

Miroir de la societe

An Initiative of Doon Business School by Mass Comm Department

[IN BRIEF]

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 Blood Donation
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 Luxury furniture

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Blood Donation
 Teachers day special

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DOON BUSINESS SCHOOL'S STUDENTS ORGANIZED BLOOD DONATION CAMP WITH COLLABORATION OF IMA BLOOD BANK & ROTARY CLUB



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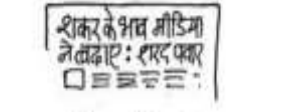
BOL INDIA BOL



Are you satisfy with performance of Sachin?

Share your views on:-
 Dbsnews2011@gmail.com

vRe eku



और मीडिया के गिरोस के लिए कृषि जिम्मेदार है। अच्चे पत्रकार कम आ रहे हैं।
 ... वेतन के ब्याज हम भी दे सकते हैं !!



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Doon Business School Placements weave a Golden Success Story

DBS Reporter, Dehradun
 Doon Business School students concluded the first round of placement activity which concluded on this Saturday with stupendous response from the leading Corporate of the Country. Just before the last day of 3rd semester leading multinationals like, Vodafone , Wipro , Reckitt Beckensier, ICICI, HDFC, Evosys Solutions etc. lined up to lap the managerial talent from the campus. Deepak Parikh of PGDM got a package of Rs. 6.5 lakhs from Veda group , Sumitabh Das also of PGDM with Rs. 6.10 lakhs, G. Parveen Chakraborty is offered Rs. 4.32 lakh by WIPRO , Shweta Shrivastav & Sajid Ahmad also got packages of over Rs. 4.0 lacs. What is more exciting that most of the students walked away with a managerial profile to their credit. According to Mr. Nitin, the placement head of Doon Business School out of the total 127 students 106 students have been selected out of which HDFC took 41

numbers, Vodaphone 18, ICICI and Johnson Tapes went with 7 students, Jaro Education and MDN Future offered job to 6 students, EMac Technologies and Matrix Technologies settled for 2 students whereas Reckitt Beckensier and Wipro took 1 each. ITC - Wills , Colorplus, Audi , BMW also short-listed 15 others from Doon business school. In-fact the student's placement committee agreed on inviting students from other management colleges so that the companies can satiate their desire at one place itself. Around 20 other management colleges took the benefit of the opportunity . Most of the companies opined that the DBS students are more practical in their approach towards management than their counterparts from other Management schools. HR from the industry majors agreed that the continuous internship and industry mentor ship program of DBS has made a huge difference in the outlook of these students. Almost all

companies which recruited from DBS last year visited the campus with the opinion that the DBS students tend to do well in their work performance and rise faster in hierarch Y than their peers from the region as they have better exposure and also have some experience of working in corporate culture. Mohit Aggarwal, the chairman at DBS illustrates that its our four pronged strategy of industry internship, value added certification, learning by empowering, and problem based approach made the students ready for high end corporate job , and this fact is well appreciated by the corporate. Generally this type of placements was not seen in the managerial positions and more so in the non metro colleges. By this Doon Business School is now knocking for the Top 25 Management school positions in the Country from being currently rated amongst the top 35-50 colleges by various rating agencies.

World Class Business Education in Dehradun, By

DBS Doon Business School

WHERE INDUSTRY AND ACADEMICS AMALGAMATE

Winner of India Excellence Award for the Best Upcoming Management Institute of the Country.

PGDM +SAP	Approved by AICTE, Govt. of India
MBA	Approved by AICTE, Ministry of HR
MIB	Made of International Business M in HR Govt of India
MA & BA	Approved by Government of India
BBA, BCA, B.Com	All in HR Govt of India

EXAMINERIES

- Highly Experienced Faculty with International Experience
- Regular Collaboration with world's leading organizations
- Regular Mock Testing
- Highly Industry oriented and employability oriented
- Placed in leading global consultancies and middle level companies
- International exposure
- Top of the art IT facilities
- Study/Placement opportunities for all 100% placement guarantee
- Entrepreneurship development
- Student's income/entry to corporate, Government/MNCs

