



VOICES



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SPECIAL ISSUE

Message from Managing Editor...

National Newspaper Day

Every year 29th January is celebrated as the National Newspaper Day to commemorate publication of the first newspaper called “Hickey’s Bengal Gazette” by James Augustus Hickey, also named as “Bengal Gazette” or “Calcutta General Advertiser” published weekly, way back in the year 1780. Since then till today, this mode of communication has been considered as one of the most economical way of reaching out to people at large. A newspaper is not only a vehicle of persuasion but also works towards providing, education, information and entertainment. In the present rapidly changing, busy world, with numerous other ways of communication, the newspaper might have lost its glory slightly, but it still holds a special place in the hearts of many. The younger generation particularly often tend to remain so engrossed in electronic mode of communication that they lack interest in reading through the printed version of the newspaper. So, it rejuvenate the spirit of reading in the heart of its students, Department of Media Science at Institute of Management Study has taken this opportunity to commemorate this day by launching a special edition of their e-newsletter VOICES by dedicating it to stalwarts of the media industry whose unparalleled contribution is worth rejoicing. I take this opportunity to thank each one of them for taking out time from their busy schedules and responding to our students who have interviewed them and compiled their experiences in this edition. I wish success and prosperity for the entire team.

NEWSPAPER- A Journey of So Many Entities...

-By Ankita Chakraborty
M.Sc Media Science

Newspapers are the lifeline for every educated individual in India. With the emergence of print media in India news has travelled far and wide across the land helping the public to become more informative and aware of their surroundings. The first newspaper was published back in the 18th century by James Augustus Hicky and from then newspaper has been working as a watch-dog for the society by conveying current information along with education and entertainment.

James Augustus Hicky is considered as the ‘father of Indian press’ as he published the first newspaper in Calcutta, India under British Raj on 29th January 1780, and its name was ‘The Bengal Gazette’ or ‘Calcutta General Advertiser’, commonly known as ‘Hicky’s Gazette’. After a few months of James Augustus Hicky’s paper, many other newspapers were also started, namely Indian Gazette (1780), Calcutta Gazette (1784), The Bengal Journal (1785) and others. But there was no practice of journalism, the newspapers including the weekly gazettes were just sheets of

British government put strict surveillance and censorship in print media, if they published any news against the government severe punishment was given. In 1811 some merchants from Calcutta started ‘Calcutta Chronicle’, and the editor was James Silk Buckingham. He started the practice of journalism in India by covering the problems of local people and their lives.

By the 19th century, many social reformers and political leaders recognized the power of newspapers and were taking an active part in journalism. ‘Amrita Bazar Patrika’ established in 1868 was one of the renowned newspapers which focused on these social reformers and political leaders, and maybe it is one reason for the government to pass the ‘Vernacular Press Act’ in 1876. Even during the time of the country’s freedom struggle, newspapers played an important role for both regional and national levels.



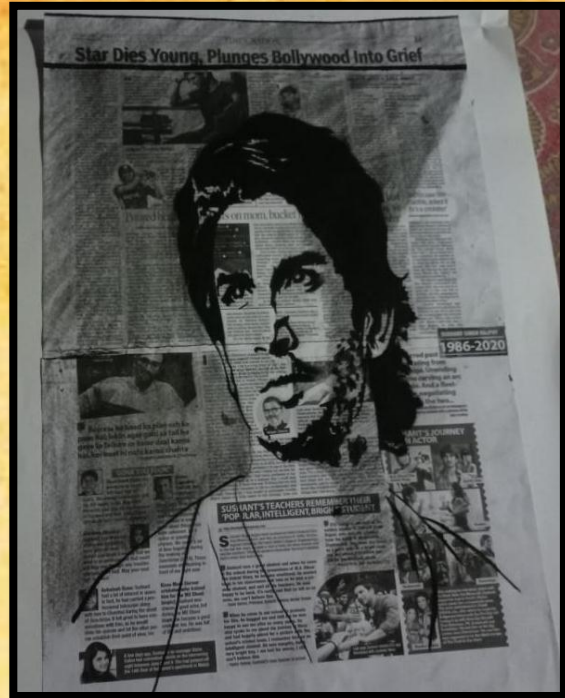
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A Journey of So Many Entities...

In fact, many Indian revolutionary and leaders believed the power of press and started their own newspapers. Many changes took place, especially after Independence, including the writing style of the journalists. After the Independence, role of newspapers has changed. 214 daily newspapers were published, it became industrialized, and news agencies were available on a regular basis, which provided employment to a large-number of people.

Newspapers also act as a watch-dog for the nation by monitoring Government and Administrative plans and policies. It plays a significant role in strengthening the sovereignty and integrity of the nation. Gradually with time, there have been many changes in the newspaper industry, newspapers nowadays newspapers have a lot of entertaining content in their columns, with colour pages and new design. As television and new media are emerging it is said that newspapers are becoming insignificant to deliver the latest news. But people still believe in the authenticity of a newspaper, with easy internet accessibility there have been many forgeries in news. Some newspapers like Times of India, The Hindu, Hindustan Times, The Statesman, Economic Times, etc. have started providing analysis of news and have become the most circulated newspapers in the country. However, in many household's newspaper is still cherished as the first source of information.

