secretary, Satyam Group of Institutions. The ceremony took its further course with a keynote addresses by Chief

Satyam Group of Institutions organised an International Virtual Conference on "Reflections on Holistic, Multi-Disciplinary and Futuristic Aspects of Higher Education on 11th December, 21. The conference was sectioned into 4 parts:

1. Inaugural ceremony
2. Parallel Technical sessions I
3. Parallel Technical Sessions II (Paper



Guest Prof Ujjwala Chakradeo, Hon'ble Vice Chancellor, SNTD Women's University, Mumbai and our Guest of Honor, Prof Saroj Sharma, Chairperson, NIOS.

Thereafter, Technical session I commenced with expert speakers Dr Upma Chaturvedi and Dr Jonali Barua with Prof Arti Srivastava as a session chair. Both the speakers

conferred upon the sub-topics of conference i.e Hybrid Education and Life Skills. It was a great learning experience for all.

The conference ended with valedictory session and the concluding note by Chief Guest of the ceremony Prof. (Dr). Shashikala Wanjari, Former Vice Chancellor, SNTD Women's University, Mumbai. Best paper award for each technical session of all three Institutes SCE, SFI and SJMC was declared.

The best paper award for Satyam College of Education Technical session was Ms Harshita Panjani, Research Scholar, Amity University, Uttar Pradesh.

The conference ended with a vote of thanks to all the guests of the day, participants and all the stakeholders who helped in organising this great learning venture.



On 25th November 2021 at 4 pm, the Department of Journalism & Mass Media has organized a Deliberation Session on International Day for the Elimination of Violence Against Women. The objective of this program was to sensitize and bring awareness among the students regarding International Day for the Elimination of Violence Against Women.

The United Nations General Assembly has designated November 25 as the International Day for the Elimination of Violence Against Women. The premise of the day is to raise awareness of the fact that women around the world are subject to rape, domestic violence

and other forms of violence; furthermore, one of the aims of the day is to highlight that the scale and true nature of the issue is often hidden.



School of Journalism and Mass Communication under the aegis of Satyam Fashion Institute, Sector 62, Noida successfully organized its Annual Media Fest, "IGNITE-2K21" with zeal and fervor on 22nd December 2021 in the college campus. The Eminent Guests of Honour who attended this mega event were Founder of Sukhmanch Theatre Mrs Shilpi Marwah; Awarded Police Officer Mrs. Seema Dhaka; Famous Lawyer of Nirbhaya Rape Case, Mrs. Seema Kushwaha and DD News Anchor, Ms Radhika Choudhary. We expressed our deep felt thanks to our Guests of Honor for sparing time from their valuable schedule to be with us at the occasion. We expressed our deep felt thanks to our Chairperson Mrs Sneh Singh Ma'am for sparing time from her busy schedule to be with us at the occasion. We also expressed our sincere thanks to Mr. Pradeep Gupta, Trustee Secretary and all Trustees for their continuous support, motivation and guidance. It was an immense pleasure of having Dr. Bineeta Agrawal, Principal, Satyam College of Education; Dr. Prity Goyal, HOD, Satyam College of Education; Dr. Vandana Jaglan, Principal, Satyam Fashion Institute; Dr. Neetu Malhotra, HOD, Satyam Fashion Institute; Prof.(Dr.) M.Alam, Dean, SJMC; Ms. Priyanka Sarkar, Programme Head, SJMC; Faculty Members of SJMC, SFI and SCE and all the Academic, Non Academic, Administrative and Non Administrative Staff present with their full cooperation and support to make this Mega Event a Grand Success.

### Virat Kohli steps down as Team India's Test Captain



The Board of Control for Cricket in India congratulates Virat Kohli on an outstanding career as Team India's Test Captain. The BCCI and the selection committee respects his decision to move on from the captaincy role and has full confidence that he will continue to contribute as a player and help Indian cricket attain greater heights.

Virat has been the most successful Test captain India has ever produced. After taking over the reins from MS Dhoni, he has led India in 68 Test matches and secured 40 wins at a win percentage of 58.82. As Test captain, he registered his first series win against Sri Lanka in 2015, a victory that India registered in the Emerald Island after 22 years.

His greatest achievement as captain was in leading India to its first ever Test series triumph in Australia. Passionate about Tests, the failure to beat South Africa in a Test series on this tour would go down among his greatest disappointments.