UNIQUE SPECIALTIES IN PGDM

- Problem Based Learning system to enhance delivery of work experience in students and better understanding of corporate environment
- On job training
- Soft skill training to all students to improve their employability
- Entrepreneurship development & Business Incubation
- International exposure
- Study/Placement opportunities for all 100% placement guarantee
- Entrepreneurship development
- Student's income/entry to corporate, Government/MNCs

UNIQUE SPECIALTIES IN MBA

- Problem Based Learning system to enhance delivery of work experience in students and better understanding of corporate environment
- On job training
- Soft skill training to all students to improve their employability
- Entrepreneurship development & Business Incubation
- International exposure
- Study/Placement opportunities for all 100% placement guarantee
- Entrepreneurship development
- Student's income/entry to corporate, Government/MNCs

More than 70 companies for placement of students.
 All students get multiple opportunities.
 Foreign Tour & student exchange program with leading foreign universities.

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 Email: info@dbso.org.in Website: www.doonbusinessschool.com

An Initiative of Doon Business School by Mass Comm Department

JOB RECRUITMENT AGENCIES BOOM vs CURSE

DBS News Desk

Job recruitment agencies can be both blessing as well as a curse. As a blessing they can bring a smile on your face but on the other hand they can be just another headache in the long list of problems that one might face in his or her life. Always remember one thing while you are on the surf looking out for the opportunities. Keep in mind that you are not alone in this world that is looking for a good job. Job recruitment agencies are a great help in your quest for the ultimate dream job. There are huge business houses and large number of agencies whose main motive is to land you up with a job. That is their goal is to help people to become employee.

Now, the best way to do this is to register oneself with these job recruitment agencies. As a matter of fact they are the best people in this trade. Now comes the glaring fact that we do not know much about these recruitment agencies. Most of the reputed companies where quality job recruitment is done; they cost a large amount of money. Now you are not alone as there are thousand others who are overrun by the need of getting a good job but without any money. As yours is a hard earned money and you will definitely not part away with it easily. So the next big question is why you would spend money on a venture where thousand others have failed. The mantra to find the best job is to go ahead from the stereotypical way of the crowd as a prospective employer is looking out for an employee with unique skill sets. Staffing agencies are working for you but they are still making out money. There is a very little chance that you become employee by a job recruitment agency within no time. As they are in the business of placing people like you.

Let's say that your job is in low demand and believe me they are very well aware about it. This is also a known fact that in the market where there is a slum there is a dearth of jobs. The company (job recruitment agency) might say that they are looking for a suitable job for you but the reality might be something totally different. So do not expect that they will agree that they are unable to find the suitable job for your profile. They will even go to the extent of brain feeding you and psychologically changing your mind set that they are doing everything in power to lend you in a good company. This is what they promise to every prospective candidate. Thinking on the very basic terms, you will discover that they are as fallible as gullible as you and me and they are just earning their bread and butter. Therefore, you should take the middle path as you cannot blame them or simultaneously trust them. Being practical and pragmatic in your approach saves a lot of trouble.

FORENSIC ACCOUNTING :A WAY TO BE SUCCESSFUL IN CRIME & COURT REPORTING

A lot of people do not really know what is forensic accounting and what it is all about. Actually the practice of utilizing investigative skills, accounting, and auditing to conduct examination into a company's financial statements in legal matters is what it is all about.

There are three main areas, like litigation support, investigation and dispute resolution. When we discuss litigation its support usually involves the presentation of financial issues and facts related to existing or pending litigation. Most of the times, the forensic accounting professionals as per the general rule of thumb are responsible to quantify the damages sustained by the parties involved in legal disputes even before the cases are brought to the court.

The second part of the forensic accounting includes the investigation of the criminal acts that are involved in the case. It may be the internal theft done by some employee or the fraudulent act in security, false financial statements, and case of bribery, insurance fraud or many more to add to the list. Once the detailed investigation is over the

forensic accountant has to decide for the suitable action to be taken for solving the problem.

Now comes the third and the most important part resolving the problem. When the case is presented to the court, the forensic accountant has to play the role of the expert witness who can specify the problem as if it occurred in front of him only. He has to present strong evidences to support the case also. As the forensic accountant is not doing the normal record keeping work and is involved in specialized accounting or auditing so they are also called as investigative auditors or forensic auditors.