Indian newspapers went through many ups & downs, many trails of oppression and suppression over the past years. Today in India, newspaper is a proud organization of the society. However, as the society develops technologically, newspapers will always be a priority amongst the majority of the readers.



Recycling Of Newspaper

‘Art is accusation, expression, passion. Art is a fight to the finish between black charcoal and white paper’.

-Gunter Grass

Art is a diverse range of human activities involving the creation of visual, auditory or performing artefacts (artworks), which express the creator's imagination, conceptual ideas, or technical skill, intended to be appreciated primarily for their beauty or emotional power.

Painting Medium- Charcoal Art

**-Artwork by Piu Sarkar
BBA (Hospital Management)
IMS, Kolkata**

“Were it left to me to decide if we should have a government without newspapers, or newspapers without a government, I should not hesitate a moment to prefer the latter.”

-Thomas Jefferson, he was an American statesman, diplomat, lawyer, architect, philosopher, and Founding Father who served as the third president of the United States from 1801 to 1809.

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টেলিফোনিক

সাক্ষাৎকারে সাথে

আছেন উদয় দেব,

ফোনের এপাশে মিতালী

বিশ্বাস (মিডিয়া সায়েন্স,

স্নাতকোত্তর) এবং

কুশলজিৎ দে (মিডিয়া

সায়ন্স, স্নাতক)

প্রশ্ন: শিল্পকলার ছাত্র থেকে টাইমস অফ ইন্ডিয়া-র সহকারী গ্রাফিক্স সম্পাদক...

উত্তর: শুরু থেকে বলি, অল্প করে বলি, বেশ long story, আমি বেসিক্যালি Govt. College of Art and Craft থেকে পেন্টিং নিয়ে গ্রাজুয়েশন করি। পেন্টিং মানে ওখানে দুই রকমের ডিপার্টমেন্ট আছে, একটি ইন্ডিয়ান পেন্টিং এবং অন্যটি ওয়েস্টার্ন পেন্টিং। ওয়েস্টার্ন পেন্টিং বিশেষত তেল রঙ যেটাকে বলে, তা আমি ওই ওয়েস্টার্ন পেন্টিং থেকে গ্রাজুয়েশন করি, তারপর রবীন্দ্রভারতী থেকে মাস্টার ডিগ্রি করি প্রিন্ট মেকিং নিয়ে। প্রিন্ট মেকিং মানে ছাপার চিত্র বিভাগ, তখনও আমি জানতাম না যে আমি ইলাস্ট্রেশন বা আমি কার্টুনিস্ট হব বলে কিন্তু আমার যে থিসিস পেপার ছিল সেটা বাংলার কার্টুন নিয়ে ছিল। সেখান থেকে ইন্টারেস্ট গ্রো করে এবং আমার প্রথম চাকরী হয় এবিপি গ্রুপ এর টেলিগ্রাফ এ। সেখানে ছিলাম দীর্ঘ পাঁচ বছর, ওখান থেকে আমি চলে যাই মুম্বাইতে, সেখানে পাঁচ বছর ডি.এন.এ (D.N.A Daily News of Analyze) বলে একটা খবরের কাগজ ছিল, সেটা জি- গ্রুপ এর। তারপর ২০১২ তে আমি কলকাতাতে আসি এবং টাইমস-এ জয়েন করি। তো আসলে যেটা আমার বরাবরই মনে হয় যে, কার্টুন শেখায় এইরকম কোনো ইনস্টিটিউশন আমাদের সারা ভারতে কোথাও নেই, তো এগুলো না পুরোটাই নিজের থেকে হয়। যেমন ধরুন যে ছবি আঁকা শেখানো যায়, গান শেখানো যায়, নাচ শেখানো যায়, কিন্তু কাউকে ভাবতে শেখানো যায় না, সেই ভাবনাটা কিন্তু নিজে থেকে ভাবতে হয়। তাহলে এখানে উল্টে প্রশ্ন করা যায় যে কেন আমাদের এখানে কোনো কার্টুনের কোনো ইনস্টিটিউশন নেই। কারণটা হলো কার্টুন আঁকাটা শেখানো যেতে পারে, কিন্তু ভাবনাটা শেখানো যেতে পারে না, তো সে কারণে সারা পৃথিবীতে যে কার্টুনিস্টরা আছেন তারা সকলেই সেলফ টট, কেউই কোনো নামকরা প্রতিষ্ঠান থেকে পাশ করেননি, তারা সকলেই একে ওপরকে দেখে অনুপ্রাণিত হয়েছেন এবং নিজেদের প্রতিষ্ঠিত করেছেন। তো আমার এই জার্নিটা পুরোটাই আমার ভালোবাসা থেকে, ফলে আমার প্যাশন ও প্রফেশন দুটোই এক হয়ে গেছে, আর বাকি থাকল

টাইমস অফ ইন্ডিয়া-র আমার ডেজিগনেশন, সেটা হল আমি একজন পলিটিক্যাল কার্টুনিস্ট।

প্রশ্ন: পলিটিক্যাল কার্টুনিস্ট...