Under his leadership, Team India also scripted history as they registered their first Test series win in Australia in 2018, clinched series in the West Indies, attained the No.1 spot in Test rankings and later in the subsequent years marched into the maiden ICC World Test Championship Final in 2021. Kohli also holds the impeccable record of winning 24 out of the 31 Tests played at home as captain, having lost only two Tests.

Mr. Sourav Ganguly, President, BCCI: "I personally thank Virat for his immense contributions as captain of the Indian

cricket team. Under his leadership, the Indian cricket team has made rapid strides in all formats of the game. His decision is a personal one and the BCCI respects it immensely. He will continue to be a very important member of this team and take this team to newer heights with his contributions with the bat under a new Captain. Every good thing comes to an end and this has been a very good one. Mr. Jay Shah, Honorary Secretary, BCCI: "Virat Kohli has been one of the finest captains to have ever led the Indian cricket team. His record and contribution towards the team as a leader has been second to none. To lead India in 40 Test wins is proof that he led the side with aplomb. He led the team to some of its finest Test match wins in India and overseas – including Australia, England, West Indies, Sri Lanka and South Africa – and his efforts will inspire the fellow and upcoming cricketers who aspire to represent the country. We wish Virat the best for the future and hope that he will continue to make memorable contributions on the field for the Indian team"

Mr. Rajeev Shukla, Vice-President, BCCI: "A cricketer like Virat comes once in a generation and Indian cricket is fortunate to have him serve the team as a leader. He captained the side with passion and aggression and played a pivotal part in many of India's memorable wins at home and abroad. We wish him the best for his career ahead. Mr. Arun Singh Dhumal, Honorary Treasurer, BCCI: "With his never-say-die attitude, Virat gave his all to the side as leader and his fabulous record as a captain speaks for that. From the moment he became India's Test captain, he made sure that India always strives for excellence and dominates world cricket. While Virat – the batsman – remained a powerhouse, Virat – the captain – did not leave any stone unturned, powering the team to some of its finest performances across the globe. I wish him all the very best for the future. Kohli thanked his teammates and the BCCI. The Board responded by acknowledging Kohli's efforts as captain.

One era end and another will begin.

### A serious lapse: On PM security breach

Prime Minister Narendra Modi's security arrangements, which left his convoy stranded on a flyover for around 20 minutes, near Ferozepur in Punjab on Wednesday is indeed a serious one as stated by the Union Home Ministry. But by quickly blaming the Punjab government and the State police, the Central functionaries triggered a blame game that has forestalled the possibility of a fair and credible inquiry into the incident. Two parallel inquiries have been announced, one by the Centre and another by the State, both of which are on hold until Monday when the Supreme Court of India will hear a plea on the issue. Discussions on national security are always surcharged in India but at least this one involving the personal security of the Prime Minister should have been more tempered. Union Ministers and Bharatiya Janata Party functionaries turned this into yet another loyalty test, and resorted to hyperbole. India takes the security of its Prime Minister very seriously. After all, a sitting Prime Minister, a former Prime Minister, and the leader revered as



the father of the nation are among the list of the country's assassinated leaders. The Special Protection Group (SPG), with an outlay of around ₹600 crore in 2020 and around 3,000 personnel have just one job – protect one person, the Prime Minister. The critical question that is to be probed is who made the decision that the Prime Minister could, and should, travel by road for more than 100 km, from Bathinda to

### HARNAAZ SANDHU MISS UNIVERSE 2021



Harnaaz Sandhu is a 21-year-old, fun-loving girl from the beautiful city of Chandigarh. She is currently pursuing her master's degree in public administration, and loves acting, dancing, swimming, and horse riding. She describes herself as a quick learner, versatile, compassionate, and confident girl, who always carries her passion with a headstrong attitude towards achieving her goals. Her journey in pageants started when she was 17 years old. Speaking about it, she said, "I was a part of Times Fresh Face in 2017, where I got a chance to represent my city Chandigarh at national level. After that, I never looked back. It was the turning point of my life. I became a part of Femina Miss India in 2019, and I was crowned Femina Miss India Punjab 2019, and I was in the Top 12. And now I'm in the Top 20 of LIVA Miss Diva 2021 with a passion in my eyes to be called as India on an international platform. I'm so grateful to be surrounded by the beauties of India and learn from each other and get to learn from industry best. It was never easy to follow her dreams and conquer her goals as she was an introvert, was bullied for having a thin body, and was body-shamed for her external beauty. "I think I have overcome that by believing in my own strength and by believing that every individual is unique and that what makes them different. It was all possible because of my mom's support. She has always been my hero and made me believe in my strength. My family plays a significant role in my worst stage. If I'm able to sit here and talk about myself with confidence, it's all because of my family," she said, speaking about how she overcame it with her family support. Besides being bullied, the beauty has gone through a stage of mental health issues, and it is one of the causes that the beauty wants to normalize that, 'It's okay to be not okay at times.' According to her, "The hardships and struggles are all there in everyone's life and what we really need to understand is how to have a positive outlook towards every situation that hits us because if God has given us challenges, it has also given us the power to come out of it. The diva believes in therapy sessions and support groups in which people share their experiences, and from that, we all learn from each other. For her, the goal is to be kind at heart, growing in life, and achieving

