

6th Febraury, 2018

DBS sings to patriotism, before the day of patriotism

On the 25th of January, Doon Business School celebrated the day with an inter-department group singing competition.

Well, It is just a competition. Something like that has happened before. Then what makes this something special? Well, it was an event for patriotic songs. The competition was between groups willing to sing for their country. This was something different from what usually happens at DBS.

The competition was organized at Amphi Theatre which was, elegantly, hosted by Aditi Anand of BAMC 6th semester. The competition was graced with the presence of the wonderful guests including the director of Doon Business School, Dr. Pethiya. There were participants from various departments like Mass Communication, B Com, PGDM, BBA and MBA, all of them singing patriotic songs in diverse genres.

The program started at 2 o'clock in the afternoon. The Amphi Theatre was all set with seating area and the sound system. One the show started off, there was no time when the speakers were left unused for even a second. The participation in the event turned out to be above expected. There were many groups which were ready to perform at the Amphi Theatre. Along with that, there were many other groups showing up on the spot and registering their spots for performing at the venue.

It almost felt like the show would never come to an end given the number of performers and yet was being enjoyed.

The performances were undoubtedly diverse. While the mass communication students performed school time songs which reminded the audience of their childhood, the agriculture students performed classics which left the



Harneet Singh Bhatia, Dhanush Dandu, Prashant Bisht and Neeraj Panghal singing the song "Aao bacho tumhe sikhaye...."

audience in awe. Along with this, many other performers gave various performances in genres like bollywood and classics.

The competition ended and then was the time for the skit competition by PGDM which was a real life story of unsung freedom fighters. After all the performances, Dr. Pethiya addressed the event and talked about patriotism and how much he appreciated the students stepping forward to be a part of this event.

Finally, it was time for the results. The mass communication department bagged the

second prize for the song "Aao bacho tumhe Sikhaye....". The team included students from BAMC second semester, Dhanush Dandu, Prashant Bisht, Harneet Singh Bhatia and Neeraj Panghal. BSc Agriculture who sang "Dil diya hai jaan bhi denge...." Took the trophy home which had Pranav Dagwar and Keshav Narang of second semester.

The event was an absolute success and was celebrated with compassion and elegance.

DBS hoists the republic day flag.



Neeraj Panghal, a student of DBS, saluting the national flag

On the 26th of January, Doon Business School hoisted the Indian flag in its campus on The occasion of republic day.

The flag was hoisted at 10:00 am sharp. Prof. Navjothi Singh Negi was hosting the whole event by speaking some motivating words and other facts about the great republic of India and about when and how it came into use.

The director of DBS school of Agriculture and Allied sciences, Dr. Indrajeet Gulati hoisted the flag.

Dr. Gulati dressed according to the occasion with a khadi, winter fashion, ethnic, suit and a

rajasthani turban.

Prof. Negi explained that the reason behind putting on the turban was more than just for ethnic attire and that it was because any respectful act as important as hoisting the country's flag needs to be done with a conerved head.

It was also seen that many students too dressed according to the occasion in ethnic attire like kurtas and sarees.

Dr. Gulati even spoke about what the indian democracy means to us and how the republic day was the day that made it possible.

Then, Cherian sir, who was and ex navy official, talked about how patriotism is a huge deal in the job of defense and how occasions like these actually remind them of that.

He spoke about how he copntributed to the Karghil war through the navy where his team was taked with patrolling near the gujrat water border.

He talked about how they couldn't eat or bath for weeks. But seeing that the country is safe, he feels good about his deeds.

After the hoisting everybody were given the sweet, motichur laddo.

The republic was celebrated with great patriotism at DBS.

HNN News

visits DBS for the post budget show.

HNN news channel came to Doon Business school on the 2nd of February to organize a panel discussion on the newly released union budget of India of the year 2018-19. The panel was held between prominent figures representing BJP (the ruling party) and the

insight on the budget. While the chairman Mohit Agarwal felt like the budget plan was an opportunity lost, the BJP representative was totally pro budget by talking about the advantages it was providing to the agricultural sector. The congress representative compared the union budget with the ones that was presented during the



HNN cameramen shooting the panel discussion

Congress (opposition party) along with an economist/ social activist, the chairman of DBS- Mr. Mohit Agarwal and Dr. Solanki, HOD of the commerce department at DBS.

The panel discussion was also a Q/A session that happened between the audience who were the students of DBS and the honorable panel about the doubts they had and the clarifications the students needed about the union. The show was hosted by two of the news anchors from HNN, one coordinating with the panel and one coordinating with the audience for the Q/A session. In the end, after the panel discussion and the Q/A session, there was an opinion round to know what the crowd feels about the union budget and what suggestions and criticism they would like to pass on to the government.

