



Affiliated to GGSIPU, New Delhi & Approved by Bar Council of India

India's only Interactive Fortnightly Newsletter

Journalism@DME

November 2022 Fortnight 1 • 12 Pages • Volume 7 Issue 20

Official Newsletter of DME Media School



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Renowned media personalities share their acumen as Media School conducts SIP 2022

Priya Yadav

DME Media School conducted Student Induction Programme - SIP 2022 in two phases during October 13-28. These sessions were conducted for the fresh batch of BA (JMC) 2022 programme.

The objective of SIP 2022 is to give the newly admitted students an overview of the Journalism and Mass Communication programme and create an understanding in its construct by providing an interactive platform with acclaimed media professionals and faculty members of the Media School.

The SIP 2022 witnessed deliberations and discussions on a wide range of topics relating to

the media industry. This seven-day event was followed by an Induction Plus Session with parents/guardians of the newly admitted students who were apprised about the working of Media School.

Some of the renowned media personalities who visited DME for interaction with the students include Mr Amish Devgan, a celebrated Anchor in New18 India, Mr Prabhat Shunglu, a senior journalist having worked with reputed TV channels, Ms Shikha Sharma, an Anchor in Republic Bharat and Ms Palak Sharma, a senior TV Anchor working with India Ahead.





Journalist Prabhat Shunglu discusses attributes of news in the digital world

Dr Sumedha Dhasmana

Internet offers a powerful platform for a person to be a successful entrepreneur. This mantra was highlighted by senior journalist Mr Prabhat Shunglu who motivated the first-year media students of Delhi Metropolitan Education on October 18. The interactive session having taken place in Studio 62 was part of Student Induction Programme - SIP 2022 for BA (JMC) batch 2022.

Mr Prabhat Shunglu has vast experience with top media brands like The Times of India, The Statesman, The Pioneer, Business India TV, AajTak, Star News, Network 18, Rajya Sabha TV and News Nation. He also hosts a show on news and current affairs on his YouTube channel The NewsBaaz.

This special lecture, titled Understanding news in the digital world, offered a tremendous opportunity for curious and energetic media students who are keen on exploring the new possibilities in the media world, especially in the digital era.

Mr Shunglu commenced his address by interrogating the area of interests of students. He was impressed to know that many students are constructively engaged in various online platforms along with a considerable follower base. He stated that, "Digital world is extremely powerful and anyone with a mobile phone and a nose for news can

become a citizen journalist today. Moreover, one can also explore entrepreneurial skills by taking a simple initiative of opening a YouTube channel or Instagram Page."

Appreciating the interest and endeavour of students, he encouraged them and added that "The internet provides us space to be ourselves and we are free to explore the world and be our best selves. Numerous opportunities will arise if you work on your writing, research, language, and presentation skills.

Dr Ambrish Saxena, Professor and Dean, DME Media School and Director of DME-IQAC, emphasised on the value of keeping a journalistic eye. He said that "A journalist's prime responsibility is to maintain transparency and to stay accountable. Citing a recent development in Gujarat, he applauded the efforts of a courageous reporter who brought forward the hidden steps taken by Election Commission for enforcing voting among citizens.

Dr Susmita Bala, Professor and Head, DME Media School, concluded with highlights of the session. She said 'Always be prepared before covering a story. One must understand the context of the incident, its present scenario and this is possible only with solid research and regular consumption of news.'

TV Anchor Palak Sharma explains traits of news presenter

Diksha Negi

Continuing with its Student Induction Programme (SIP) 2022- Part II for Semester I students, DME Media School hosted yet another interactive session with TV Anchor Ms. Palak Sharma, India Ahead News on October 28 in Studio 62.

The session, titled TV Journalism in India: Traits of a News Presenter, brought forward important qualities that media students must possess, including news sense, objectivity, accuracy and scepticism.

Ms Palak Sharma emphasised the importance of intelligent envisioning and fearlessness in the business of news presentation. She highlighted that, "News presentation is much beyond the on-screen glamour. A news presenter must not only speak well but also have a deep understanding of the subject that is being covered. One must also know how to ask smart and deep-diving questions.

She further added, "There is no shortcut to this art of new presentation and it can be mastered only through practice. Academic knowledge supported with hands-on experience plays a major role." She further added, "Journalism is a responsible profession. Being present in the moment is one of the key skills that defines a good anchor."

