

CREATIVE
RESUME 2024



Storyteller

CUMULATIVE
Knowledge,
Experience &
Expertise!

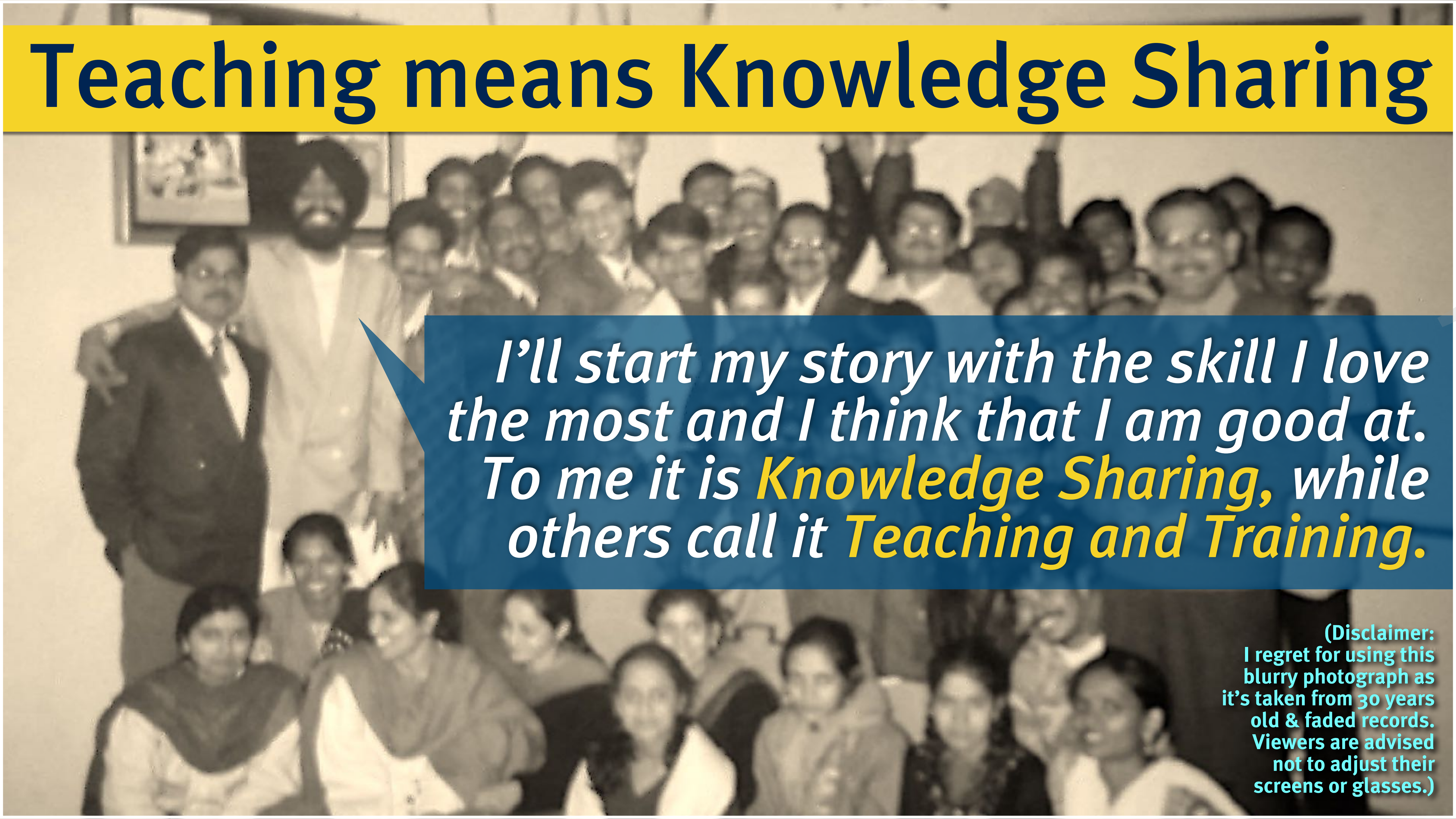
A VISUAL PORTFOLIO

**GS
VIRDI**

Asst. Professor &
Chief Community Officer
Content, Media and
Digital Communication Expert

A story of wonderful journey of 30+ years that crafted me who I am today...
from an IT Expert to Asst. Professor to Media, Content, Communication and
Digital Marketing Professional and Digital Artist and a Photographer!

Teaching means Knowledge Sharing



*I'll start my story with the skill I love the most and I think that I am good at. To me it is **Knowledge Sharing**, while others call it **Teaching and Training**.*

(Disclaimer: I regret for using this blurry photograph as it's taken from 30 years old & faded records. Viewers are advised not to adjust their screens or glasses.)

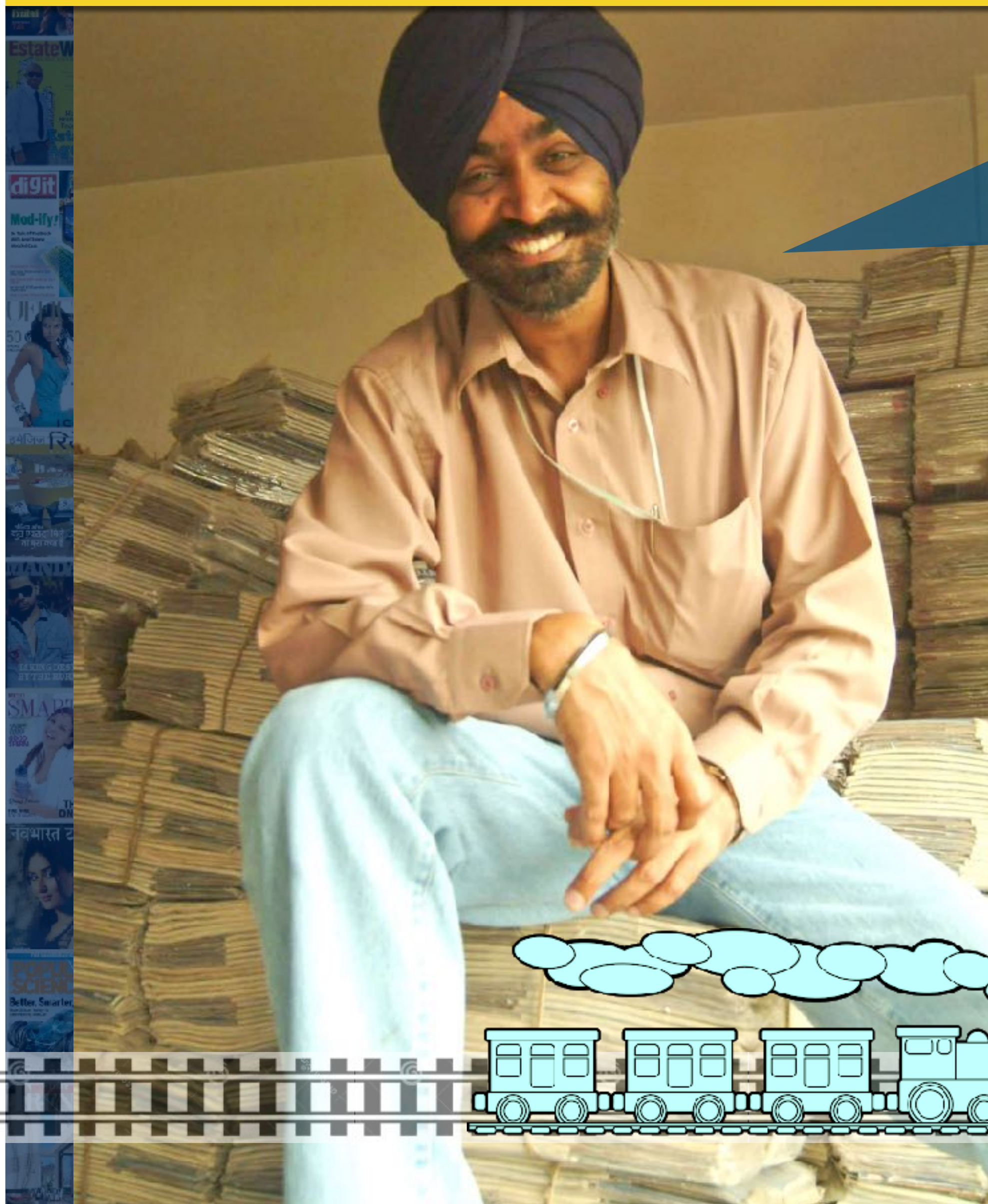
Once there was a BILLA SIR in Ajmer

- Professional Journey started as **Computer Instructor** at Raghukul ITI, Ajmer (Jan 1991)
- Joined as **Computer Programmer-cum-Instructor** at Deaf & Dumb School, Ajmer and started Diploma Courses in Computer Applications (May 1992)
- Joined as **Senior Computer Faculty** at System College of Computing (Affiliated with Makhanlal Chaturvedi National University of Journalism & Communication for **3 years BCA** & **1 year PGDCA** programmes) and got Tie-up with **CMC Ltd.** for Various corporate training programmes for Bank/Railways/Revenue Board/Collectorate/Postal Dept. Employees (Apr 1995)

**For 10
years!**



Entered in media world as VIRDI SIR



*Someone suggested me to step out of the limited world of small **classrooms** and to share my knowledge to the larger world using **Mass Communication...** and I moved to Mumbai and joined **Jasubhai Digital Media!***