A forensic accountant is having special training in the fields of investigation of the white collar crimes that relate with the criminal financial deals in the company. Many a times they are also involved with other kind of cases like fraud in the security of the company which may have lead to some criminal act with company accounts or some illegal business deals. They also take care of the disputes in the contract taken by the company.

Forensic accountant has the in depth knowledge of

the accounts and finance related matters along with the laws of the company they are dealing with as well as the normal commercial laws. They actually utilize all their knowledge and senses to look into the matter and to solve the issue. To carry out the task successfully, they have to be updated with the government legislation, accounts and auditory standards, procedure to deal with the litigation issues, financial reporting systems and above all the complete business information.

The most important thing in the fields of forensic accounting popularity is growing day by day as the investigative skills and evidence gathering skills in addition to the basic knowledge of accounting are in much demand today. Such a specialized work makes the forensic accountant a special one as they deal with the overall handling of the company accounts in favor of it as well as in favor of the government and the country. Forthsonline.co.uk is one of the leading sites where you can catch most of action on forensic accounting.

Sakshi Negi

(Writer is a student of B.A.(Honor)Mass Comm-III)

CORRUPTION : THE MONSTER SPREADING ITS TENTACLES WITHIN THE ARMY

Corruption is not a new issue in India. It has been a matter of discussion since long; still we haven't came up with a proper solution to it. Corruption is still defined as a puzzle with unknown answer.

The monster engulfed almost each and every sector of our country .Now its spreading tentacles within the army. Army chief General VK Singh named Lieutenant (retd.) Tejinder Singh in complaint to CBI as the person who offered him a Rs. 14 crore bribe to clear a tranche of nearly 600 sub-standard trucks. In return Tejinder singh filed a case of defamation against the army chief and other senior officials.

The war is still going on and the star wars of the society are voicing opinion behimentaly on the burning issue. There is more mudslinging than one can handle, but everybody is losing the basic essence that is the channel considered secure is now a public property.

The big question is that the security of country is at stake and nobody is doing anything concrete about it. In fact they are spending more time filling their coffers rather than thinking for the country

Aishwarya Pandey

(Writer is student of B.A.(Honor) Mass Comm-II).

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Showcase of Nudity :Indication of development Or Defected Mentality

What makes us think that we are developed or getting developed. Is it the outfit we are in OR the category of movies we watch with everyone. We are like the sheep that follows the herd no matter where it leads to. We are fools that leave no stone unturned in adopting foreign culture and what we adopt, just the life style, the accent, the dressing sense but not the thought process. We are so busy just in showcasing ourselves "You know I do have a windows supported handset", do we know how to use it to optimum level "Yeah, this will look better in me". We don't bother where we live in, what culture we live in, how it influences our surroundings by HOOK or CROOK we try to live with it. Many of the illegal activities happen due to adoption of partial foreign culture and partial domestic culture. So we end up as a outcast. Actually we cannot fathom as to where we stand. We are too foreign to be too Indian to be considered as a foreigner. I keep thinking how hopeless I and my fellow beings are, neither we are successful in adopting foreign culture neither sustaining in our own culture. Recently an incident over warmed the society with the fact that a baby girl was dumped in a dustbin in Noida. All this heartless activities are done by the upper class people who actually follow High Living Low thinking. Let's be what we are. Get things just not for Showcase Get it over development.

Sumit Sinha

(Writer is a student of B.A.(Honor) Mass Comm-II).

LUXURY FURNITURE : THE NEW TREND IN URBAN FAMILIES

DBS News Desk

The number of online shops that have their web based -based businesses that sell furniture, are multiplying by the dozen. This has opened new door to opportunities which never existed before. So at the end of the day one this is beneficial both for the retailer and the buyer.

While sofa beds are cumbersome and have a relatively shorter span of time sofas have quite the opposite reputation. A leather sofa bed is worth the investment as it is liked by both the parents as well as the children. If you are one of those who are high on social meter and lot of people frequent your den then you should seriously consider buying a sofa bed. These comfortable extra beds are the perfect substitute for another place to sleep on occasions.

The advantages of a leather sofa bed are worth the buy. One should always go for a comparative analysis of the other varieties and different pricing options available in the market. Beware of the many highly overpriced styles in the market.