The show started at 12:00 in the afternoon. The sun was shining brightly above the head when the discussion started.

Every member of the panel had a different

Congress rule about how better it was that the current budget plan. Dr. Solanki rather talked about the economic implications of the union budget on the country.

The audience also had different opinions, the popular one being that the union budget was not met according to the expectations and all the important initiatives were shifted to the year 2022.

After the Q & A, in the opinions round, the students had the same perceptions to shar4e where it advised the government to focus on the present year and not postpone everything on 2022.

Finally, after the end of the show, the winners and runners of the parallel budget session were announced and were certificated by the BJP representative. Vrishali, Deepak and Hemanth bagged the first prize.

The event was a great experience to learn from for all the students.

Students of DBS present the union budget before the government does.



The jury panel analysing the actual budget with comparison to the parallel budget.

Doon Business school held a parallel union budget competition between the students on the 31st of January at the Amphitheater, where the participants were assigned to design the fiscal budget of the economic year 2018, one day before the release of the union budget by the government of India.

The task was given in such a way that every team reviews the budget of the previous year and design the budget of the current year. The competition was made to be as relevant to the actual budget presentation as possible.

To ensure so, a set of rules were put forward. The sectors that were supposed to be focused on were mentioned to be the fields like Agriculture, Manufacturing, Services, Defense and Railways. The organizers were also particular in mentioning the sources of the revenue like direct taxes, indirect taxes, customs, excise, GST, VAT, Corporate income tax, Personal income tax and how they are

being directed to in the budget.

On the base of this, the performers were also expected to talk about the budget would affect sectors like personal finance, Social, Health, Education, Energy, Investments and Infrastructure, Agriculture, Banking and Railways

.The best team was judged on the base of how close their budget would be compared to the actual budget that would be presented one day later on 1st February. So, the competition did take place on the 31st of January but the award ceremony was scheduled on the 2nd of February so that the jury could get one day to analyse the actual union budget and compare it to the parallel budget. and then decide the winner.

The event started off in the Amphitheater where a stage was put up along with four podiums and a mic on them, one for each member of the team.

The jury for the parallel budget competition

included various faculties from BCom and BBA departments like Dr. Solanki, Prof. Navjiothi Singh Negi, Prof. Gaurav Mishra, Director of DBS- Dr. Pethiya and also the Chairman Mohit agarwal himself.

Three teams were formed from students of PGDM and one team for MBA.

Each team had a different outlook towards development and that decided the kind of budget they put forward. Some teams were pro industrialization which pushed them to make the budget friendly towards the manufacturing sector.

Some chose the idea of agriculture to be a better one which resulted in making the budget farmer friendly.

However, the jury had something to say for every budget model. Because, as a matter of fact, no budget was ever perfect and it always affect one sector if it benefited the other. The results of the program were given out on the second of February as scheduled.

Students of BAMC first year create their very own youtube production house.

The students of BAMC 1st semester have assembled a team of writers, videographers, actors, and directors within themselves in order to create entertainment content online. As a part of that, they have created a youtube production house, or just a channel, in order post their content on the

Everybody in wandering towards different perspectives. Hence, wandering minds. Now wandering minds did not sound cool enough. So we opened google translator. we looked up a different translation for 'wandering minds' which would catch-up. Menti Veganti sounded perfect." There was, no doubt a really big story behind

The channel has recently started and the creators are coming up with content right now. Their first project which is a murder mystery-web series will be out by the end of this month. The team says it is focusing on the shooting of the series along with marketing their Youtube channel in order to increase their audience

Siddharth Kshatriya



A room for literature at DBS- The Minerva Society



<http://kikanicbse.kikanischools.org>

platform for the world to view.

The youtube channel named Menti Veganti was put up by Siddharth Kshatriya, Dhanush, Harneet Singh Bhatia and Prashant Bisht of BAMC 2nd semester, after identifying their love towards film making. The name "Menti Veganti" was coined by Srishti Rawat of 2nd semester. Although the name seems pretty cool, it is not easy to understand what it actually means. So, we asked Ms. Rawat the reason behind naming the channel Menti Veganti. She says "Well, Menti Veganti is Italian for 'wandering minds'!! We were actually trying to put a name that would seem cool and emphasize on a quality our team has. If we are content creators, we are people who look and the society in 5 different perceptions.