উত্তর: সোশ্যাল কার্টুন এবং পলিটিক্যাল কার্টুন - এই টার্মস গুলোর ব্যাপারে শুনেছেন আশা করি আপনারা সকলেই আমি কাজ করতে গিয়ে দেখেছি যে সমাজ এবং রাজনীতি এই বিষয়গুলিকে আপনি আলাদা করতে পারবেন না, কারণ রাজনীতি সমাজ থেকেই শুরু হয়, আর এবার ব্যাপারটা হল আমি কেনো এই বিষয়টা বেছে নিলাম। কারণটা হচ্ছে যে অর্থনীতি, রাজনীতি, ইতিহাস ছাড়া আমাদের সমাজ- এ কিন্তু আর কিছু নেই। আমরা যে সোসাইটি তে আছি সেটাও কিন্তু একটা পলিটিক্যাল সোসাইটি আর সেখানেই কিন্তু আমাদের থাকতে হচ্ছে। যার ফলে আমি দেখলাম যে এই পলিটিক্যাল ইস্যুর সাথে জনগনকে রিলেট করতে পারছি, তারা আমার ছবি বুঝতে পারছে। তো পেন্টিং করার সময় হয়ত আমি ফেলিউর কারণ আমি যখন পেন্টিং করছি সেই ব্যাপারটা সম্পূর্ণ আত্মকেন্দ্রিক মানে আমি যেটা ভাবছি যেটা দেখছি সেটাই ফুটিয়ে তুলছি, কিন্তু যেটা সমাজ দেখতে চাইছে সেটা যখন আমি তুলির মাধ্যমে আঁকাঁর চেষ্টা করছি তখন তারা সেটা বুঝতে পারছে কারণ তারাও কিন্তু পাট অফ দ্যা সোসাইটি, তো সেই কারণেই আমার কাজের পুরোটাই প্রধানত পলিটিক্যাল বিষয়ের উপরো।



প্রশ্ন: নিউকামার ছাত্র-ছাত্রীদের ক্ষেত্রে...

উত্তর: এই ফিল্ডে যে নিউকামাররা আসছে এবং যারা এটাকে নিজের প্রফেশন বানাতে চায়, তাদের জন্য আমার একটাই উপদেশ সেটা হল যে, সর্বদা নিজের কাজের ব্যাপারে খুব সং থাকো, অনেক পড়াশনা করতে হবে এবং কাজ নিয়ে খুব ডেডিকেটেড থাকতে হবে। এতদিনে এটা আমি বুঝতে পেরেছি যে শুধু ভারতে নয়, পৃথিবীতে সব জায়গাতেই সত্যিকারের গুনের কদর করা হয়, একটু সময় লাগে তবে তার মধ্যে যদি সত্যিকারের প্রতিভা থেকে থাকে তাহলে সে অবশ্যই এক না এক দিন সফল হবেই।

প্রশ্ন: গ্রাফিক্স ডিজাইনের ভবিষ্যৎ...

উত্তর: দেখুন সবার আগে বলি যে পৃথিবীতে সবই ডিজাইন, ডিজাইন ছাড়া কিছু নেই। যেমন উদাহরণ দিয়ে বলতে পারি যে আমার বর্তমানে যে জামা-কাপড় গুলো পরে থাকি সেগুলোও কিন্তু বাই চয়েস, ডিজাইনটা আমাদের ভাল লেগেছিল বলেই কিন্তু আমরা এটা কিনেছি, এছাড়া আমাদের বাড়িতেও যে আসবাবপত্র গুলো থাকে তাকে ঠিকঠাক জায়গায় রাখা সব কিছুর মধ্যেই কিন্তু একটা ডিজাইন লুকিয়ে থাকে। আমাদের চারপাশে, আমাদের পরিবেশ, প্রকৃতি, গাছপালা সব কিছুতেই ডিজাইন থাকে এবং সেই কারণেই আমরা পাহাড়ের কাছে যাই। তো ডিজাইন ছাড়া কিছুই নেই, সত্যি কথা বলতে কার্টুনটাও একটা ডিজাইন, কারণ আপনি কোন চরিত্রটাকে কোথায় রাখবেন এবং কি রঙ করবেন সেটাও কিন্তু ডিজাইন, তার ফলে পৃথিবী যতদিন থাকবে ডিজাইনও তত দিন থাকবে।

প্রশ্ন: অভিভাবকদের উদ্দেশে...