**May
1999**

Headed many B2C & B2B Magazines

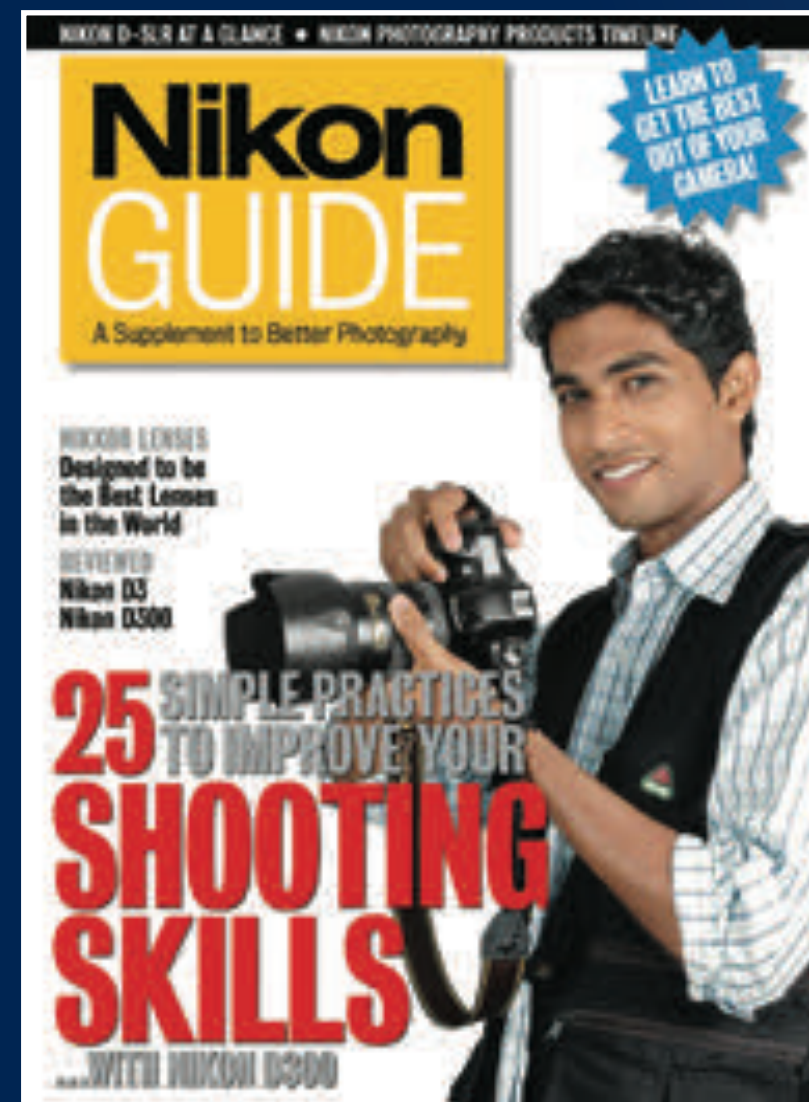
16 years in Mumbai: Launched, Edited, Redesigned, Managed several **Consumer** and **Business** magazines from a wide range of genres including **IT**, **Computing**, **Auto**, **Photography**, **Business**, **Imaging**, **Entrepreneurship**, **Realty**, **Franchising** etc. in English and **Hindi** languages.