Ms Sharma also provided insightful answers to all queries of students regarding the media industry, career building and getting fame in this profession.

The session concluded with a vote of thanks by Dr Susmita Bala, Professor and Head, DME Media School. She said, "There is no place for bias in media industry." One major thing that hasn't gone out of fashion is reading the newspaper. "It is extremely important to keep yourself regularly updated."



News Anchor Shikha Sharma talks about Challenges in TV journalism

Dr Sumedha Dhasmana

On the concluding day of 5-day Student Induction Programme - SIP 2022 at Media School of Delhi Metropolitan Education (DME), Ms Shikha Sharma, a celebrated TV anchor, mitigated the apprehensions of girl students while assuring them a bright career in media industry. She addressed the fresh batch of BA (JMC) students in Studio 62.

Speaking on Challenges in TV journalism, From Reporting to Anchoring, Ms Shikha Sharma, one of the prominent faces of Republic Bharat news channel, talked about challenges and opportunities in media while motivating the enthusiastic and inquisitive students who are eager to explore new horizons in the field of journalism.

In an interactive programme, Ms Shikha made every effort possible to enlighten students about the insides of the media industry. She emphasised on the importance of knowledge and said that, "it is important to stay updated all the time. Anyone who aspires to make career in media industry must read newspapers thoroughly every day. Once knowledge is developed, confidence emerges on its own."

Dr Amrish Saxena, Professor and Dean, DME Media School and Director of DME-IQAC, stressed the importance of maintaining high standards in journalism practices. He said that, "The current journalism and mass communication programme will provide an understanding of the subject. However, the practical understanding of the subject can be developed through first-hand experience. Fortunately, journalism students get ample opportunities to explore this field."

Dr Susmita Bala, Professor and Head, DME Media School, concluded with highlights of the session. She said, "It is very important to stay alert in the media industry. A news anchor carries the responsibility of presenting accurate news to the audience. Media students aiming to become anchors in the near future must understand the strength they possess and also the roles and responsibilities they need to adhere to."





Dr Amrish Saxena highlights pertinent issues of media education and industry

Vinayak Yadav

Dr Amrish Saxena, Professor and Dean, DME Media School highlighted the pertinent issues of media education and industry in the Student Induction Programme (SIP) 2022 for Semester I students of Media School on October 17.

The interactive session titled Contemporary media education and industry: get answers to your queries took place in Studio 62. SIP 2022 was organised for Batch 2022 marking the commencement of their first year. This was the fifth consecutive session, Day 3, of the week-long SIP that started on November 13, 2022.

Dr Saxena is an accomplished media professional, researcher, author, anchor, political analyst and film enthusiast. He is the Director of DME Studios and Production; Director of International Relations and Advisor

of IQAC. Dr Amrish Saxena has worked on all media platforms: print, radio, TV and digital media.

Dr Saxena encouraged the students to always prepare themselves in advance before attending any lecture. He said, "It's important to always attend every lecture with both physical and mental preparations. While physical groundwork includes being ready to note or record, mental readiness can be easily assessed by students' involvement in the lecture."

The enormous enthusiasm of students was noticed when the platform was left open for queries. Areas like history of media, the comparison of new media with traditional media, relationship between media and government and media bias were discussed in depth in the session.

Newsletter team edifies students on significance of report writing

Manya Pandey

The third day of the week-long Student Induction Programme (SIP) 2022 of Media School witnessed another interactive session by Newsletter Team on October 17. Dr Sumedha Dhasmana, Assistant Professor at DME Media School led the session in Studio 62.

Dr Dhasmana in her welcome address apprised students about the Media School newsletter, Journalism@dme. She described how newsletter reports are written and the advantages and disadvantages of being a member of the newsletter team.

The fresh batch of 2022 felt both surprised and inspired, when Dr Dhasmana introduced the Newsletter Team, who are students from Semesters V and III. All members shared their

experiences; successes, failures and learnings while being part of this creative team.

The most exciting part of the session was a creative game that was played with 10 student volunteers of batch 2022. The importance of effective communication skills was the take-away of the game.

The session concluded with a Q&A round in which Dr Dhasmana and other team members answered several questions. They encouraged students to use their potential in developing their skills.