উত্তর: হ্যাঁ, এক্ষেত্রে আমি সব বাবা-মা দের বলতে চাই যে, যে বাচ্চা যেটা করে খুশি হয় তাকে সেটা করতে দেওয়া উচিত, বাবা মা দের চিন্তা ভাবনা ছেলে মেয়েদের উপর জোর করে চাপানো উচিত নয়। সবাই সচীন বা সৌরভ হয় না, তো যে বাচ্চা যেটা করতে চায়, তাকে সর্বদা সেটাতে সাপোর্ট করতে হয়, তারা যদি চায় সুইমার হতে তাহলে সুইমার হোক, তারা যদি ব্যাটসম্যান হতে চায় তাহলে ব্যাটসম্যান হোক। পেরেন্টস যে কারণে বলে সেটা হচ্ছে, তারা একটা সিকিউরিটি চায় যে বাচ্চাটা যেনো একটা ভাল জায়গাতে কাজ করে, তবে সেটার জন্য তাকে কখনো কিছুর জন্য চাপ দেওয়া উচিত নয়, আর এটাও প্রমাণিত যে একটা ছেলে ভাল জায়গা থেকে পাশ করলেই যে সে খুব ভাল ছাত্র হয়ে যাবে সেটাও নয়।

প্রশ্ন: পেশাগত জীবন...

উত্তর: দেখুন এখানে ম্যানেজ করার কিছুই নেই, এটা বাই নেচার। আমার ব্রেন ২৪ ঘন্টা ভাবে কারণ আমি এনজয় করি ভাবতে, কিন্তু আমাকে যদি কেউ বলতো যে এটা আমাকে ভাবতে হবে, তাহলে কিন্তু আমি এটা পারতাম না। এটা আমি বাই চয়েস করি, এটা আমার ভাল লাগে, আমি ভালবাসি করতে তাই করি, আর যে যেটা ভালবাসে করতে তাকে সেটা মেইনটেন করতে হয় না। সেইজন্য আমি যে এই ২৪ বছর ধরে কাজ করছি আমার কখন মনে হয় না যে আমি চাকরি করছি, বরং আমার মনে হয় যেনো আমি ছবি আঁকতে যাচ্ছি, আমার হাতে রং লেগে আছে, কিন্তু আমার যে বন্ধু বান্ধব তারা প্রায়ই বলে আজ আর অফিস যেতে ইচ্ছা করছে না, কারণ তারা বাই চয়েস করছে না কাজটা। সব কাজই মন থেকে করাটা খুব জরুরি সফল হওয়ার জন্য।



Ayan Ghoshal, The Principal Correspondent of Zee 24 Ghanta is with Shantashree Malakar in the telephonic interview

Q. In this profession...

A. I am doing this particular job since 1999. Altogether it is 22 years of journalism experience but not entirely as a reporter, but also served as desk, assignment desk, co-ordination desk and from 2006 till date I am in field journalism.

Q. In the year 1999...

A. I worked in Enadu TV which was the venture of News Today Pvt. Ltd based in Hyderabad.

Q. Selection of the field and hurdles...

A. Frankly speaking, I passed through different government examinations, I received two government jobs that I left. First is a central government job that is a clerical job in Kolkata high court. Secondly, as the state government is concerned I did this job till the year 2001 and I didn't join just because I have a passion for doing something different from the others. So if you are talking about the craze and the popularity of journalism it was still there in a different manner because then, so many Bengali young generation people preferred to choose a safe and secure lifestyle of doing 10 am to 6 pm duty but still some crazy people like me

always prefer to be different and a decision taken in the year 1999 not to join a central government job converted me to whatever I am today.

Q. The media scenario in West Bengal before and after Covid-19...

A. See entire Covid and Post-Covid situation is completely new and different experience all over the world and all the sectors of human beings and especially in case of media where we derive one of the essential tools of the society, we come to know that particularly a zonal or a society is to be called emergency service but Covid and post-Covid situation if we are talking about a month of mid-march 2020 till date we realize that media is one of an indispensable part of emergency because when people get stuck inside their door lock during lockdown only media derive entire world in front of them in a different medium to their drawing room and get information about the entire world what is going on. Since people who have directly involved in the fieldwork of media the entire scenario of Covid what is the death toll, a total number of cases what are the new measures are taken, where new lockdown is imposed, new containment zone and each detail what to do or what not to entirely derived and delivered through and by media people so now we realize apart from doctors, nurse, health workers, police personal press and media is also a very important part of emergency ever born in the history of journalism there are so many emergencies. And in this kind of emergency where people wait anxiously for each and every update when school will reopen when people can come out of houses all guidelines are delivered so beautifully by media where respect for media people has increased in the post-Covid situation.

Q. Unethical news in social media...

Not is the basis of opinion but I want to say people still believe media rather than social media as in social media you post without knowing the fact, place, or reality, and the timeline responsibility of media in reverse or a responsible media always verify the footage always try to protect the footage from each and every one of us before the publication before the transmission or broadcast just because when a media house get a license to trade it is their ethical duty to verify suppose I am getting news of the resignation of Subhendu Adhikari from the district of East Midnapore and post on social media still a post of social media is not believable just because people still want to verify or cross-check the truth inside or within a particular post is yet to be confirmed unless and until a recognized media publishes the same news after 1 hour 3 hour or next day they are still waiting to confirm there is our credibility that is the reason we are still alive.