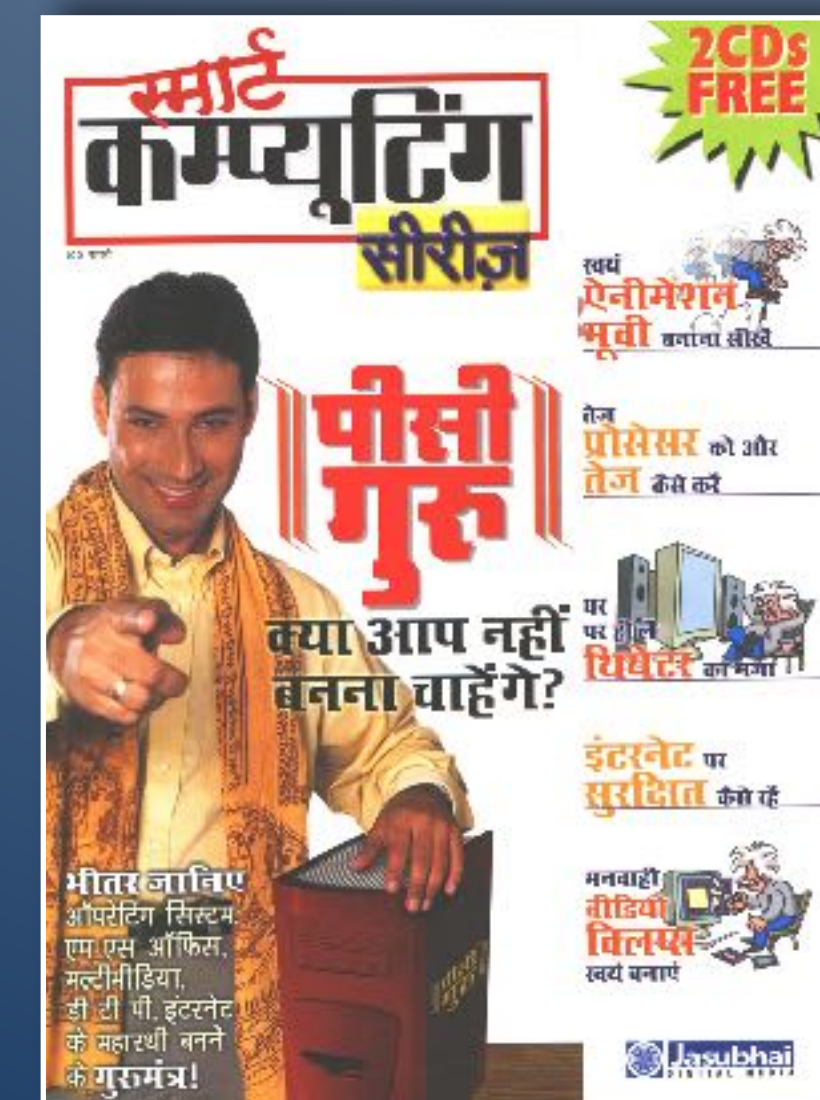
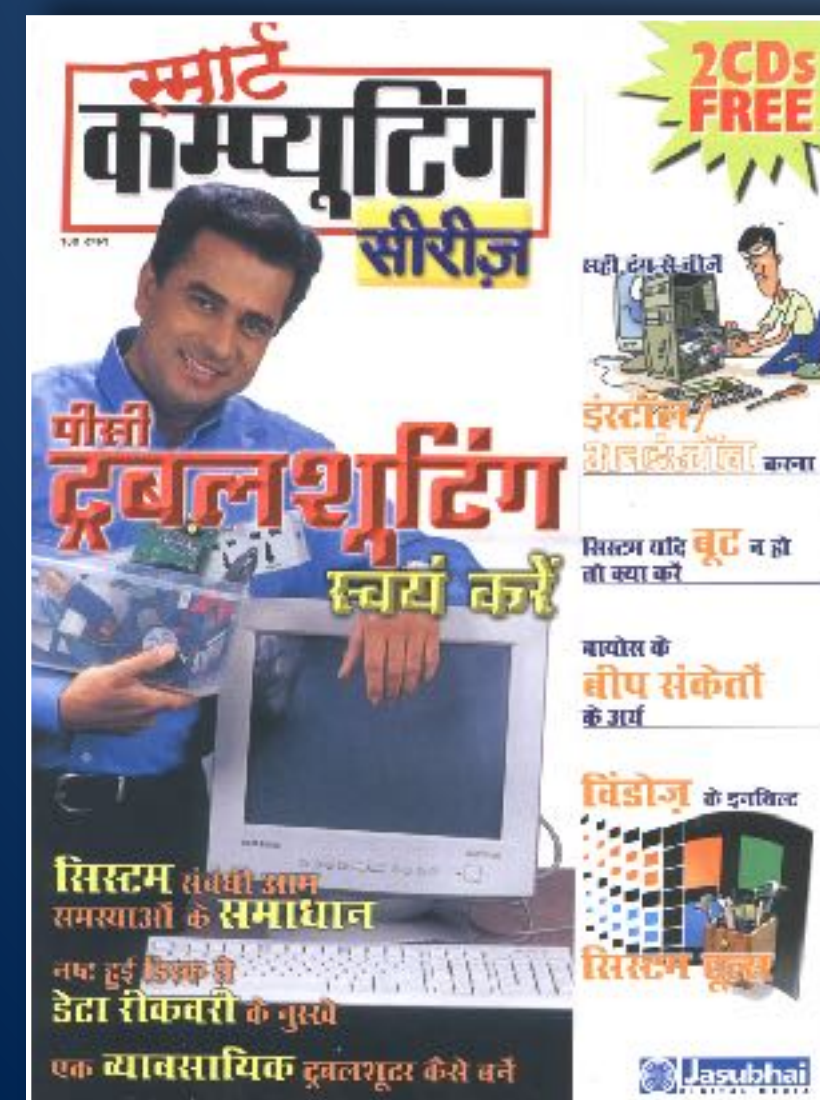
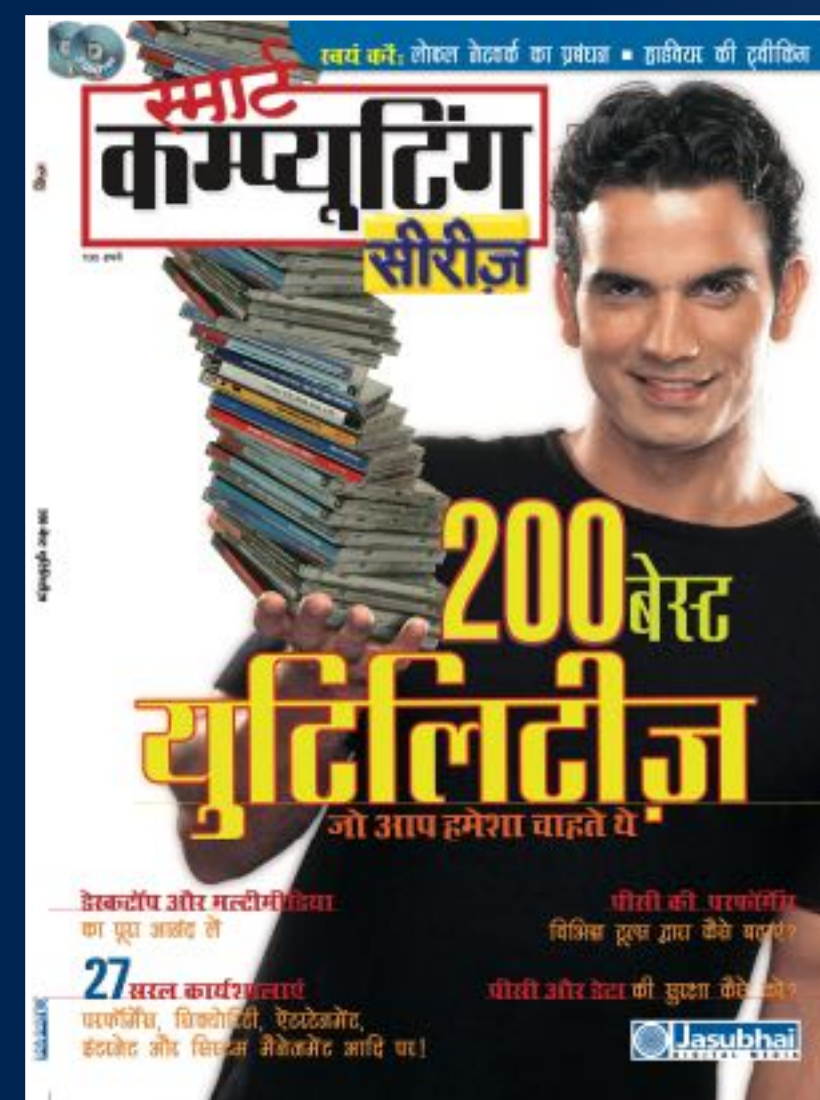
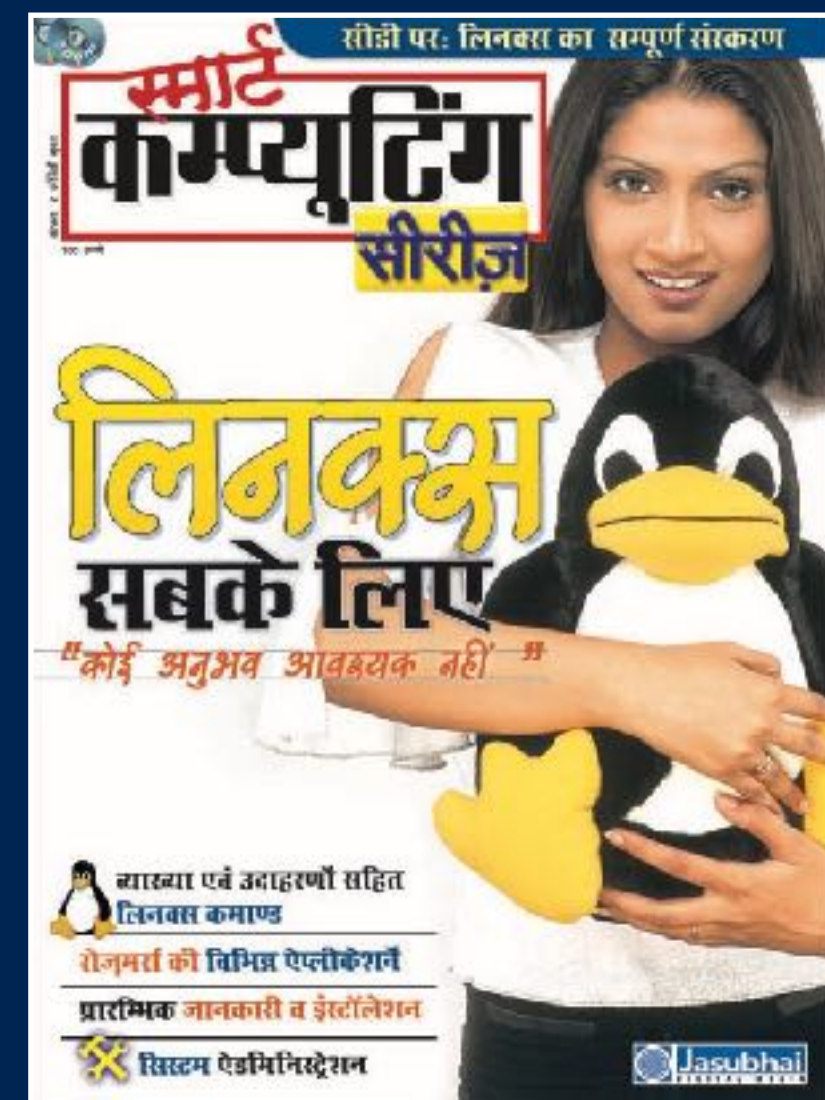
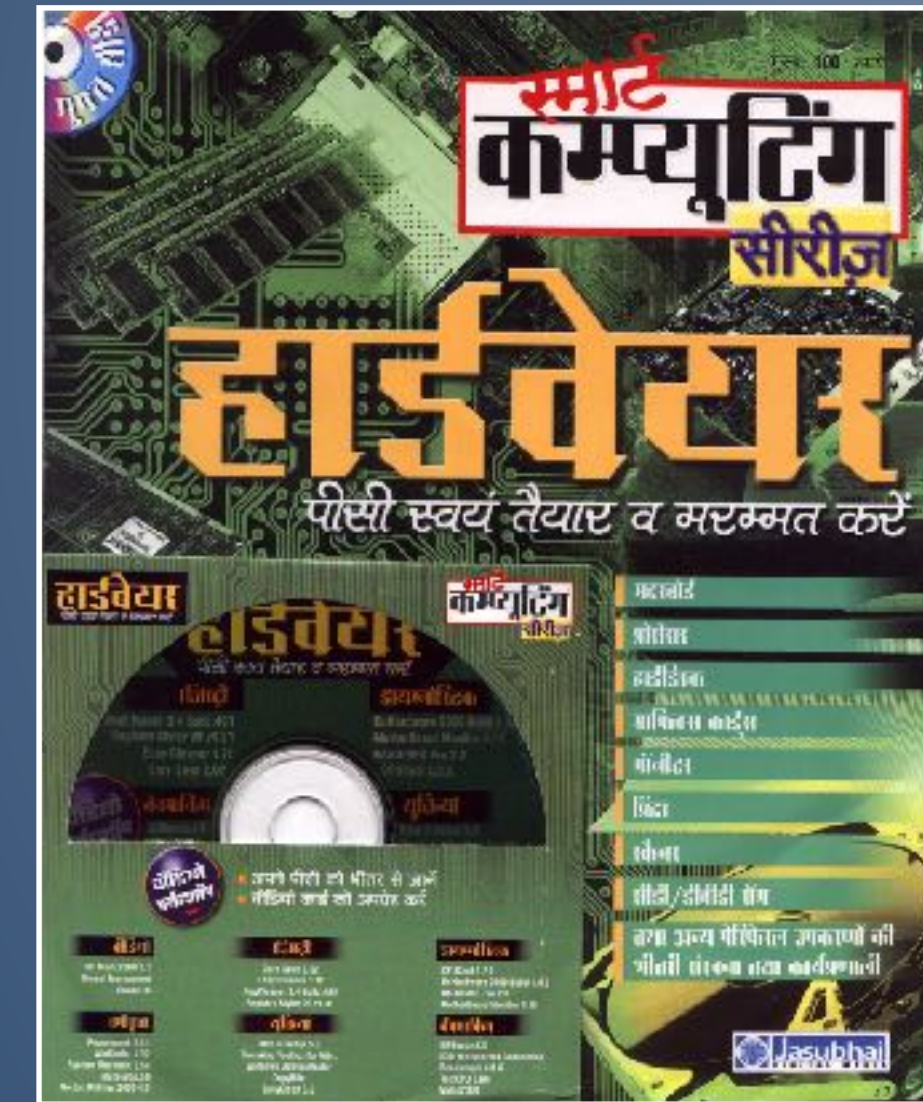
Of course, it is team work!