the dream. She wants to stand up for the cause of mental health and opening up about her cause, Harnaaz said, "The stigma associated with mental health refrains the affected individuals to seek help from professionals, which in turn leads to more serious complications including suicidal tendencies. I realized that it is imperative to focus on mental health when I myself had to face adversities during the phase of my hospitalization. I realized that mental health is intrinsically linked to physical health and that together, we can break the stigmas and help people realize the purpose of their existence to extract the best of their potential. I have been advocating about this issue in my circle of influence that distress and depression should not be a barrier to our growth, and letting go of it can lead us on the path towards our dreams. She further added, "Our society needs to change its perception towards this sensitive issue, and I affirm that if given an opportunity, I can use this platform strongly to work towards bringing a change in the society by breaking the stigma linked to mental health and also to inspire the youth to feel the purpose of their existence. Harnaaz has always had a special connection with animals and is a fitness freak, who likes swimming and yoga. She is very social, is a quick learner and firmly believes in the saying, 'life is a process of learning, so make the most out of it.' She is all set for her big run at the national pageant with elegance, enthusiasm, and courage. For her, Miss World 2000 Priyanka Chopra is an inspiration. She feels there is an interesting connection between the two as she was born in the same year Priyanka was crowned, and its fate that at 21 years, she might get a chance to represent India and bring back the Miss Universe crown. Priyanka has influenced my life immensely as her aura reflects courage, determination, and a never-give-up attitude. Since her pageant days, she has been representing India phenomenally and has made India proud on a global level, and that is what I, too, aspire to do. She truly is an inspiration to me and many others," she said.

Harnaaz's ultimate goal is to make her family and country proud and to be called India on an international platform, also, leaving behind a remarkable legacy that would inspire thousands of individuals.

Ferozepur and what inputs went into making that decision. Assuming that someone concluded that it was advisable for the Prime Minister to be on the road for nearly two hours, the process that preceded it must be probed. It was also decided that the Prime Minister should not be using a

helicopter as was originally planned. The route was identified in advance as a contingency plan, but the decision to use it was made at the last moment – a version that both the State and Central governments agree on. Various scenarios involving miscommunication,

**This is the high time when class 12th results are out and school days are complete**



Now this time is very important for all of you is going to pass the 12th. There are many courses are available today, deciding on a career path can be difficult. If you don't have any difficulties finding out what is best for you and your future. If you already know which courses and colleges you want, then you should prepare yourself for entrance and fill out the college applications. If you have no idea what should you want to do after the 12th, or what to do next for your career so read on-



**Pharmacist** - A course in Pharmacy deals with teaching students how to dispense and prepare medicines. The course also makes the student aware of drug-related information. The students of this course will be able to advise on health care programmer as they will be more aware of the prescriptions given by doctors.

**Cost and Management Accountant (CMA)** - This course is provided by The Institute of Cost Accountants of India or ICWAI. Certified Cost Accountants maintain cost accounting records, do cost auditing, help in planning, controlling and costing of products. One can do his/her practice as CMA or hold managerial positions in public as well as private enterprises.



**Fashion Design** - This four year Bachelor of Design (B.Des) or Bachelor of Fashion Technology programmer introduces the subjects that deal with Elements of Textiles, Pattern Making, Fashion Studies, Design Management, Fashion Forecasting etc. After completion of the course, graduates can either work as a fashion designer, interior designer, work in fashion house etc

Engineering

Commerce

Medical

Arts

### What after 12th?

● Know your interest field  
Career after 12th is such an important one, you will get a lot of. Advice from families, friends and knows. This time or this period is very crucial for you to choose the best direction with your interest.  
If you are interested in a traditional career like Engineer, Doctor, or Business you should go with professional courses, then it should be best that you have the same stream in 12th. But if you are thinking to be indifferent to colored feathers and want to pursue a career in Music, the Arts or want to become a journalist and actor, you should go for a course which is related to your creativity.