Q. Electronic media suppress print media...

A. The main problem with the print media, is that fresh news is not coming, now electronic media from early morning to late of the night just drives in a dedicated manner to grab anything they receive, and more authentically when they publish the news, they opt to confirm it from a genuine source. So if you want to take information, if you are fond of information, like to gather information at the early stage your only dependability is lying upon audiovisual media, then in the next morning, you can have a better recipe better cooking better write-up better analysis as per as information is raw concerning audiovisual media is indispensable reach much before they execute much before and everyone gets it free of cost.

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Whatever you read or whatever you see where visualization is much authenticated. In print media, I can write a column about the personal experience of Subhendu Adhikari joining BJP but if I am able to see the same in the mouth of Subhendu Adhikari through audiovisual media I believe it more. I can write woman is bitten brutally in the village of Malda, but if exhibit the same in our channel people can understand whether it's brutally or not. In audio-visual media, people have their own judgment.

Q. Memorable experience...

A. Definitely the massive bus accident in Beherompur, Rasikbil Behrompur is the place just 4 km away from the city a government bus in the year 2018 still very shocking I personally visualize 18 dead bodies to be recovered and rescued within the span of 48 hours and without having food or cup of tea I only took shelter inside my car in the chilling night of December and drank only water. Still, I enjoy my job whatever purpose my company has sent me into I exercised my journalism skill just to visualize the entire rescue operation. I myself experienced a shocking and shattering incident right after the incident of Rajdhani express in Rafigunge, Bihar. Both the incident quite similar.



“**H**ope sometimes comes to us in colors and shades, sometimes intense and sometimes fade. It isn't always black or white or even grey. Hope when needed most, will often be revealed in Colors and Shades.”

Painting Medium-
Acrylic

Shades of Mind
-Artwork by Prof. Piyali Ghosh
Department of Optometry
IMS, Kolkata



সূর্যাস্ত সমাপ্তি ও সৌন্দর্য

-Created by Dr. Surajit Das
Department of Management
IMS, Kolkata

“People don't actually read newspapers. They step into them every morning like a hot bath.”

-**Marshall McLuhan**, (July 21, 1911 – December 31, 1980) was a Canadian philosopher, whose work is among the cornerstones of the study of media theory. McLuhan coined the expression "the medium is the message" and the term global village, and predicted the World Wide Web almost 30 years before it was invented.



A blond
conversation with
Mr. Abhijit Sen,
Director of Film and
Television (SA RE
GA MA PA) with
Shantashree
Malakar in the
telephonic interview.
Transcribed by
Rupak Bhattacharya

Q: Obstacles After COVID-19...

A: Before Covid 19 if I take example of Sa Re Ga Ma Pa people used to come to watch the live audio concert and we were not so aware of washing hands, sanitisation and all hygienic method. It was open to everybody many people used to come near about 400 to 500 including our technicians. Post Covid we have reduced the man power and working unit and 50 to 100 people are allowed as per government law and policy. So, we are maintaining the highest bar we are not always wearing our mask to wash your hand sanitising the floor of like the process adding to the finished studies like and the actor on the host. All the cast & crew of sanitise divert, we are having such a tough day and they are not like their employees that have been decided to get that coffee. And also, we build a sanitize chamber to take precaution accommodated to sanitise their family, they have to go to the terminal to get so that they can be sanitised. And during shooting also, we have two performances of the fact that they're always a great day for sanitising break for handwash break to call it as a handwash break and sanitize all the musical instruments, microphones, studios, clothes chairs for the participants in the control room a big piece is getting sanitised says there is a default that we have created the department its follow strict procedure to fulfilment of precaution.

Q: Shooting time...

A: Yeah, it is increasing the time. Overall, the shooting increase but it is also a learning process for all of us how to manage our time because we cannot ever have a regular one because at the time, we cannot shoot beyond 10pm at night they are certain rules by our federation. So, what we do we have learned that technique while work also if you can, you know take the it's necessary to get out at whenever there are breaks or whatever well give yourself time you know, the particular thing between departments is the titles like two to three minutes or five that is our baby The video is ending in for the performance in the text as well there are many life edition because everything is live there is So, normally take time you know, we what we do wherever is to be that person goes for handwash that also get parameters to sanitize.

Q: Precaution regarding this COVID-19...

A: It's a fantasy process very honest, you know it the process is very obvious. Because covid-19 is the phase, and it will definitely go or call life after vaccination schedule will be more relaxed, I think it will bore relaxed post vaccination, but we should maintain the hygiene process because we should wear mask that so that we can avoid Normally, you know, cold and flu we can ever be paranoid viruses, normal things, which helpful for everybody because he will show there are eight there are 80% there are many, you know, normal also is helpful for all everyone wearing mask, washing hands is a normal thing in our schools. So, we have learned that you should wash hands so it's a good habit Actually, we have forgotten that habit and if you think in our normal daily life also, we wash one after having food but who should

wash that before having food and after shooting normally we use to eat food without washing hands during shooting period. We take food from the plate be should maintain this basic hygiene practice definitely help all of us. So COVID-19 has gave a good lesson are viewed as a good lesson I think we are very flexible about this kind of hygiene not normal daily life not only during shooting also love them.