Editor for many Magazines/Webzines

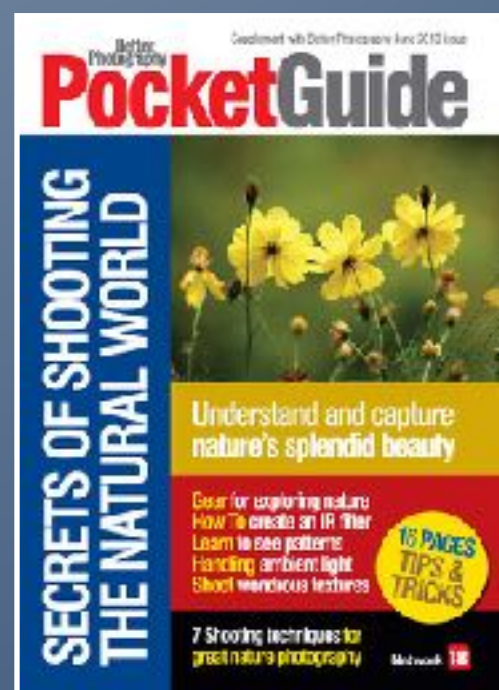
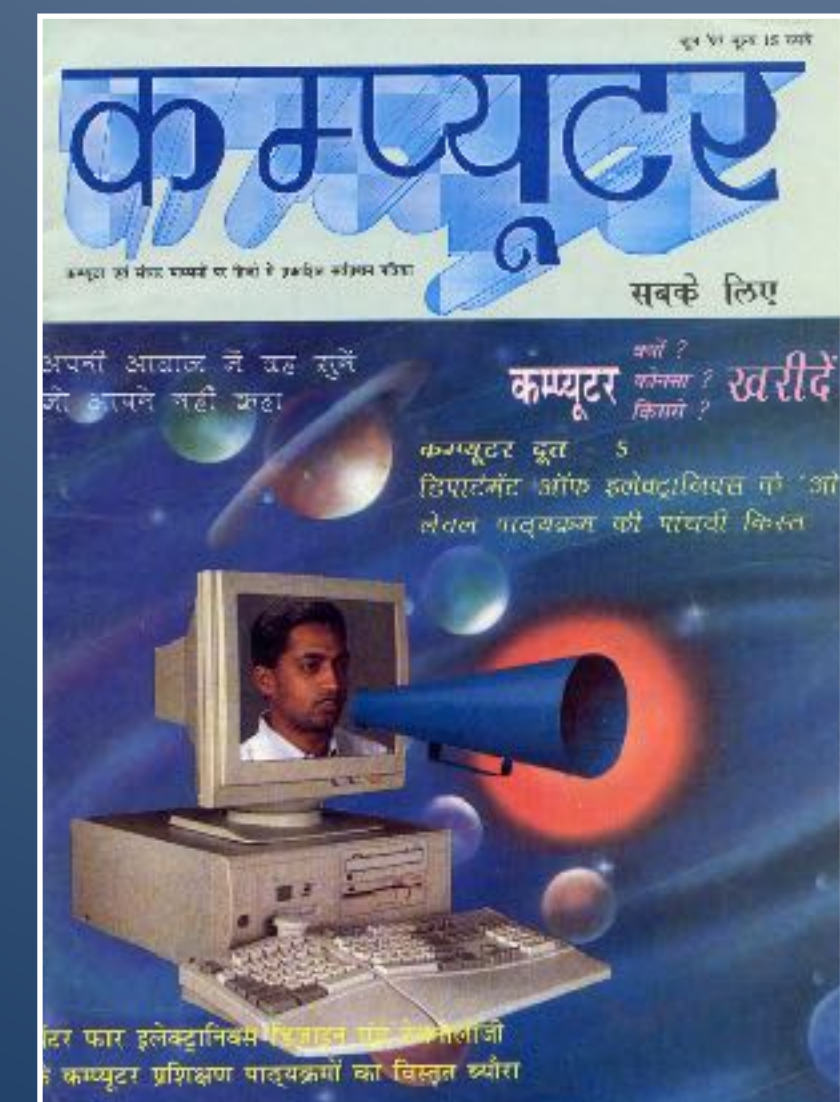
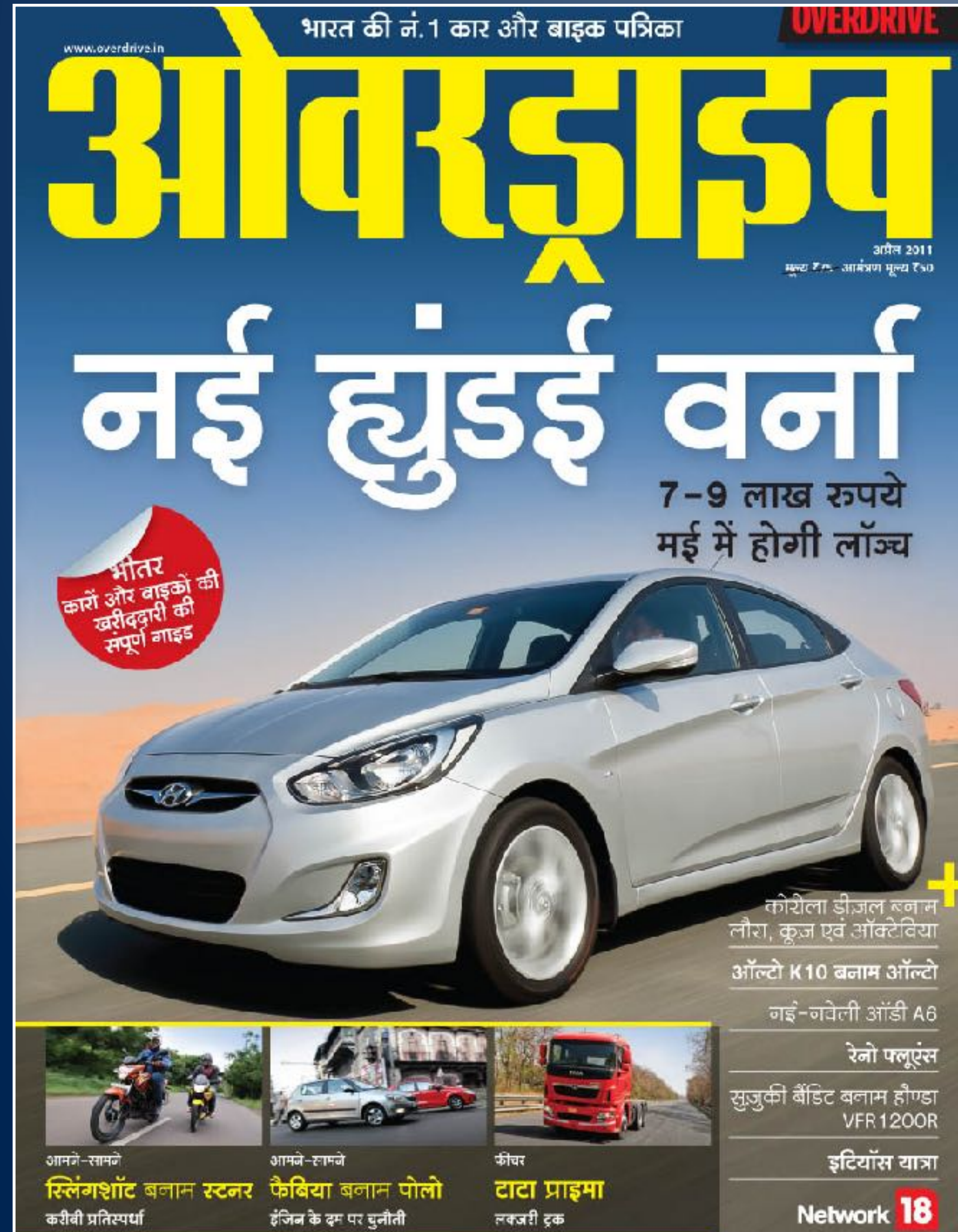
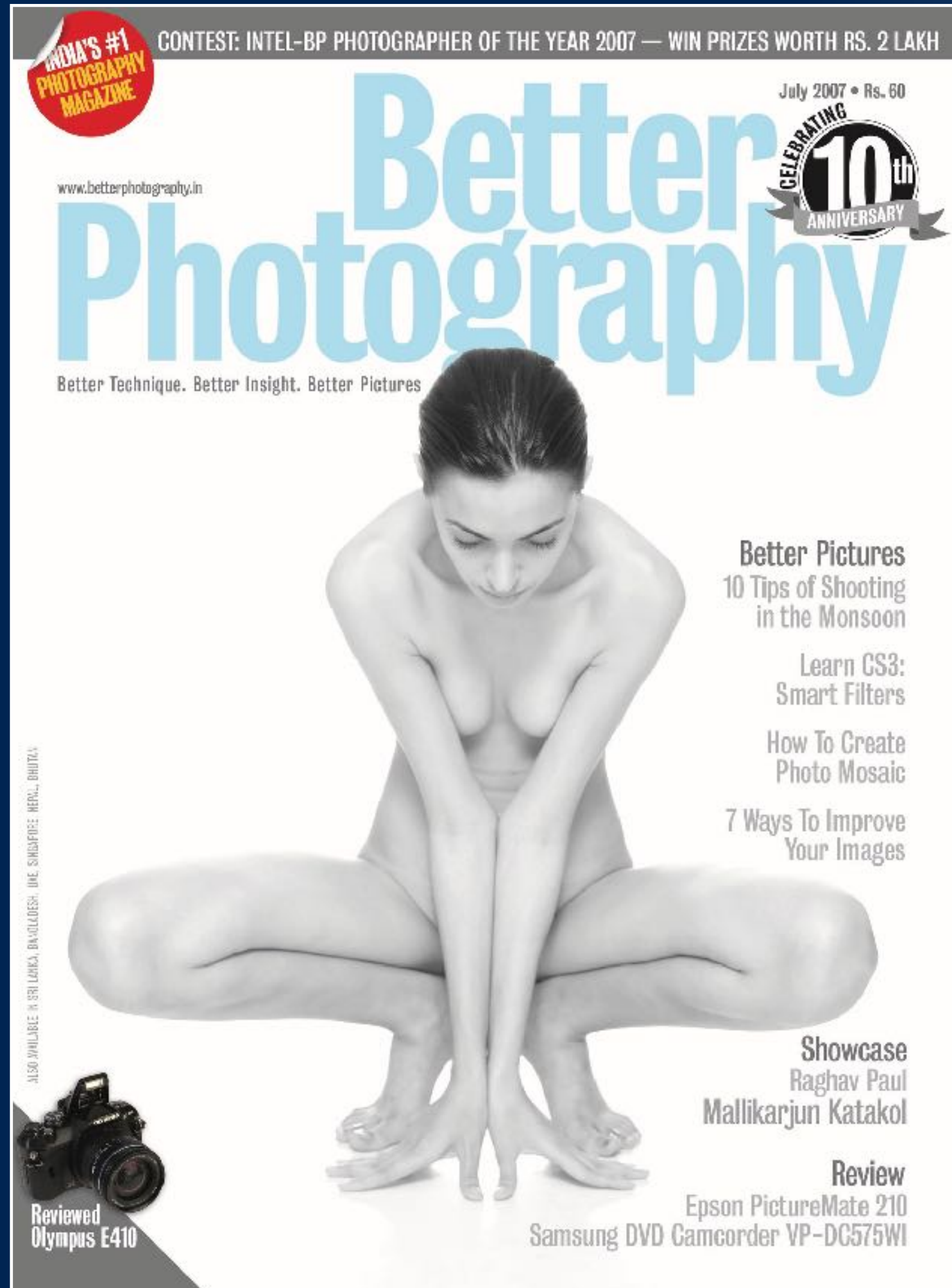
Launched & Edited Consumer Magazines **CHIP**, **Better Photography**, **Smart Computing in Hindi**, **Nikon Guide** magazine, various Pocket Guides and **ApniSmartCityLife** and a Literary webzine- **PANKH**.