● Admission Process  
Once you decide and finalized the university, then check their admission process. Most university issues their admission form in mid-January. Some of the universities issues their forms in mid of April.

● Top Entrance Exam is

1. UPSC Civil Service Exam  
[www.upsc.gov.in](http://www.upsc.gov.in)
2. IIT-JEE  
<https://jeemain.nta.in>
3. Chartered Accountant (CA)  
[www.icaai.org](http://www.icaai.org)
4. NEET UG  
<https://neet.nta.nic.in>
5. National Defence Academy  
<https://nda.nic.in>
6. Common-Law Admission Test (CLAT)  
For further details visit their websites  
Career Options after 12th



**Media and Communication-**  
A degree in media and communication can open up many career options. In Media and communication, you can also develop your personality. In media, there are many options in which you can buildup your future like Advertising, Graphics designer, Art Director, Writer, Editor, Public Relations, Film and Video Editor and Journalist.



**Bachelor of Computer Application**  
BCA degree will enable you to enter the IT world and pursue high paying jobs in the information technology domains. It develop your personality. In HM you can also provides young people with great explore all over the world. opportunities.

**Hotel Management**  
Course after 12th is the most popular among students because it gives you the best opportunities to grow yourself and it helps to explore all over the world.

*Institute of Hotel Management - (Pusa, New Delhi)*  
*Institute of Hotel Management- Bangalore*  
*Institute of Hotel Management, Catering Technology and Applied Nutrition, - Mumbai*  
*Institute of Hotel Management – Chennai.*

## Nirmala Sitharaman: The most powerful woman in the country



Nirmala Sitharaman: The Finance Minister of India has managed to make it to the list of 100 Powerful Women of the Force for the third time in a row. This year Nirmala Sitharaman is at number 37 in the list of most powerful women in the world. Last year Nirmala Sitharaman was at number 41 in this list.

India's Finance Minister Nirmala Sitharaman is up two places in this Forbes list from US Finance Minister Janet Yellen. The Finance Minister was also given the first place in the recently released list of Powerful Women of Fortune India. American business magazine Forbes every year releases its list of 100 most powerful women around the world every year. Apart from 40 CEOs, 19 women leaders from around the world are also included in the Forbes list this year.

Nirmala Sitharaman was born to a middle-class family in Tiruchirappalli in Tamil Nadu on August 18, 1959. Her father worked in the Railways while her mother was a

homemaker and a great lover of books.

Nirmala Sitharaman is an Indian economist and politician serving as the current Minister of Finance and Corporate Affairs of India. She is a member of the Rajya Sabha, upper house of the Indian Parliament, since 2014.

She has served as the Minister of State for Finance and Corporate Affairs under the Ministry of Finance and the Minister for Commerce and Industry with independent charge. Prior to that, she served as a national spokesperson for the Bharatiya Janata Party.

Before entering into politics Sitharaman briefly worked for BBC World Service and was also designated as a senior manager at PricewaterhouseCoopers.

However, during her effective tenure as the Union Finance Minister of India, she became the second woman in the history of independent India to present the Union Budget after she presented maiden budget in the Indian parliament in 2019.

## Falguni Nayar: founder of Nykaa

Nirmala Sitharaman: The Finance Minister of India has managed to make it to the list of 100 Powerful Women of the Force for the third time in a row. This year Nirmala Sitharaman is at number 37 in the list of most powerful women in the world. Last year Nirmala Sitharaman was at number 41 in this list.

India's Finance Minister Nirmala Sitharaman is up two places in this Forbes list from US Finance Minister Janet Yellen. The Finance Minister was also given the first place in the recently released list of Powerful Women of Fortune India. American business magazine Forbes every year releases its list of 100 most powerful women around the world every year. Apart from 40 CEOs, 19 women leaders from around the world are also included in the Forbes list this year.

Nirmala Sitharaman was born to a middle-class family in Tiruchirappalli in Tamil Nadu on August 18, 1959. Her father worked in the Railways while her mother was a homemaker and a great lover of books.

Nirmala Sitharaman is an Indian economist and politician serving as the current Minister of Finance and Corporate Affairs of India. She is a member of the Rajya Sabha, upper house of the Indian Parliament, since 2014.

She has served as the Minister of State for Finance and Corporate Affairs under the Ministry of Finance and the Minister for Commerce and Industry with independent charge. Prior to that, she served as a



national spokesperson for the Bharatiya Janata Party.