Q: Making Reality show or daily soaps...

A: Okay. It for us, for us for the record for getting rebounder we do inhouse shows like we do on our regional shows like whatever you see like from Sa Re Ga Ma Pa, Dadagiri, Didi no 1 even though I work so, I also work in-house show, we do not hand out the clearance to any outside production house. Because we have a, we have a big team, and then we will be working in this particular organisation. What do we do we come up with concepts? We it's like we make a pilot episode also and put it in front of the audience not through the telecasting medium, not through the channel, like just like if we're making an episode pilot episode and we show it to the audience like bringing them in a room and showing audiences or maybe be one way and other way we just take that format just like a story you tell them what do you think do you like it or what kind of position do you have to keep on doing this kind of research before going to the final shooting process as they get immediate, Response from the audience's and feedbacks and they keep working on that and then we go for the final process and after telecasting all such a few episodes like so, use of all three to four weeks what we do we do a form that FGD that is focus group discussion, focus group discussion means like the target we

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have a target audience like focus with like, you know, a segment of audiences like therefore, there is no particular age bracket particular economical brackets, so, that's why we call it focus. So, we actually miss many people, many audiences for the guide for feedback, their responses, and their ad, either associated with their app or bottom line. So, now we had read online but previously used to go to different houses, I used to go to different houses with the public that were mine. So, with the other team members, just to have a direct feedback and they do not know that we are coming from a channel they think that we are at a company where and we never used to tell them that we are from Zee Bangla and we were to make the shows the study shows that we are from a company which we're going to check survey if there is also another programme like leaving about what we think of his Cobra days of Sa Re Ga Ma Pa wedding cake and then also used to take other channels programme also for genuine feedback. And what is our feedback whatever his thoughts his audience to give us was to you know, if they get the feedback or whatever is to get negative feedback, we try to rectify in our programme and we get a better response whether we got good feedback, it used to motivate us okay, is that is that what we are tweaked? Let's follow that let's keep tweaking. So that's why we still do it. This way had a feedback process and that's how we made our shows. Popular we know this programme is popular and people are liking it for a new show like people are liking this news and so what the period of time it will be more popular. That's how all our shows are happening and running successfully.

Q: TRP...

A: No actually, well, it definitely is a matter of fact, we have to understand people claim that there was no you know, television programming or television business they are always like

audience that you are being a business that you are you are after TRP because it is not a charitable organisation, no channels are act like charitable organization right No, call it for very early the target. But what we do, what we believe what they do what they believe in, it is not only doing a programme okay. We believe in like, it is not undertaking a programme we have bigger ideas, I believe because when I joined the job, I was no other job orientation I was I got a very good lesson from one of our country meetings. So, he told us that orientation immigration programme he told people like either because I could fit all in there's no ships or equal like you guys have been selected here not to earn money you guys have selected you for that you contribute to the nation according to the society. We make programme I believe that is our exempt from programming. We will do the same for any library adopted. We adopted and we are here to contribute. But if I come to a question because that's our data. But we never have completed we've never had close to here because I do not, I am not in television to disagree I will nonfiction I don't look after fiction. I am not in fiction for us. So, I'm not able to tell you know, honestly, but the data says they're closing anything else. If the serial is the path for me in the in the in the market after getting our industry that's only there. Because we do you know we do research. We do connect with audiences all the time. So, audiences are not happy with everything they have closed. I don't think that too, just for the sake of getting closer because the programme is good at debating the terms and why they're perfect.

Q: Memorable incident

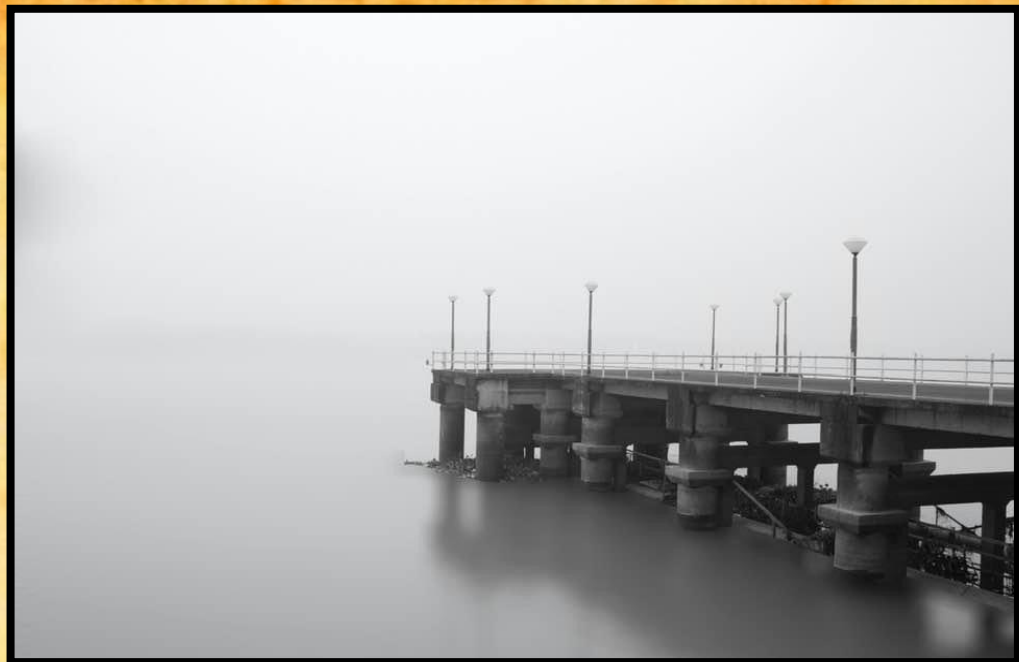
A: Many memorable incidents I have because I have you know, when I was in school, I have got a chance to go to participate in the acting workshop. I had gone to national school of drama Delhi.