SPARC Team interacts with the fresh batch of DME Media School

Vinayak Yadav

The sixth session of Student Induction Programme- SIP2022 was marked by an interactive session by SPARC Team on October 17. The session was conducted by Ms Saima Pervez, Assistant Professor, DME Media School in Studio 62

SPARC (Students with Positive Attitude and Resonating Communication) is the student council of DME Media School. Set up on August 26, 2019, SPARC was created on the premise of providing a platform and opportunities for the holistic growth of students. It aims at empowering the students with a sense of responsibility towards the institution and fellow students and to ensure congenial atmosphere on and off campus for the overall growth of students.

Ms Pervez, SPARC Faculty Facilitator, gave a brief introduction of SPARC and discussed the

importance of teamwork. She explained how SPARC provided a creative platform that helps students to unleash their talents.

The session was co-conducted by student conveners from Semester V. Student Hani Khurana, stressed the importance of student council and encouraged students to follow their mentors. Kalidas J Sreenivas from the same batch focused on the need to continuously improve and master new talents. Priya Mishra from Semester V elaborated on her personal experiences working with SPARC. She stressed the need to remain grounded. M.S. Divyasri, from the same batch, talked about the importance of teamwork and the responsibility that comes with it.



DME Media School is a school of experiential learning, students told by senior faculty



Ms Saima Pervez

The Student Induction Programme of BA (JMC) batch 2022 provided a platform for understanding the functioning of DME Media School in detail. Associate Professors Dr Manasvi Maheshwari and Dr Manmeet Kaur and Assistant Professor Mr Pramod Kumar Pandey came together to elaborate the flagship events of Media School on October 18 in Studio 62.

The events and initiatives that were introduced to students include International Film Festival CIFFI, B G Verghese Lecture Series, International Conference ICAN and Vibrant India Series.

CIFFI Cineaste International Film Festival of India - CIFFI is the only film festival in the world that is organised by two educational institutions of two countries located in different continents. DME organises this festival in association with Deakin University, Melbourne. This year, the festival will take place from Dec 15-21, 2022 with theme Cinema for Togetherness #millennialmovies. B G Verghese Lecture Series is a special lecture organised every month with eminent media personalities and experts on issues related to media and other subjects of contemporary value.

The International Media Conference ICAN is organised by DME Media School in collaboration with the School of Communication and Creative Arts, Deakin University, Melbourne, Australia. The theme of ICAN 5, conducted in 2022, was - Inclusivity, Convergence and alternative negotiations with hash tag communication4all.

Vibrant India Series- VIS was launched for celebrating 75 years of India's Independence on August 9, 2021. Conceptualised and created by Dr Ambrish Saxena, Professor and Dean, DME Media School, this programme is a unique way to pay tributes to all those people who made sacrifices for the Independence of this country. As part of this series, 75 inspiring personalities are being invited for online talk, interview and interaction with students. The objective of this programme is to inspire the students and ensure their contribution in nation building. More than 60 episodes of this programme have already been produced.



Batch 2022 gets to know Vritika: A Congregation of Media Students

Ms Saima Pervez

Ms Sukriti Arora, Assistant Professor, DME Media School conducted an insightful session titled Vritika: A Congregation of Media Students for BA (JMC) batch 2022 students. This session that took place on October 18 was part of Student Induction Programme SIP2022.

Vritika is one-of-a-kind media festival and convention for facilitating deliberations on the significance of contemporary media-related matters. The convention aims at disseminating essential information associated with journalism and mass communication to a wide span of audience. The theme of Vritika 2022 was **Ignited Mind Inspiring Thoughts with #youthfest**

Student volunteer from Team Vritika explained that Vritika aims to bring students from across India

on a single platform and bring out the talent hidden in journalism and mass communication arena. The festival seeks to engage students' thought-provoking discussions, debates, and discourse to create future media visionaries. Vritika wants to cater to the need of the hour- to develop consciousness among the media students for responsible and accountable professional conduct towards society.

Formulating a compilation of diverse competitions, Vritika harnesses the talent and promotes the broadening of the imaginative and communicative horizons of the participants.



Fresh Batch gets acquainted with an array of work opportunities



Sajal Mishra

On October 19, the week-long Student Induction Programme SIP 2022 saw an escalation in the enthusiasm of the newly admitted students as the training and placement cell of DME Media School organised an intriguing session on Training and Placement at Studio 62 of Media School.

The session was conducted by Mr Vishal Sahai, Assistant Professor, DME Media School. It commenced with a brief introduction of the training and placement cell. Students were informed in detail about the companies which conduct placement drives in the institute.