Conceptualised and Edited 12+ BOOKzines!



Executive Editor for several Magazines



Consulting Editor for many Magazines

अपनी-गाड़ी | होम समाचार समीक्षा फ्रीचर इवॉल्यूशन मोटरस्पोर्ट वीडियो लाइफस्टाइल बिज़नेस सदस्य बनें

ऑटो समाचार

सब देखें

वीएमइल्यू इंडिया ने 2022 में की अपनी सबसे अधिक बिक्री

बिज्या का 2,54,556 यूनिटों की बिक्री के कारण रहा वर्ष 2022 अब तक का सबसे बढ़िया साल

हुंडई इंडिया ने वर्ष 2022 में बिक्री के स्थापित किए नए कीर्तिमान

विशेष समीक्षाएँ

सब देखें

टोयोटा इलेवा हाइब्रिड: फर्स्ट ड्राइव की समीक्षा

Dec 7, 2022 • 609

रॉयल एनफील्ड इंटर 350 का लॉन्च टर्न का अपडेट: 667 किमी

Nov 21, 2022 • 369

रेल रोड सी350 एलडब्ल्यूसी ऑटो बायोडिज़ल: फर्स्ट ड्राइव की समीक्षा

Nov 18, 2022 • 248

ऐलन मार्टिन डीबीएस707: फर्स्ट ड्राइव की समीक्षा

Nov 17, 2022 • 337

जवा 42 बीएस: फर्स्ट ड्राइव की समीक्षा

Nov 14, 2022 • 502

ऑडी Q3: फर्स्ट ड्राइव की समीक्षा

ऑडी की बहुचर्चित एसयूवी छोड़ी देर से ज़रूर आई लेकिन इसने सबका दिल जीत लिया। ऑडी Q3...

Dec 15, 2022 • 209

नई कारों और वाहनों की समीक्षाएँ

सब देखें

ऑडी Q3: फर्स्ट ड्राइव की समीक्षा

Dec 15, 2022 • 209

टोयोटा इलेवा हाइब्रिड: फर्स्ट ड्राइव की समीक्षा

Dec 7, 2022 • 609

रेल रोड सी350 एलडब्ल्यूसी ऑटो बायोडिज़ल: फर्स्ट ड्राइव की समीक्षा

Nov 18, 2022 • 248

ऐलन मार्टिन डीबीएस707: फर्स्ट ड्राइव की समीक्षा

Nov 17, 2022 • 337

जवा 42 बीएस: फर्स्ट ड्राइव की समीक्षा

Nov 14, 2022 • 502

विशेष

सब देखें

50 की जर्दी एम: एक जगमगाते सितारे के पयास सालों का सफ़र

Dec 9, 2022

ज़िंदगी आ रहा हूँ मैं: हाल्ले डेविडसन की आउटबैक फेस्टिवल

Dec 9, 2022

राइडर मैगिज़ 2022 में हमने मचाया जो धमाल...

Nov 29, 2022

नवीनतम पोस्ट

मार्ति सुजुकी वैंड विटारा एस-सीएनजी र. 12.85 लाख में उपलब्ध...

Jan 6, 2023

0 comments

ऑडी Q3: फर्स्ट ड्राइव की समीक्षा

Dec 15, 2022

0 comments

ओसा एल1 ड्री का लॉन्च टर्न का अपडेट: 968 किमी

Dec 9, 2022

0 comments

ज़िंदगी आ रहा हूँ मैं: हाल्ले डेविडसन की आउटबैक फेस्टिवल

Dec 9, 2022

0 comments

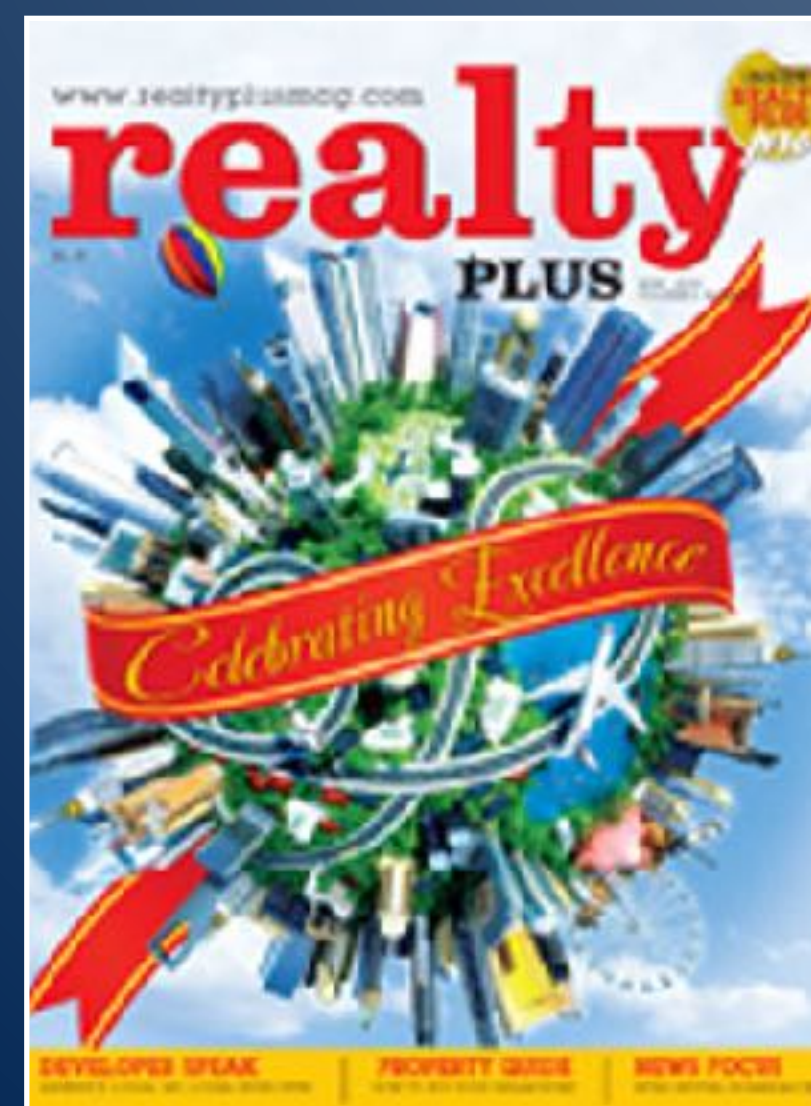
नवीनतम ट्वीट

@turbochargedmag की ओर से ट्वीट

TURBOCH... @turbochar... • 23h

Ather 450X gets new:

Four exciting colours
Atherstack 5.0
Two years extended battery warranty plan
More comfortable seat
Neighbourhood charging grid



Consultancy...
...even before their final launch like-
Forbes, Overdrive, Entrepreneur, अपनी-गाड़ी.