the name. but it just seemed worth it. It is catchy. Great job Srishti. When asked Siddharth about what the channel's genre is gonna be, he said "Nothing. But, everything. We are not going to have any specific kind of genre for the channel and limit the range of our content creation. we are not focused on one specific style. We are 'wandering' minds, as the name suggests. we are different from each other. Dhanush is into humor, I write mysteries, Shristi is partial towards romance etc. everybody has a different perception to look at things. Well, having a diversified team might just be something the channel would want, to attract a diversified audience.

base as much as possible. So here it is, please do subscribe to the channel Menti Veganti, to experience entertainment in every genre as you know it!

https://www.youtube.com/channel/UCbo3os5pnFfd-7AM1P_Irfw

As we know, Doon Business School has always been exploring new ways to make students available for all-round development. A result of this thought was why clubs like the dance club, drama club, basketball club, soccer club etc. took place and it could be seen that students have had active participation in all the clubs. As an extension of the idea of all-round development for the students, DBS decided to make a platform for anybody who is passionate about literature, make the original content of their own and want to be recognized. The Minerva Society. The Minerva society is the literary society at Doon

Business School where any student comes up who is passionate about literature in any genre like humor, dark etc. and any form like comedy, writing, reading etc. The society aims to put up weekly meetings with the members and provide a platform for them to speak. They intend to increase their skill at literature from an amateur to a professional level so that they can be ready to be able to perform with confidence no matter what stage it is. As a part of that, the society puts up every meeting with a specific task. If book reviews are a theme for week one, declamations are a theme for the other. This way, the society is trying to focus on polishing the all-around literary skill of each and every student.

A new semester starts at DBS

Mass Comm department bids farewell to its beloved teacher.



<http://blog.questia.com>

January 22nd was the date when the new semester for most of the UG students started at Doon Business School. While the previous semester exams ended around the date of the new year, some students went back to their home and enjoyed holidays, some stayed back, took up internships and worked on their CV's. The January 22nd was the day when DBS saw students coming to the campus of a long holiday of almost a month. The students seemed very much excited to be back to school after a long holiday and being able to study new subjects, new concepts and have a lot more experiences at the college life. The 1st, 3rd, 5th-semester students all came back as the students of 2nd, 4th and 6th semesters. the faculties who did not take a vacation were already on the campus and

Gave a warm welcome to all the students. As soon as the students came, they registered their names by clearing off the due of the previous semester and registering for the new semesters. The Agriculture, forestry and B Com. students would join a bit late in the fourth week of January because of their exam schedule which ended in the third week of January. The Mass Communication and BBA students were the first ones for whom the college opened. After the registrations of the semesters, all the students were concerned about were their practicals which were due in over a week.

All the students come to the college with a new hope that this semester will be a peaceful, beautiful and a memorable one.

Professor Rohit Kurketi of the mass communication department was given a memorable farewell by the mass communication department on the 28th of December when he was serving his last day as a faculty of Mass Communication department at DBS. Professor Rohit Kurketi was a faculty of the

students because of his soft nature and emotional contact with the students. The students felt comfortable with sharing any kind of problem with him. Professor Kurketi didn't just teach syllabus when he took a class. He used to teach life lessons too which would, later, be used to any student at any point in their life. Professor Kurketi wanted to take a break from his profession of teaching and spend some time

wanted Professor Kurketi to stay. "I can't believe he is actually leaving DBS"- Ravi Jagdish Pant "I would have preferred, he stayed"- Shivani Bisht "But it is his choice ultimately and I as a student will not stop him. We will support him"- Deeksha Aswal The students wanted to make Prof. Kurketi's last day at DBS memorable. That is why the



Mass communication department specializing in the fields of Public relations, event management, and media laws. Like every other faculty in the mass communication department, Professor Kurketi was well respected by all the

with his newborn daughter. The mass communication students were informed about this. When they got to know this news, they were, undoubtedly, sad and disappointed. Many students would rather have

students decided to throw a farewell party or simply a going away party for him. 28th December was during the time when the students had their semester exams going on. Yet, the students were keen on making Prof. Kurketi's last day memorable by throwing an awesome party with food, cold drinks, decorations, daces, pictures etc. "Thank you for everything guys. I will always remember you! I can never forget you people" Prof. Kurketi said.

Media- its condition, and direction

Media is not a new concept for us. It is not something we need an introduction to. It is something we have been familiar with for ages. There is something we need to appreciate about media. That something is that, long long ago, there was an idea. An idea of sharing what you feel, what you think, what you experience with the whole world. But, the idea is one part of it, then execution is another. Verbal communication was not an option. That is when someone got the idea of making a platform that will connect one person with the whole world. And not one person got this idea. Various people, from various places around the world, got this idea from various time periods.