And Naseeruddin Shah, he was a teacher used to take that acting workshop. So, I was part of that course I have visited that lesson about one of the previous to this country and the best day for acting, he must have had a national Drama, I learned anything during that, during that workshop, and if I tell you After the workshop we played cricket with Naseruddin Shah .Playing cricket with him was one of the great thing for me. And lovely like Raj Kumar Hirani till now, and really, really, really connected to so that was really one of the biggest names in the Indian film industry will actually guide me you can bring up everything and in about that. And with Vidhya Balan, she always helps me always support me for meeting these people. And you know, I could have like, I have realised that in France, you know, they become so famous, they became so popular, because it is not for their good work in this instance, for television. Good remembering. So, it is always memorable for me because it is so by God. I know, I know, I have worked with him, I got an opportunity to work with him with a degree with a Chopra definitely as a producer of the film. So, I was always connected to the Vidhu Vinodh Chopra. So, while you're walking, so that's my journey, and acquisition, Mr. Raj Kumar Hirani, he was like the most memorable is my journey to production relations, which was a big learning experience. Like big, big thing, biggest thing. And also, one member will tell you because I when I started assisting, I have my first Ravi Ghosh So, when I work in extra data, I've been trying to fix 95s during that time, and I tend not to have the big fear. My first serial when I was assisting a Bengalis figure, and Ravi Ghosh, who was an actor in that serial. And he had officiated me when I was a young kid, studying that time when I started working so we're

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 very happy to be here small thing to our days, so one day he had lunch with me. We are so happy to see. So, there are many incidents I know. There are many people who love the Like Bappi Lahiri he loves anything again during the pandemic situations he called me. One day he called me up often and he made a video called how i am here to find that there are many people like, Kumar Sanu wants to have a lovely connection. So, this is a memorable definitely.

Q: Message to next generation...

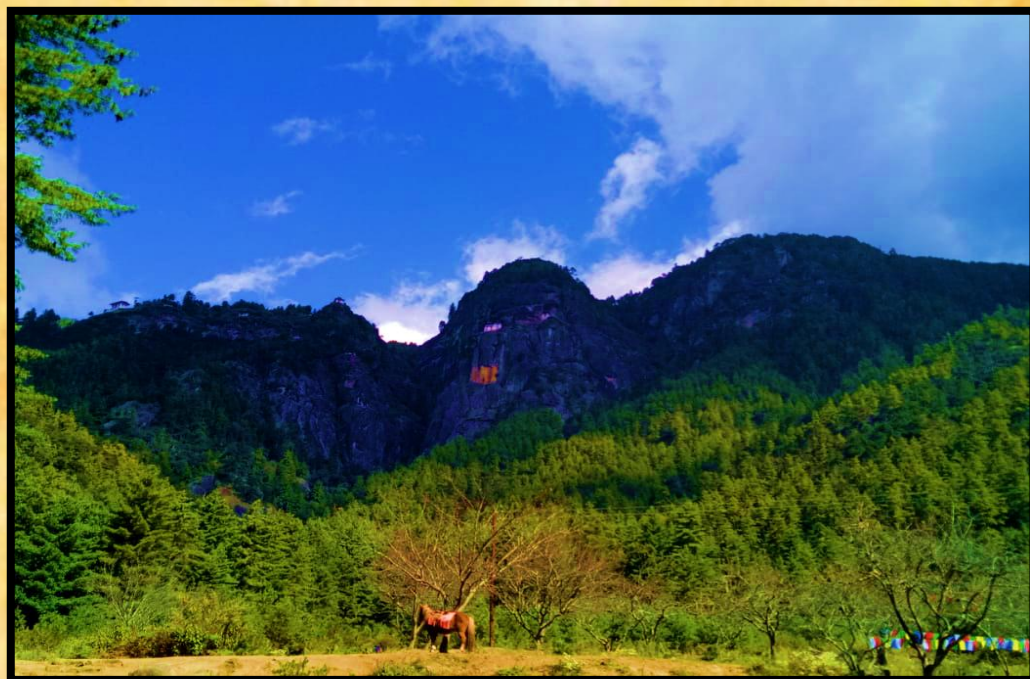
A: One like those who want to come to this platform first thing they have to be very much focused what they want to do, because I was focused from day one that I want to do I wanted to become a director, okay. So, I was sure from day one. So, I we request the young talents up want to become if they want to join the medium, they have to focus what we want to do them. So, they can regulate, they can be in photography and that means that they can the actor, they can be in film analysis, they can be anything whatever, there are many professionals in this particular medium there are many, many people in many departments, they have to refocus number one seconds things which I always believe that I told you, they have shared that that you have this is a place where you can contribute like the doctor, engineer lawyer teacher contribute for the country, to the nation, to the society, but this is also a platform where you can also contribute you should not feel from day one that I did the same with the paid for you have to work, you have to be dedicated, you have to focus and you should have the honest and very honest to your work, you have to be honest to us, if you are honest to us, we will definitely get management is going to come out that's for sure to focus on and you have to be dedicated and passion that definitely passion.