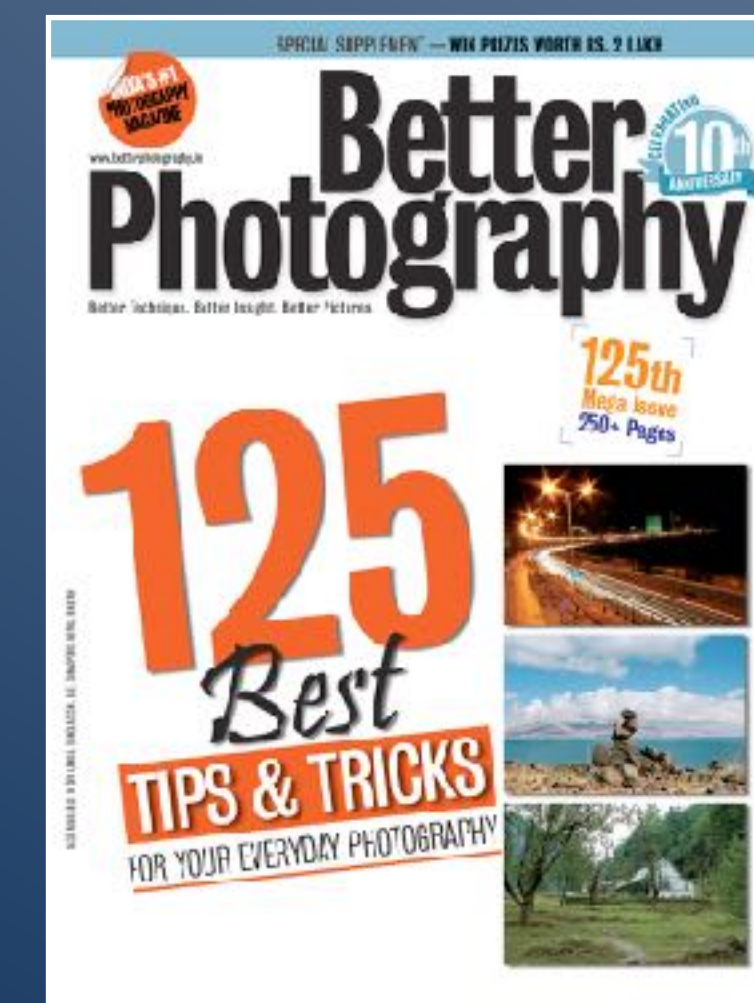
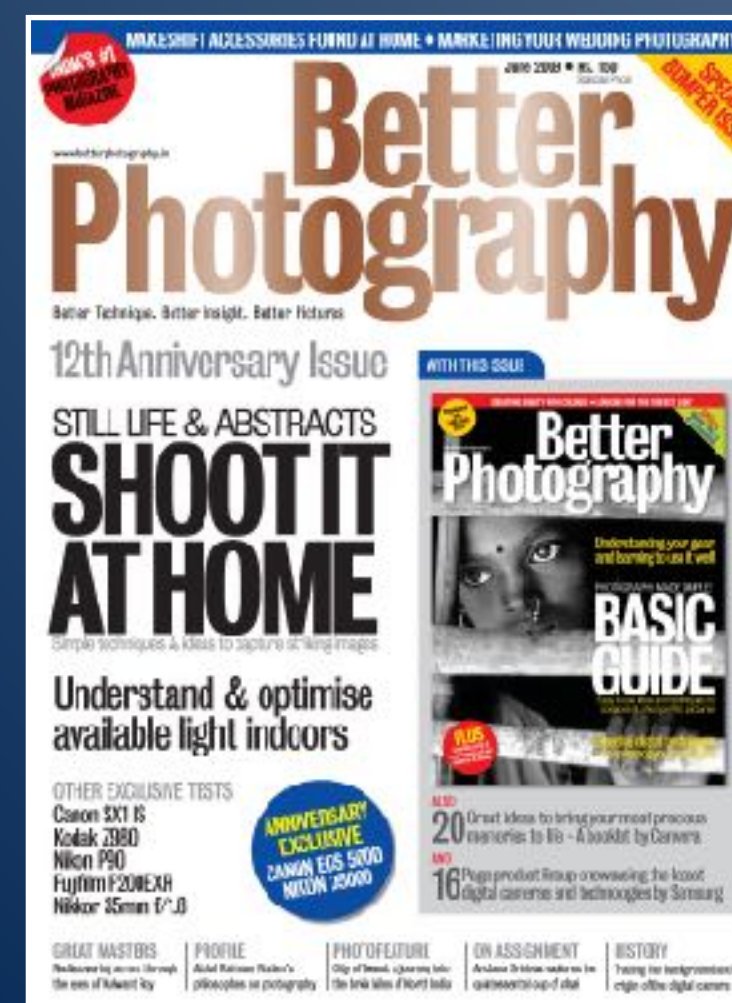
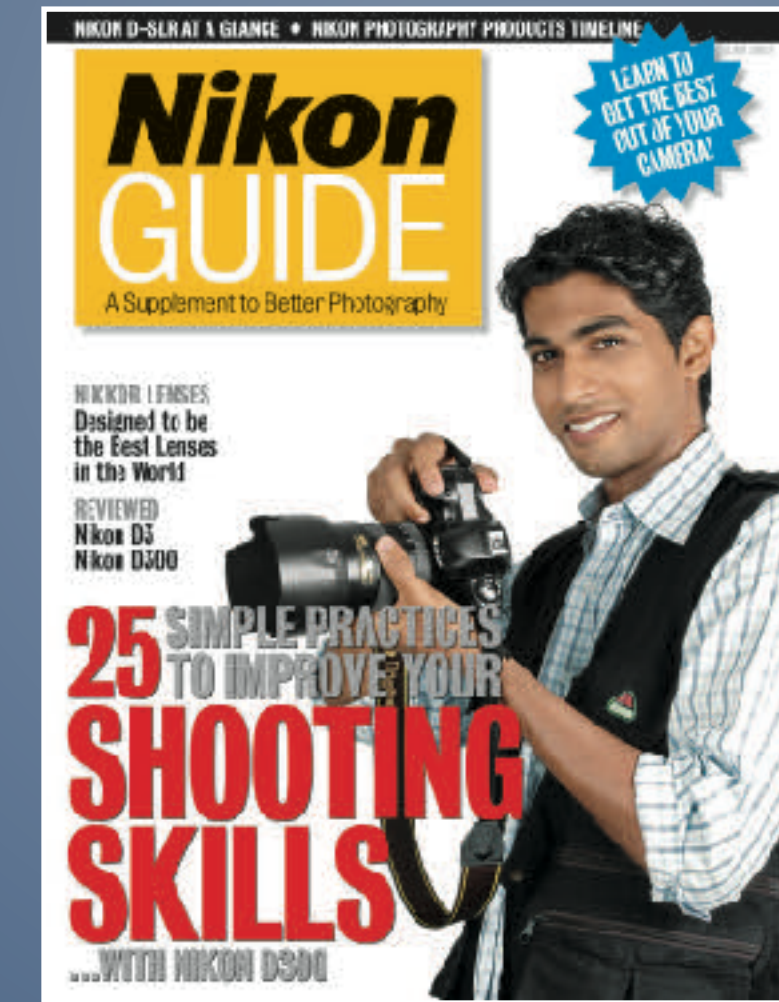
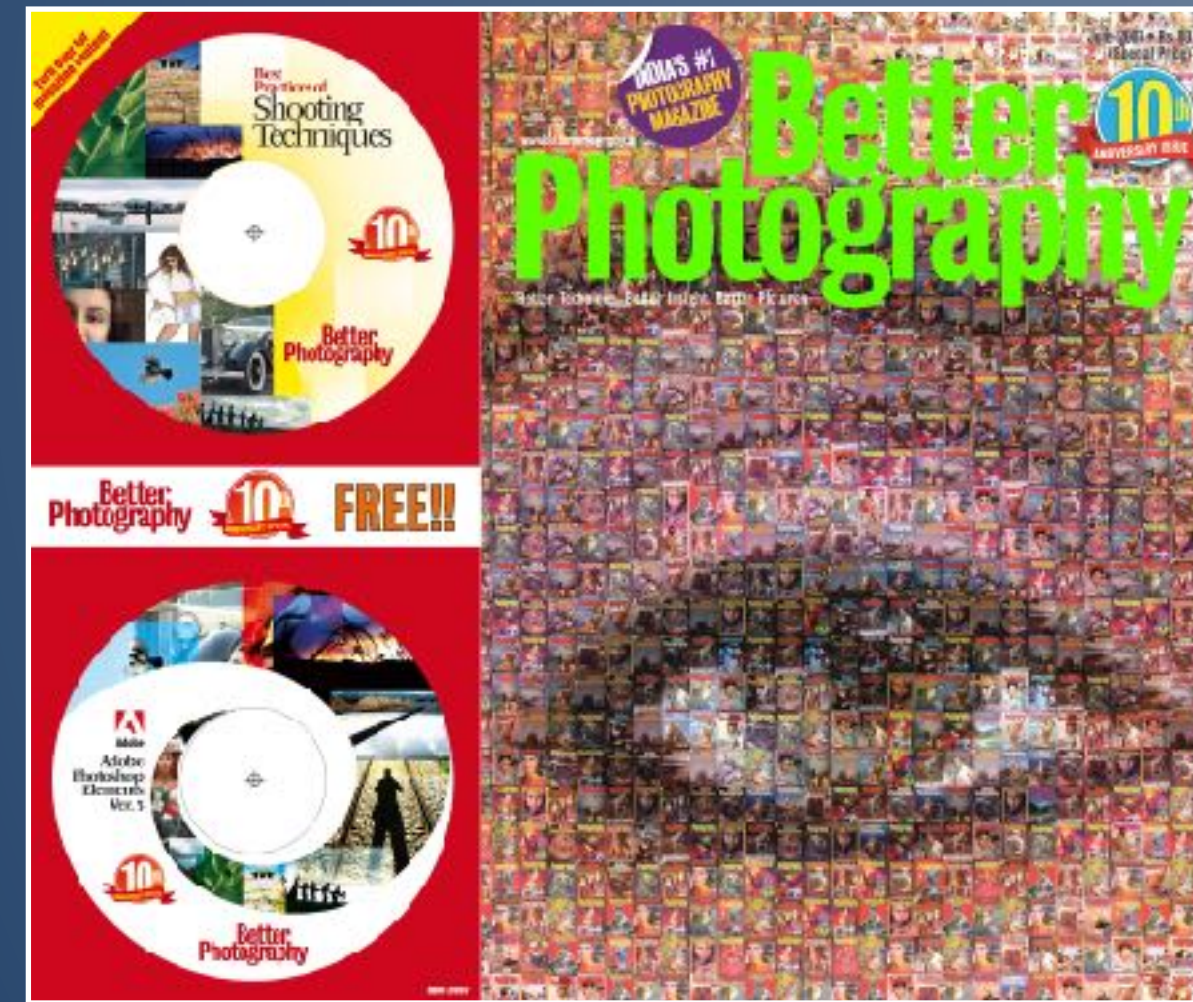
Innovations & the Craziest Activities

*I am grateful that my publishers gave me and my team free hand to take **Better Photography** magazine at the new heights by so many **Innovations & Brand Activities.***