Leather is always in demand and the supply is always shorter so make a mental makeup where you have to pay more than a comparative simple sofa. The basic idea with this safety valve is that it acts a pressure releaser.

Sometimes it happens that you have run pillar to post and when you land up with the object of desire then your dreams are smashed to smothers as the price tag is way out of your anticipated price range. Stylish furniture Prices vary from brand to brand, even though the quality is nearly about the same.

Most styles of sofa beds are designed with an inner spring which means that you won't be getting any memory-foam options, but this doesn't automatically mean that the bed will be uncomfortable.

A number of people will say they haven't had the best night's sleep on a sleeper sofa, but if you look carefully when shopping and read a range of consumer reviews on various models, you will have a head start on finding the very best bed you can buy.

If you have decided to buy the sofa at the nearest store then please ensure that you get to test it without any fail because sometimes look can be deceptive.

One should not hesitate in exploring the further options especially if your are not satisfied with the color or quality of the leather available in the market. After all it is your hard earned money. As conveyed by the salesman and as tried by you things are different. Therefore think twice before closing the deal. This is a known fact that small stores don't carry the high priced merchandise so there is not point exploring that territory.

Last but not the least you should always check with the swanky furniture stores and online portals for special bargains or deals. This will help you in zeroing on your target as you are eliminating on preferential basis and you are able to gauge on the task at hand. Most of the online stores carry huge discounts as they do not have to bear the burden of renting a space or keeping the wares. Shop4furniture.net is one of the best sites out there.

LIFE BEYOND CLASS LIFE BEYOND CLASS LIFE BEYOND CLASS



Aditya from mass comm
Performing solo in fresher



Director awarding Shakshi Negi
for highest attendance in class



Jubilant Mr Fresher Aditya
surrounded with Queens



Ms.Anukriti getting Ms.Fresher
Crown from Director Sir



Its time to Playyyy...



Yeppiee !! its celebration time....



Industrial Vist in MICRA.



Its time to improve
Photography Skills



Photography by
Ms.Mamta (BAMC-I)



Photography by
Mr.Aditya (BAMC-I)



Photography by
Mr.Shivam (BAMC-I)



Photography by
Mr.Ankit (BAMC-I)



Photography by
Mr.Aditya (BAMC-I)



Photography by
Ms.Anukriti (BAMC-I)



Photography by
Mr.Rameshwar (BAMC-I)

An Initiative of Doon Business School by Mass Comm Department

Mass comm @ work

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Britney Spears' fiancé 'asks to become guardian'

DBS Reporter,Dehradun
 Britney Spears fiancé has applied to become her joint guardian, according to US media reports.
 The pop star's personal and financial affairs have been under the legal control of her father since 2008, after a protracted public breakdown. According to People magazine, her fiancé Jason Trawick, has now asked the court to make him a co-conservator.
 If the request is accepted, the 40-year-old would have shared legal power over Spears' general well-being. This would include food, clothing and medical care - but not her financial dealings. The couple was engaged in December 2011, on the night of Trawick's 40th birthday.
 He stepped down as her manager shortly afterwards, saying he would concentrate on plans to open an arts and entertainment division for Famos LLC, a company whose partners include Mick Jagger and Dave Stewart.

New Polar Bear and Tiger Highland Wildlife

DBS Reporter,Dehradun
 The UK's only polar bear in a public zoo is to be joined by another male later this week. Three-year-old Walker has been at the Highland Wildlife Park, near Kincaig, since December 2010. He is not old enough to mate so the Royal Zoological Society of Scotland (RZSS) is bringing in a four-year-old male for company.
 A new young male Amur tiger is also expected to arrive at the park on Wednesday. Last month, an aged female Amur tiger at the park was put down after her health started to fail and she began exhibiting odd behaviour.
 Sasha had three cubs at the Highland Wildlife Park in 2009 and shared an enclosure with the litter's two females. Her long-time mate Yuri was put down in 2010. New tiger Marty, a two-and-half-year-old, is to arrive in Scotland from Olomouc Zoo in the Czech Republic.
 Amur tiger Marty is also due to arrive at the park later this week RZSS staff hope he will be bred with one of Sasha's cubs, Dominica. Her sister Natalia is to go to Lisbon Zoo, in Portugal. Arktos, the Highland park's new polar bear,