Mr Sahai highlighted the dos and don'ts that one needs to keep in mind while appearing for a job interview. "One must make a good first impression and this is possible only with advanced preparation. An overall understanding of all fields of media is crucial as industry

always prefer multi-taskers. Moreover, one should have multiskills like camera handling, good communication and effective writing skills. This will help in getting the job of one's dream.

Students were updated about internship opportunities at various media houses. These internships will provide indelible experience and will in-turn help students in getting the on-field exposure.

Mr Vishal Sahai also laid stress on the importance of observation skills and elaborated that, "Observation is one of the most important and powerful things that one should possess. It helps in coming up with creative and novel ideas." The session then concluded with an interactive question & answer round.



Fun-filled video making sessions for media students



Shiksha

DME Media School organised a fun-filled Video Making Session in the Student Induction Programme -SIP 2022 Part II on October 27 and 28 at Studio 62. The session was conducted for Semester I media students under the supervision of Mr Vishal Sahai and Mr Madhav Sharma, Assistant Professors, DME Media School.

The goal of this two-day video-making workshop was to eliminate camera phobia and show newcomers how fun and easy content creation can be. For this, Mr Sahai & Mr Sharma initiated an activity where students of the new batch needed to record 30 seconds bytes, briefing their experience at DME. The students were also provided with their video and were asked to upload it on different social media platforms using appropriate keywords.

With this, students were encouraged to make video and upload a variety of content. Mr Vishal Sahai explained, "Never fear the camera, make it your friend. Camera is the most incredible form of communication. Use as many keywords as you can to make your content visible to a large number of your audience. Visibility is the key to shine."

In order to record these videos, students of semester I were also provided with the opportunity to handle camera in the supervision of their senior batch. Concluding this interactive and enthusiastic session, Mr Madhav Sharma explained, "Presence over social media is crucial in present time. Social media is a key medium but it is not only confined to Instagram. Content resources should be used wisely and efficiently."



Dr Ambrish Saxena emphasises socio-political understanding for students



Dr Sumedha Dhasmana

Dr Ambrish Saxena, Professor and Dean, DME Media School emphasised on the importance of social and political understanding, while resolving queries of semester I students on Oct 27 in Studio 62.

Titled Let's Speak Up Let's Resolve, this interaction provided an opportunity to the students to eliminate their hesitation and speak up on the matters of their concern. This interface marked the beginning of the Day 1, Session 1 of Student Induction Programme SIP2022 Part II.

Dr Saxena encouraged students to be more oriented towards the purpose for which they chose Journalism and Mass Communication Programme. He explained how fearlessness, commitment and hard work is the key to success of any media person.

"Knowledge of one's society, culture and politics is extremely important for students. One must travel extensively and understand our country well", Dr Saxena stimulated students to

be independent and expose their minds to the continuous and crucial process of learning. He enlightened how even the students planning to build career in film-making need to stay updated on the socio-political front. "Masterpieces like Mission Kashmir and The Kashmir Files can only be brought up with a deep understanding of social and political turmoil", he added.

When asked to provide some tips on how introvert people can be more outspoken and make a mark in challenging media field, Dr Saxena explained that being introvert is part of one's nature and it actually doesn't require much change. He said, "Introvert people are thinkers as they like to work upon their inner thoughts rather than being outspoken about everything. There are ample number of job opportunities in media houses that welcome people with creative bent of mind."



Media School celebrates six successful years of Journalism@DME with writing contests

Dr Sumedha Dhasmana

The fortnightly newsletter of DME Media School- Journalism@dme completed six successful years of its inception in October. To commemorate this achievement, writing contests for media students were organized in both physical and online mode on October 27.

The occasion witnessed enormous enthusiasm among students who aim to be writers of the future. The students of semester I gathered to participate in the physical contest. This perhaps, was their first attempt in writing at higher education level. Landscapes of Digital India and Status of Women in India were the topics provided to semester I students in the competition.

At the second level, students from semester III and V participated in the contest through online mode. Keeping in mind matters of immediate concern and current affairs, students of senior batches were tested on topics of Global Warming & Climate Change and Rishi Sunak: UK's First Indian Origin PM.

Journalism@dme had a modest beginning in 2016. Dr Susmita Bala gave a more professional look in 2017. Dr Ambrish Saxena made concerned efforts to facelift the newsletter both in contents and design in 2018 and 2019. The newsletter grew as the most effective tool of communication between DME and its students during difficult time of COVID-19 in 2020 and 2021.