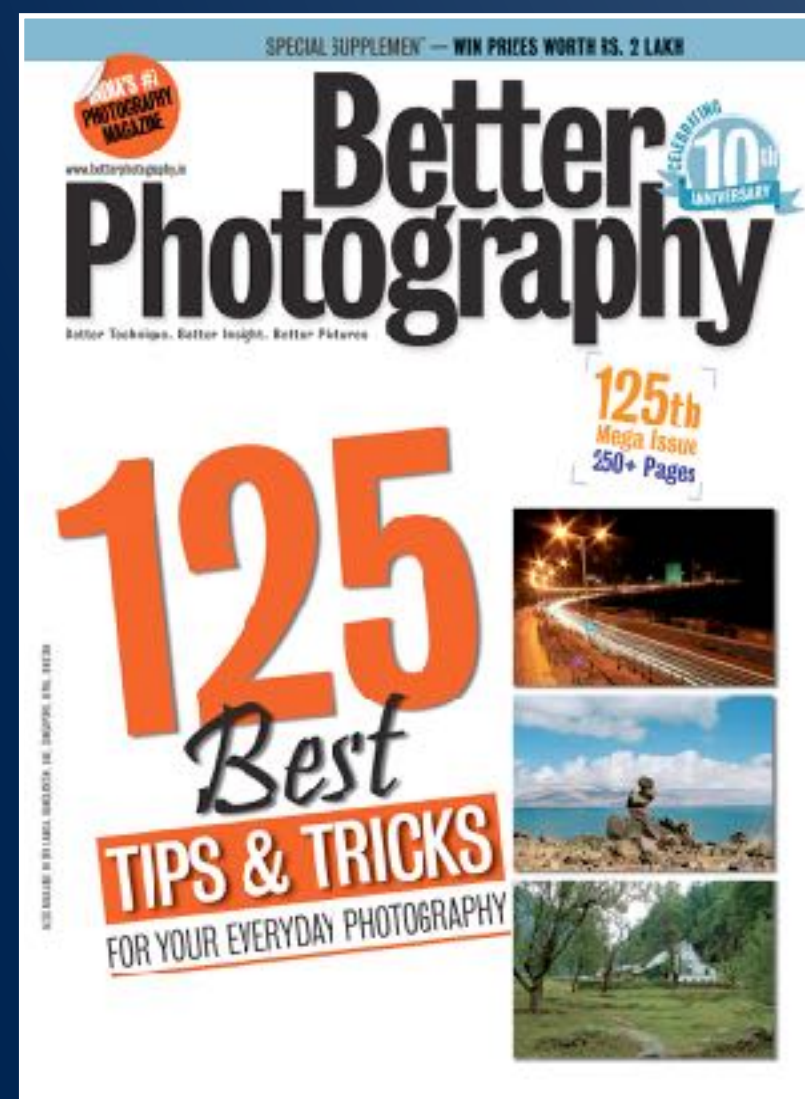
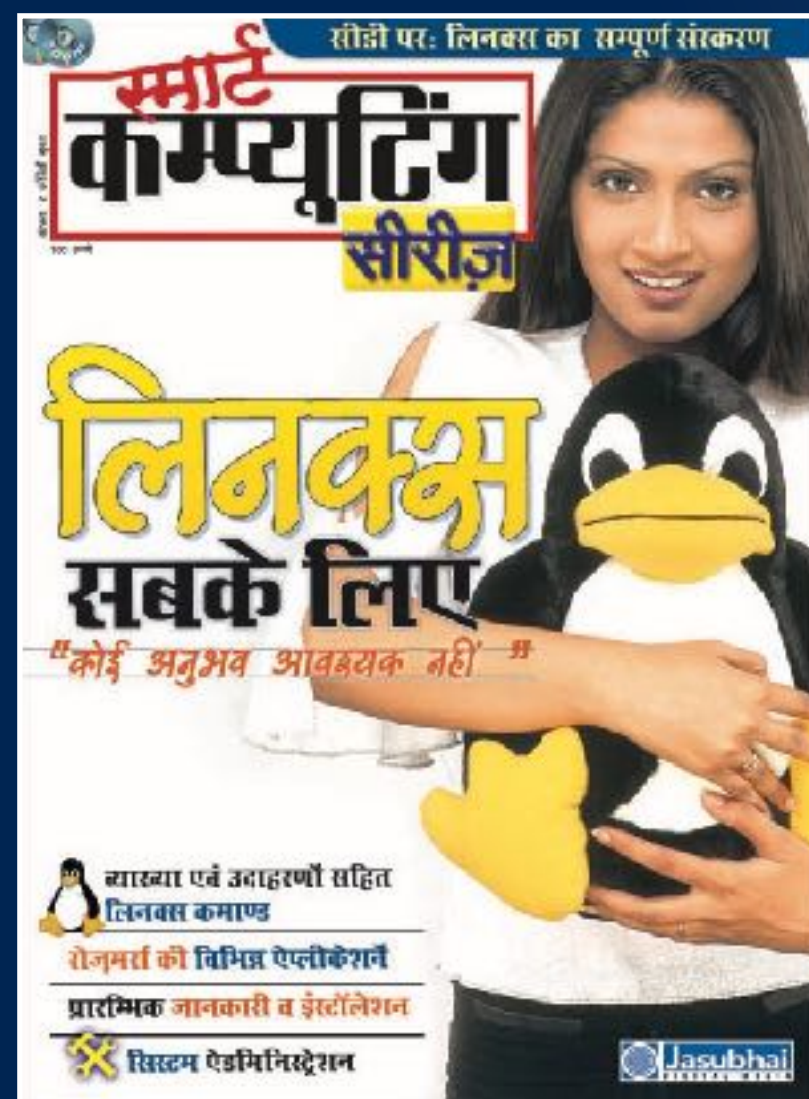
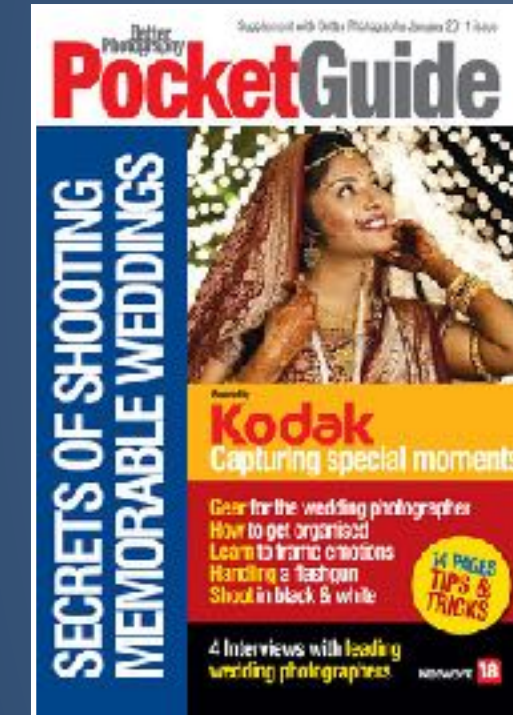
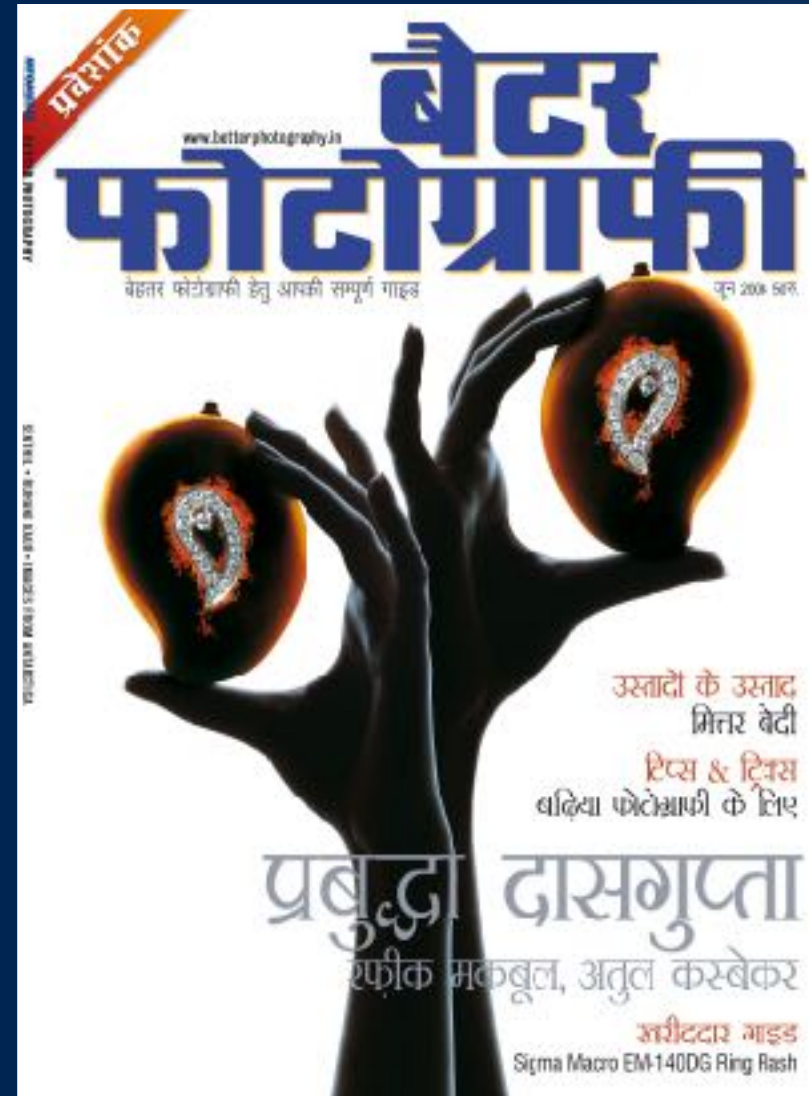


They say- 'Think out of the box', I did it.

1. Big fat issue & Free interactive CDs with the main issue of Better Photography
2. **125 BEST TIPS & TRICKS:** A supplement along with the main issue of BETTER PHOTOGRAPHY
3. Released **DOUBLE COVER** for the first time for the 125th Issue of BETTER PHOTOGRAPHY (Oct 2007)
4. Conducted **BETTER PHOTOGRAPHY EXCELLENCE AWARDS** (Feb 2008)
5. Conceptualised **NIKON GUIDE** and a booklet for **Tamil Nadu Tourism Department** along with the main issue
6. Launched **BETTER PHOTOGRAPHY NEWSLETTER** (Mar 2009)
7. Introduced **DOUBLE ISSUE** of BETTER PHOTOGRAPHY first time in the history of entire group (Jun 2009)
8. Relaunched **POY AWARDS** and Launched **WEDDING PHOTOGRAPHER OF THE YEAR AWARDS** (Jul 2009)
9. Introduced **Sponsored Supplements** with Main Issue
10. Conceptualised & Introduced a **Sub-magazine: BETTER CELLPHONE PHOTOGRAPHY** (May 2013)



Content Versioning & Customisation Specialist



Created several Customised Media Products (another version), especially in हिन्दी language from an existing product as Brand Expansion.

English to Hindi!

Got associated with several Media Brands



...Created content for a variety of Target Audience!