previously shared an enclosure with his brother Nanuq at Hannover Zoo in Germany.
 Douglas Richardson, Highland Wildlife Park animal collection manager, said: "Arktos is a little older than Walker and slightly bigger, but we have high hopes that the playful bear duo will get on with each other when they are eventually introduced.
 "Male immature polar bears tend to respond well to each other and it will be great if they do as Walker desperately needs a wrestling partner." Arktos will have a period of settling-in to his new surroundings, in a holding enclosure next to Walker, so both boys will be able to catch the scent of one another and they'll know they have company next door."
 Mr Richardson added: "In the future a female breeding partner will be sourced for the males, but both still have a few more years to go before they are sexually mature. At this stage a second polar bear enclosure would be constructed."

China trade data for March paints mixed growth picture

DBS Reporter,Dehradun
 China's trade data for March has unveiled a mixed picture of growth in the world's second-largest economy. Exports grew by a more-than-expected 8.9% during the month from a year earlier, indicating that global demand may be picking up.
 However, imports grew by 5.3%, down from a 39.6% jump last month, raising fears about slowing domestic demand. The data comes as China has been trying to boost domestic consumption in a bid to re balance its growth. "There is some evidence that domestic demand is showing signs of moderation compared to last year," Rajiv Biswas of IHS Global told the BBC. "Growth momentum has moderated due to monetary tightening last year and we are still feeling its impact on the economy."

Yes We can change the world

One of the living legends by whom I am very much inspired is Mr. Barack Obama. Definitely he is the biggest inspiration not just for me but for the millions of the people across the world. He is a true example of how much education can help a person to climb greater heights. Starting his journey from Africa to entering into Harvard and then becoming one of the most powerful person provides motivation to do something differently in the world. He proves the very famous quote.. "kaun kehta hai aasman ein suraakh mahi ho sakta... ek pathar tho tabiyat se uchaalo yaron..."
 Last year, when i heard him speaking at the UN it was his first official speech in UN and believe me it was very strong. The ideas, the beliefs are just incredible. He is living proof that dreams can do come true with the help of hard work and preservance. He possesses an earnest light which somehow manages to draw people in. When Barack Obama speaks, you can't help but listen. Not all people born leaders, but Barack Obama projects the possibility and hope that we all can be leaders if we want to be. He has delivered a message of optimism that anything is possible. Barack Obama is an attestation to this statement with out his strong sense of conviction and hope he would not

have been able to be the man that he is today. He was blessed with leadership traits and through education and experience he has fine tuned these assets and used them to become a better person. This person is not just the first black president, he is a father, a son, a husband, a brother, a friend and a messenger. In short I think that Barack Obama is the voice of our generation . I am indeed much inspired by the good work he is doing for the betterment of planet with his simple line "Yes We can change the world".
 Afroz Haider
 Student
 B.A.(Honor)Mass Comm-III
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Honor killing : curse of the society.

Biwi Jagir kaur is behind the jail right now. But there is no stain in her honor. With her great magnificence she kept her own daughter locked without feeding her and made her abortion forcefully. She felt this was not sufficient she was not satisfied with the punishment as compared to what her daughter did to her honor. Thus she killed her with the help of some other relatives. Later she neither informed anyone while doing the cremation nor did allow to postmortem the body of her daughter.
 The only mistake of her daughter was that she married to a guy whom she loved, going against her parents wish. There are many other cases in our

society where we can see this kind of acts beyond the humanity. Why this happens ? Who is responsible for these kind of crimes that happened in our society? Is it the lack of understanding between the two generations, also termed as generation gap. What is the solution so that it can be avoided. The parents should try to understand the thought process and aspirations of their children. They should understands the changing scenario and the things are not like that it used to be in their times. The children should respect the feelings of their parents. It will surely help in vanishing the curse like honor killing..
 Naveen Singh
 B.A.(Honor)Mass Comm-II

DBS SUDOKU

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How To Play
 Fill in the grid so that every horizontal and vertical column and every 3*3 box contains the digit 1-9 without repeating the number in the same row, column or box. You cannot change the digit already given in the grid. Every puzzle has one solution