The newsletter turned into a fortnightly publication in 2020 with comprehensive event reports and introduction of new columns. In 2021, it was converted to an interactive newsletter with the introduction of hyperlinking and adding LinkedIn profiles of the student authors.

Today, Journalism@dme is running its seventh volume and is the only interactive fortnightly newsletter in India. It carries different columns and sections such as event reports, faculty interview, faculty achievement, student achievement and book and film review.



Semester I students get a guided opportunity to choose elective subjects

Priya Yadav

Ms Sukriti Arora and Ms Deepa Zutshi, Assistant Professors, Media School conducted a counselling session on the second day of Student Induction Programme (SIP) 2022-Part II on October 28. The purpose of the session was to assist students in selecting an appropriate elective subject that includes the option between Personality Development & Writing Skills.

Ms Arora began the session by discussing the significance of Personality Development as a subject. She outlined the course syllabus and stated, "Personality is a crucial aspect of individual's life. Personality Development can help one in self-discovery and skill development. "It is essential in both personal and professional life."

Ms Deepa Zutshi offered a quick overview of Writing Skills and highlighted its importance for media students. She said, "Good writing skill is essential for media students. One may choose to enter any field of media in the near future. However, the need to write good copies will always be present." Ms Zutshi also elaborated on the syllabus, emphasising the need to master the art of writing.

The session concluded with both faculty members advising students to maintain high academic performance and excitement throughout the semester.



Veteran Professor Veena Sikri shares her life journey in VIS episode 57

Aditya Goswami

Professor Veena Sikri, a career diplomat turned educator, inspired by narrating her life journey in episode 57 of Vibrant India Series on Oct 28.

This interaction is another step forward in the tradition of interacting with personalities from well-known backgrounds at DME Media School. Professor Veena Sikri is the Founding Trustee & Convener of South Asia Women's Network (SWAN)

Professor Sikri began her session by addressing three aspects that guided her throughout life. She recollected the times of the freedom struggle and said, "We have grown up from a terrific time of partition when massive numbers of innocent people lost their lives. Such an atmosphere made me learn three values, i.e. hard work, sincerity and value system."

She expressed her concern about the present value system and added that "the value system is absolutely vital. Earlier, it was included in the education curriculum, but today ethics and value systems are totally out of the curriculum".

Moving further, Professor Sikri talked about fake information that spreads through social media and added that "Today's age of social media that makes videos viral even before the news is verified can do a lot of harm."

The address was followed by a brief Q&A session. Prof Sikri answered several questions from the students. Dr Ambrish Saxena Professor and Dean, DME Media School, moderated the session.



DME students and teachers join hands in taking Diwali festivities to the next level

Diwali is a festival of lights, it is a festival of life, it brings people closer and fills them with love and fraternity. In Delhi Metropolitan Education - DME, Diwali is celebrated every year in high spirit with the feeling of togetherness.

This year, the fun and effervescent Diwali cultural carnival took the festivities to the next level. The 2-day function was conducted in the amphitheatre with all the students and teachers joining hands in showcasing their hidden talent.

The event started with the auspicious lamp lighting ceremony by Ms Kiran Sahni, Chairperson, DME, Justice Bhanwar Singh, Director General, DME and Dr Ravikant Swami, Director, DME. The teachers of all the three schools made mesmerising performances in the auditorium.

The fest began with Ganesh Vandana by DME dance society Fitoor and continued with amazing dance performances on different folk-dance forms like Pahadi Dance, Rajasthani Dance, Punjabi Gidda and Group Bhangra by talented dancers of Fitoor dance society.

The day 2 of the event started with even more enthusiasm, as the bar was set high for the fun in the beginning itself. The amphitheatre was filled with a large number of students and teacher.

The different societies of DME including Styleit (Fashion Society), Fitoor (Dance Society), Enigma (Music Society), Bhangra Steppers (Bhangra Society) and Taabiir (Theatre Society) showcased a commendable performances on various fun genres.