So, be it Gutenberg who came up with the idea of the printing press or Grahembell who came up with something with which, you can use to communicate with people from long distances, all of them contributed to mass communication.

We were lucky that there were people who thought their ideas were worth sharing, which actually were. Be it Shaksphere who used the stage as a medium or Charles Dickens who used a book as a medium or even Charlie Chaplin who used the TV as a medium, they had content worth sharing because of which they made their place in the people's hearts. People like these made media what it is today and made the world understand the power and influence of media today. From the time it started, it had gone through a lot of modifications, innovations, and purposes. Finally, in today's time, media has two major purposes on the base of which the whole media industry is made.

One purpose is to inform and the other is to entertain.

Using media to inform is usually done in the field of journalism. And journalism something that requires a lot of knowledge. That is why I am not gonna talk about it.

So, let's talk about the second purpose for which media is used these days. To Entertain.

Entertainment, also, has emerged from just a purpose to a massive industry having various discussing its direction. But it is not perfect. That is why it is important to discuss its

you create good content but have it in scarcity, you might just end up being a

even more important than quantity.

After some content is made with good quality and quantity, there is the matter of being able to present it to the audience. Having the freedom to do so. Making good content without having the freedom of publishing it is an absolute waste. So, in today's time, if we have to talk about the condition of entertainment media. It has a good quantity of content to call itself a big industry. Thanks to platforms like YouTube which blurred out content for over a decade.

Then, the quality factor jumps in. The condition of quality media is not good or bad. It is just different. It is different in different places. Hollywood filmmakers make more quality films than the Bollywood ones. Bollywood filmmakers make more quality films than the regional ones. So this difference can be eradicated if only the filmmakers start looking at things out of their own perspective and make something that panders to their heart. Not pander to the audience.

Then comes the factor of freedom. If it is nationally, we are talking about, we need to go along way making content creation safer for the filmmakers. This is not something I have to explain. We have all seen the recent news.

It is upto us to change the direction of entertainment to make it free and much cooler place.



streams in it like advertisements, movies, documentaries, sketches, TV shows, web series etc.

Entertainment media's condition in today's time is not perfect. Because, if it were perfect, there wouldn't be any point in

direction.

To judge how perfect entertainment media is today, I came up with three factors. Quantity, Quality, and Freedom.

First, comes quantity. Quantity is something very important in entertainment. Even when

superstar for one night. To maintain something like recognition, you need to have content in abundance. Then comes the matter of quality. What is the point of having an abundance of something that is not even worth watching? So, quality is equally or

Valentines or Bajrang Dal



Yes. That time of the year has come.

Valentines Day! The day when the single people get jealous of the couples and the couples get jealous of the single people. This

day is known for being something that is really meant for a couple to wait for a moment and celebrate their love. However,

people have different perceptions about this. "Why do we need a special day for love?"

man Don't we love them normally?"

Some say. It is true. But what people need to understand is that valentines day is merely just a reason to tell your loved ones that you love them, in person, for real. If not, how many times do you actually tell your partner that you love him or her? Well, never. Just on special occasions. Then, if you get a chance to have a reason to say I Love You one more time, what is the problem with that? I say, just do it! Alright?

Now, let's talk about the people who say Valentines Day is a day which makes you run out of money. Well, here is a thought. Your partner never asked you to but them something expensive or take them somewhere expensive. Then why do you do it? Because you think she would want that? How would you know what she wants until you ask her? And if she actually asks you to buy her something expensive, you could always say no and explain why and apologize and get something cheaper instead. But, do you do that? Of course, you don't. So, if it is you who is not able to talk, that is not your girlfriend's fault, is it? Then stop blaming her for the extra expenses.

Now let's come to the single people. Now if I were single and I see a couple. I would, no doubt be jealous. But what I don't like is the kind of people who develop a hatred to these people and talk about joining the Bajrang Dal. Man if you don't have a girlfriend, that's on you. Not the couples. So stop showing your hatred to other couples if you are able to get a girl. It is the day of love. Stop it with your hatred already!!

In the end, all they want to say is, let the day of love be the day of love. Look at the positives and enjoy your loved ones. Don't make it negative. Please!

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Parallel budget session at DBS.



(Anti-clockwise from the top) Dr. Solanki discussing the newly announced union budget with the panel, Mr. Agarwal taking about the union budget with the students, Audience carefully listening to tyhe panel at the HNN news program on the union budget, the students looking at the union budget being displayed, students listening to the panel discussing about the union budget, the panel of experts discussing about the newly released union budget, the HNN news panel discussing about the union budget, the union budget being displayed on the projector screen, the HNN news cameraman covering the event.