Before entering into politics Sitharaman briefly worked for BBC World Service and was also designated as a senior manager at PricewaterhouseCoopers.

However, during her effective tenure as the Union Finance Minister of India, she became the second woman in the history of independent India to present the Union Budget after she presented maiden budget in the Indian parliament in 2019.

## Faye D'Souza- A prominent Women



Faye D'Souza- A famous Indian Journalist and television news anchor was born on 8th October 1981. She studied journalism at the Mount Carmel College and holds bachelor's degree in Journalism and English Literature and a Master degree in Mass Communication. She started career with All India Radio. She worked as a post graduate Journalist at CNBCTV18. She ran three weekly shows on ET Now – Investor Guide, All about stocks and The Property Guide. She worked as the executive editor of 'Mirror Now' which is owned by Times Group of India. She rose to fame with the show "The Urban Debate on Mirror Now", where she anchored on subjects of corruption, communal violence and independent press. She has previously worked as an anchor and editorial lead on ET Now a member of the 'CNBC TV18' Newsroom.

"The flagship show on Mirror Now", "The Urban Debate" was started, according to her to shine an uncomfortable spotlight on apathy, inefficiency and corruption which is the root cause of most problems that we face as Indians today. In 2018, The RedInk Award for 'Journalist of the Year'

was awarded to Faye D'Souza. She has been awarded for her blistering coverage of issues that touch the lives of common people. Her style of handling subjects like corruption, political opportunism, price rise and communalism over calendar 2017 has made her and her programme 'The Urban Debate' extremely popular with the masses. She resigned from Mirror Now's daily operations on 9 September 2019. Vinay Tewari replaced her as the new Managing Editor at the news channel. Her sudden resignation led to many speculation if her decision was a result of political pressure. Faye D'Souza is an award-winning journalist who has changed the way news is covered on Indian television by focusing attention on the issues that matter to citizens rather than those that fuel the emotions of partisan debates. D'Souza's calm, researched style of hosting prioritizes information over opinions.

She holds a BA in journalism and English literature from Mount Carmel College and MA in mass communication from the Convergence Institute of Media, Management, and Information Technology Studies. Faye D' Souza is one of the richest News Anchor & listed on most popular News Anchor. Faye D' Souza's net worth is approximately \$1.5 Million. Her style of handling subjects like corruption, political opportunism, price rise and communalism over calendar 2017 has made her and her programme 'The Urban Debate' extremely popular with the masses. She resigned from Mirror Now's daily operations on 9th September, 2019. She is a veteran journalist who has got her name paved in the history of India.

## Roshni Nadar Malhotra: Most Powerful Businesswomen in Asia



Roshni Nadar Malhotra is the CEO of HCL Corporation and a Trustee of the Shiv Nadar Foundation. She is also the Founder and Trustee of The Habitats Trust, and serves as the Chairperson of HCL Technologies. Roshni Nadar is an Indian billionaire businesswoman, and the first woman to lead a listed IT company in India. She is the only child of HCL founder and billionaire industrialist Shiv Nadar. She is at the number of 52th on the Forbes World's 100 Most Powerful Women list. She is also the richest woman in India. According to IIFL Wealth Hurun India rich list 2019.

Roshni has the daunting task of building HCL beyond what founder Shiv Nadar built. Among India's top 20 largest publicly traded companies and one of the top five IT services firm, HCL Technologies had a market capitalisation of Rs. 3.14 lakh crores. This year, HCL is set to report a double-digit growth in revenues with the pandemic having hastened the adoption of digital ways of doing business. She is also a philanthropic star and has been working

actively towards providing quality education to underprivileged children via the Shiv Nadar Foundation and the VidyaGyan leadership academy.

Roshni is a member of the Dean's Advisory Council at the MIT School of Engineering, USA, and is also a member of the Kellogg School of Management's Executive Board for Asia. She serves on the board of directors of the US-India Strategic Partnership Forum (USISPF) and is an independent director on the board of the HDFC Asset Management Company.

In recognition of her outstanding work in business and in philanthropy, Roshni has received several honors and accolades. She also at number of 52 in the list of most powerful women in the world. By American business magazine Forbes. Forbs also featured her among the '25 Most Powerful Businesswomen in Asia. Roshni was conferred with the Lewis Institute Community Change maker Award by Babson College in 2017. She is an unique personality to motivate today's youth.