The Memory Police: A timeless representation of oppression & loss

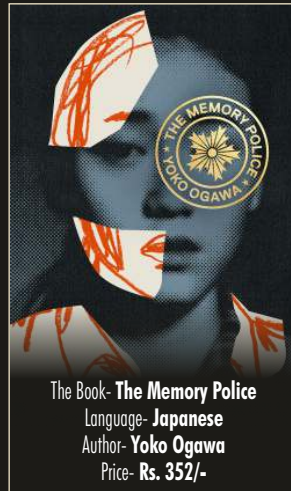
Aneesa Saran

'The Memory Police' is a slow tale set up in a dystopian universe, focused on the inhabitants of a singular island in Japan. The plot follows a path where the residents of this island all forget about random items, from birds to ferries and even hats, and it is the job of The Memory Police to ensure that there is no physical proof left of these items.

The Memory Police go to various lengths to ensure that these items cease to exist, both in the physical realm and in memory. Although all inhabitants tend to collectively forget the existence of such objects and live their lives as if nothing has happened, there are a few who still remember. These people, if found are apprehended by The Memory Police and are never to be seen again.

Imagining a life ruled by an oppressive organization, and living in a world that is void of common objects such as birds, novels and even flowers seems to be hellish, but the people of this island seem to have accepted their fate, and live life as is, no matter what happens.

The story revolves around the narrator of the story, a novelist herself who remains unnamed throughout the narration, and the story of the people around her who can remember the forgotten items. The memory of her mother, who had disappeared a long time ago acts as a motivation to help hide her friend and editor who has the same



ability. Another friend of hers, an old man, joins this journey to protect the one who remembers.

Ogawa plays around with words and represents each lost item as a part of a person's identity; their soul is now gone, and all that is left is a hollow shell. Each loss is treated as a beautiful end to a long journey, where the residents celebrate the departed and the very next day, follow on with their lives, the memory of these items and all that was connected to them, long gone.

The end of the novel is dark and bittersweet, as residents slowly forget their bodies, their souls, and their existence, and depart the island, never to arrive anywhere or to return here.

The novel is a slow and melancholic tale about the loss of one's identity. It is a political piece of literature that represents the loss that groups of minorities have faced around the world time and time again. How they have suffered and have been forced to give up a part of themselves under harsh regimes. Each loss throughout the story, represents a loving memory, a part of an identity that is forever gone.

Goodreads: 3.75/5

Amazon- 3.9/5

Barnesand Noble - 4.6/5



Vikrant Rona

Aditya Goswami

Kannada's versatile Actor Sudeep has once again enthralled the audience with his fabulous work "Vikrant Rona". The story is about a sensitive series of deaths that leads to a massive connection with supernatural things and Vikrant finds the killer.

This film is ornamented with talented Actors such as Sudeep, Nirup Bhandari, Ravishankar Gowda, and other Actors who joined hands for special appearances.

Director, Anup Bhandari clasped the narrative of the movie in an unwrinkled way which glued the audience till the end and doesn't lose the plot was a delightful endeavor in the Crime & Thriller genre by Bhandari and is considered as fruitful when it comes to the element of a mystery product.



Directors: Anup Bhandari

Cast: Sudeep, Nirup Bhandari, Ravishankar Gowda

The pace is slow in the first half but the second half is bull's eye and doesn't fall flat, especially the climax which enthralled your attention and won't let you leave the seat, seems like the item song performed by Jacqueline Fernandez forcefully added.

Superior efforts were put into VFX and presented in a balanced manner. While the overall performance of the Actors is satisfactory, Background Music (BGM) adds a mystery essence to the narrative.

Vikrant Rona left behind a handful amount of unanswered questions and the audience may end up to craving know more about Vikrant's life. Vikrant Rona is worth a watch and even a single wouldn't come out disappointed irrespective of the insignificant shortcomings.

Patron-in-Chief: Mr Vipin Sahni, **Patron:** Mr Aman Sahni, Justice Bhanwar Singh, Dr Ravikant Swami, **Consulting Editor:** Dr Ambrish Saxena, **Chief Editor:** Dr Susmita Bala, **Editor:** Dr Manasvi Maheshwari, **Associate Editors (Content):** Dr Sumedha Dhasmana, Ms Saima Pervez **Assistant Editors (Content):** Kirti Mathur and Nikita Taneja **Associate Editor (Creative):** Mr Anmol Mehta, **Assistant Editor (Creative):** Toshita Jain, **Assistant Editor (Coordination):** Priya Yadav **Associate Editor (E-newsletter):** Mr Madhav Sharma **Visual Content:** DME Frames, **Video Content:** DME TV

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Printed & Published by Delhi Metropolitan Education
Address- B-12 Sec-62, Noida, Uttar Pradesh-201301
Phone No.: 7042667951