End Of The World

“I have seen the sea when it is storm and wild; when it is quiet and serene when it is dark and moody. And in all these moods, I see myself.” – Martin Buxbaum

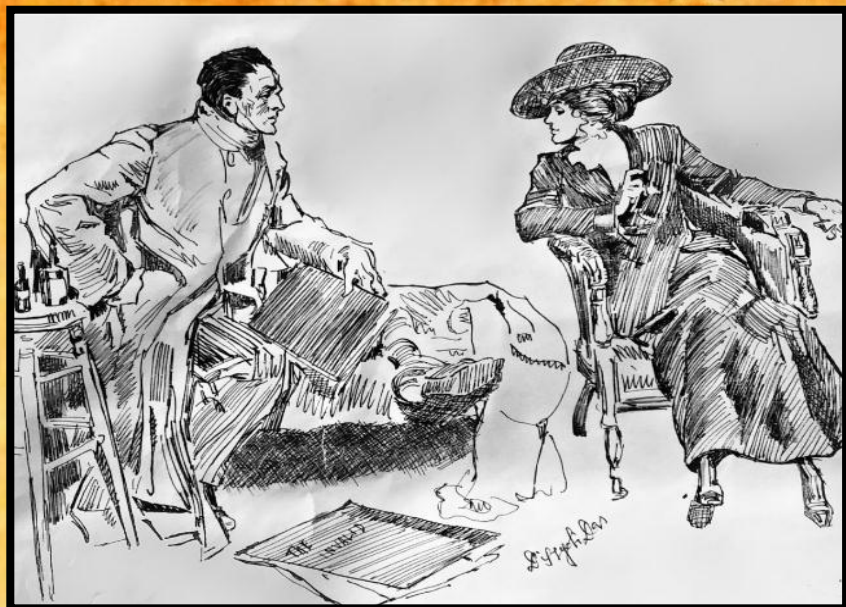
**-Captured by Prof. Pinaki Chatterjee
 Department of BCA
 IMS, Kolkata**



Notting Hill

“Revenge... is like a rolling stone, which, when a man hath forced up a hill, will return upon him with a greater violence, and break those bones whose sinews gave it motion.”- Jeremy Taylor

**-Captured by Mr Bivash Saha
 Placement Executive
 IMS, Kolkata**



Conversation Is Subject To The Audience But Interview Is Subject To The Speaker

**-Artwork by Dipjyoti Das
Department of Bachelor in Optometry
IMS, Kolkata**

Photography Competition Announcement



A New Year is like a blank book, and the pen is in your hands. It is your chance to write a beautiful story for yourself. Happy New Year.

-Prepared by Mitali Biswas

**Department of
MSc Media Science
IMS, Kolkata**



The Two Most Powerful Warriors Are Patience And Time.

**-Prepared by Kushaljit Dey
Department of BSc
Media Science
IMS, Kolkata**

“Every time a newspaper dies, even a bad one, the country moves a little closer to authoritarianism...”

Richard Kluger, is an American author who has won a Pulitzer Prize. He focuses his writing chiefly on society, politics and history. He has been a journalist and book publisher.

New Age of Media

**-By Aniket Shaw
B. Sc Media Science**

In this age of social media, every social media platform uses us like their own employed. Now social media platforms not only give us information but also collect our own personal information. In this age of AI (Artificial intelligence) those social media platforms know what we like and dislike better than us. Every social media platform given us their own app. We create content to use this apps in our own social media profile. Some people considered their social media profile to be their real identity. After all this effort this platform gave us some likes and comments and a never-ending picture scrolling timeline.

There has never happened of human history a small number of people's have earned so much money in a such a short time.

Today we are moving away from our own people because of the media that was created to communicate with each other. Everything has its pros and cons it depends on us how we use social media. The media has made it possible to communicate with distant people's in short period of time but because of the misuse of media we have gone too far from our own family. Know it's entirely up to us how we create the balance.