### अजन्मी ही ना जन्मी

मैं अजन्मी क्यों न जन्मी,  
दुनिया क्यों ना दिखाई मुझे।  
मां तुझसे तो मिल ली मैं,  
पापा से क्यों न मिलाया मुझे।  
क्या मैं तुझसे अनजान थी माँ।  
तू तो कितना चाहती थी मुझे,  
फिर क्यों तुने मुझे ना जन्म दिया।  
किस डर से तुने इस दुनिया में ना आने दिया।  
पापा से तो मिला मां दे एक बार मुझे।  
जो कहेगी मां वो हर बात मैं मानूंगी।  
बन कर बेटी कोख में तेरी फिर कभी ना मैं पलूंगी।

**Anjali Kashyap**  
BMM-6th Semester

Don't wait for someone  
to bring you flower  
Plant your own garden  
and decorate your soul.



True joy of nature is when  
every drop of water  
shine like a pearl.



I never look at my watch  
when I'm sketching!



Another art...  
Of expressing your heart

**Parul Upreti**  
BMM-6th Semester

"Photography is the story I fail to put into words"



**Parul Upreti**  
BMM-6th Semester

### वक्त

जब वक्त बदलता है  
आस पास के लोगों का रवैया भी बदल जाता है,  
बिन बुलाए महमान की कोई खास इज्जत नहीं होती,  
रुदबा तो ऐसे वाले लोग की ही ज्यादा होती है,  
घबराने वाली बात नहीं है,  
बुरा वक्त ही तो है, सब ही का आता है, तुम्हारा भी आया है,  
अच्छे दिनों का इंतजार मत करो,  
मेहनात करो, दिमाग लगाओ, और छीन कर लाओ,  
ज्यादा प्यार, और इज्जत दोगे तो भाओ ही खाएगा,  
वक्त ही तो है बदल ही जाएगा,  
जो तुम्हारा है, वो खही नहीं हिलेगा,  
और जो नहीं है उसके लिए मरते दम तक तू बस तडपते ही रह जाएगा,  
तू बस दिल लगाके काम कर,  
तेरा काम का फल तुझे एक दिन मिल ही जाएगा,  
वक्त की बात है, जब तेरा आएगा,  
सारे लोग का रवैया फिर से बदल जाएगा...

वक्त की बात है, जब तेरा आएगा,  
सारे लोग का रवैया फिर से बदल जाएगा...

**Gaiety Bhabya**  
BMM-4th Semester

### ए-जिन्दगी तू देख मुझे

ए-जिन्दगी तू देख मुझे,  
मैं कितना बदल गई हूँ।  
मैं कितना संभल गई हूँ।  
मैं कितना सवर गई हूँ।  
ए-जिन्दगी तू देख मुझे,  
तूने कितना हराया पर मैं हारी नहीं।  
तूने कितना रुलाया पर मैं रोई नहीं।  
तूने कितना गिराया पर मैं गिरि नहीं।  
ए-जिन्दगी तू देख मुझे, तेरी हर चुनौती को स्वीकार किया।  
तेरी हर चुनौती को मात दिया। हर मुश्किल को आसान किया।  
ए-जिन्दगी तू देख मुझे।

**Anjali Kashyap**  
BMM-6th Semester



### मेरा पहला प्यार.... मेरी मां.

मेरा पहला प्यार.... मेरी मां.....  
भगवान से भी ऊंचा कद है जिसका,  
मेरी दिन से रात तक का सफर है जिसका,  
सबद कम पड़ जाए जिनके सामने,  
मेरा पहला और आखिरी प्यार पर एक लौता हक है जिसका,  
माँ तू ही तो जिससे नाम सुरु होता है मेरा दिन की डाट से रात तक  
की सकुन का हमसफर है तो तू मेरा,  
जिसकी रोटी खाए बिना चैन कभी मिल नहीं सकता,  
जिसके गोद के बिना निंद पुरा हो नहीं सकता,  
जिसकी आंचल में पूरी दुनिया की थकन मिट जाए,  
जिसके कदमों में इसी दुनिया में जन्नत दिख जाए,  
कभी मीठी सी लगती है,  
कभी अचानक तिख्खी सी बनने का नाटक करती है,  
कभी भोली-भाली,  
कभी गुस्से वाली होती रहती है  
मेरी मां मुझे अपनी जन्नत की चाभी सी लगती है,  
मुठी में बंध करने का भी मन करता है,  
की कभी मुझसे छूट ना जाए,  
मुझे आंचल में बांधे रखने का भी मन करता है,  
की कहीं मां मैं तुझसे या तू मुझसे दूर हो ना जाए....

गेटी भाव्या



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