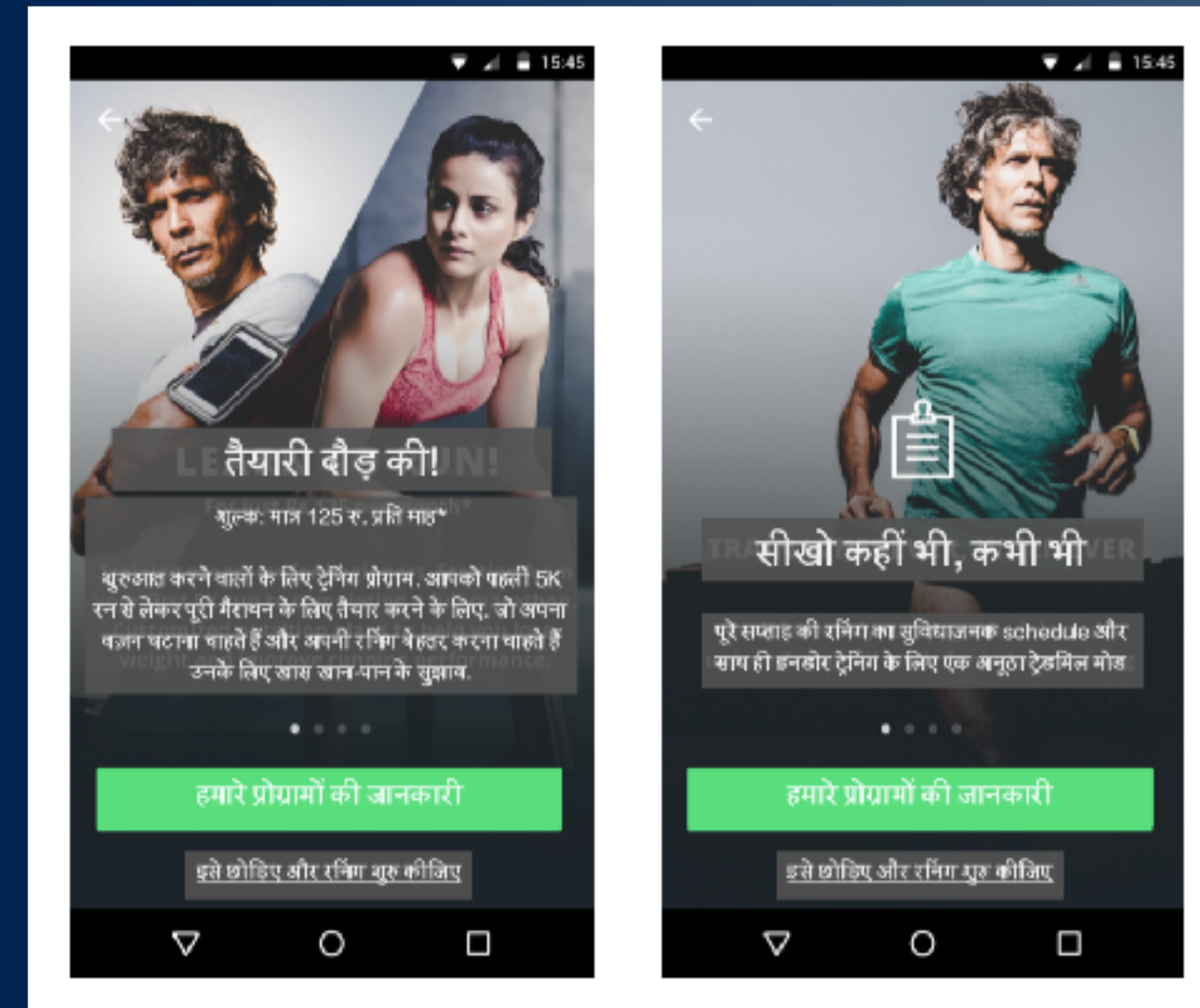
Freelance & Personal projects begin!

*I realised that I had more **bandwidth** to contribute to the industry, so I started **Freelance and Personal Projects**.*

Jan
2004

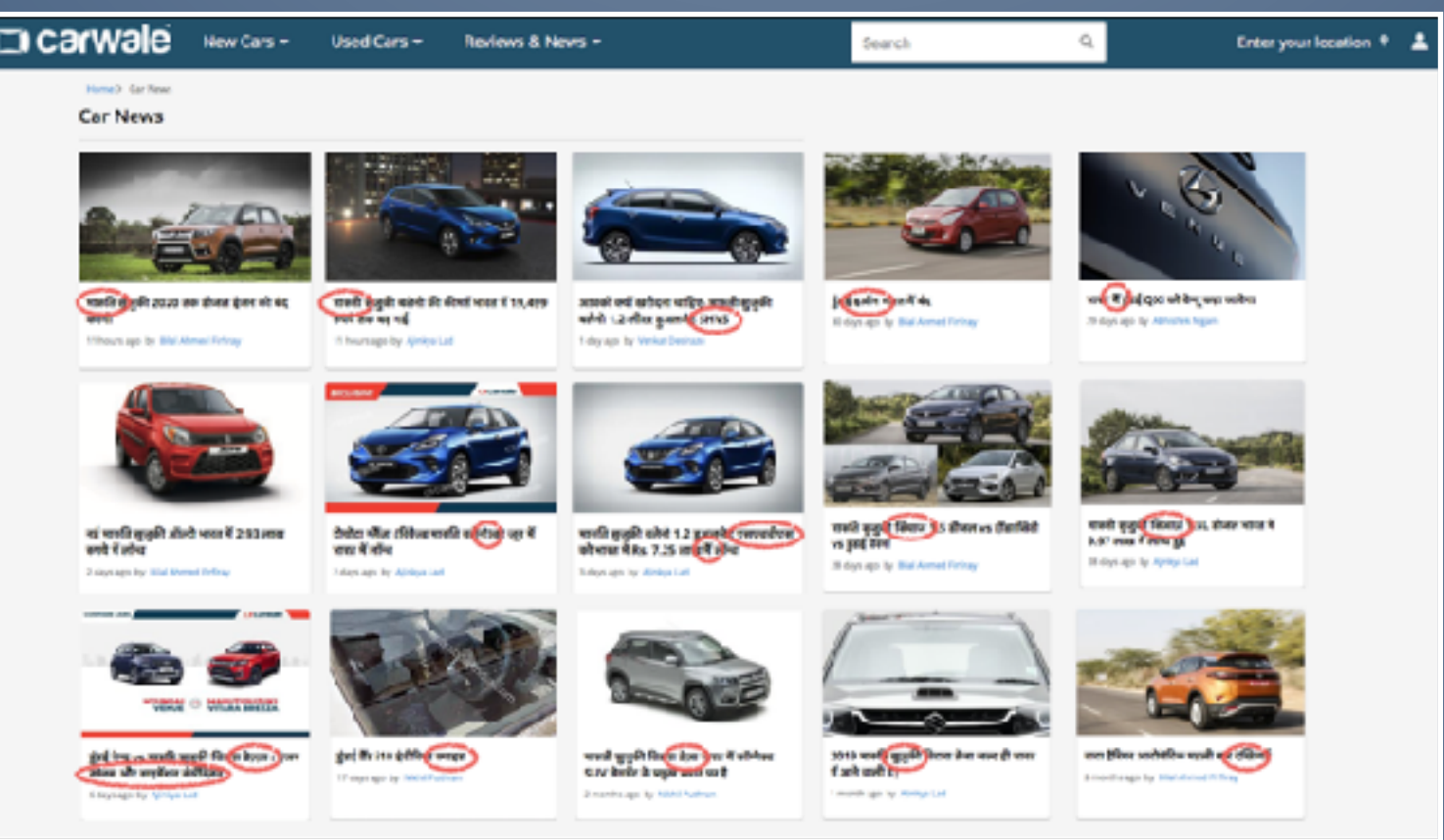
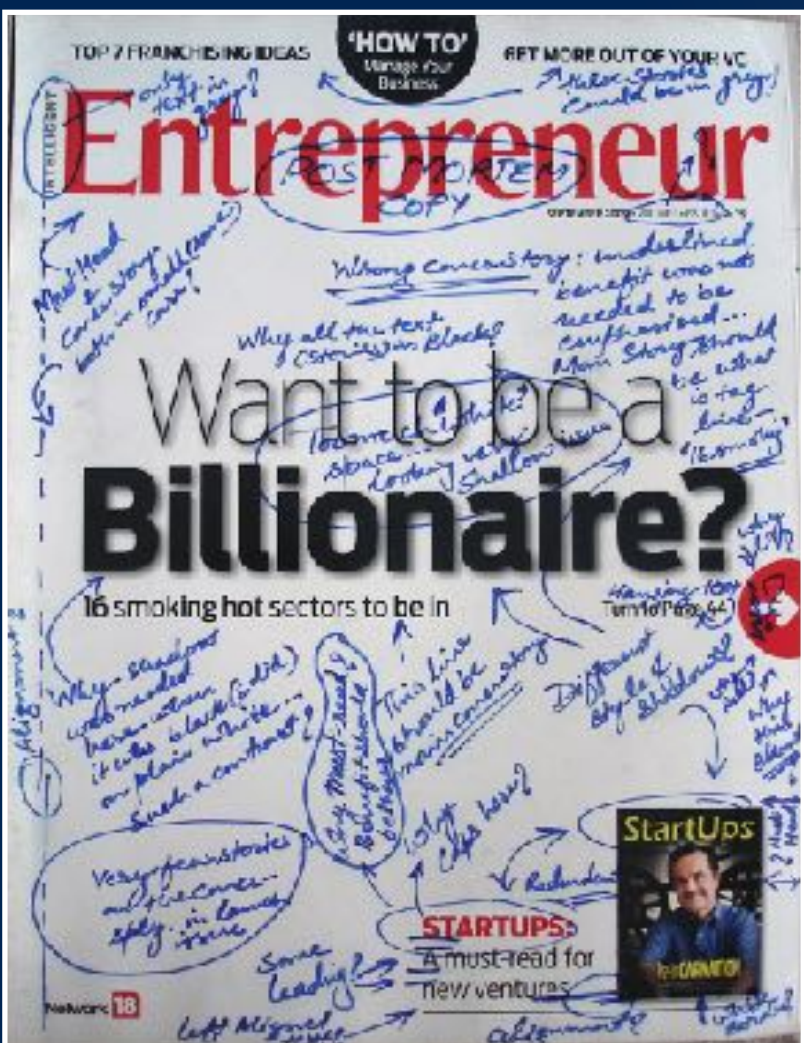
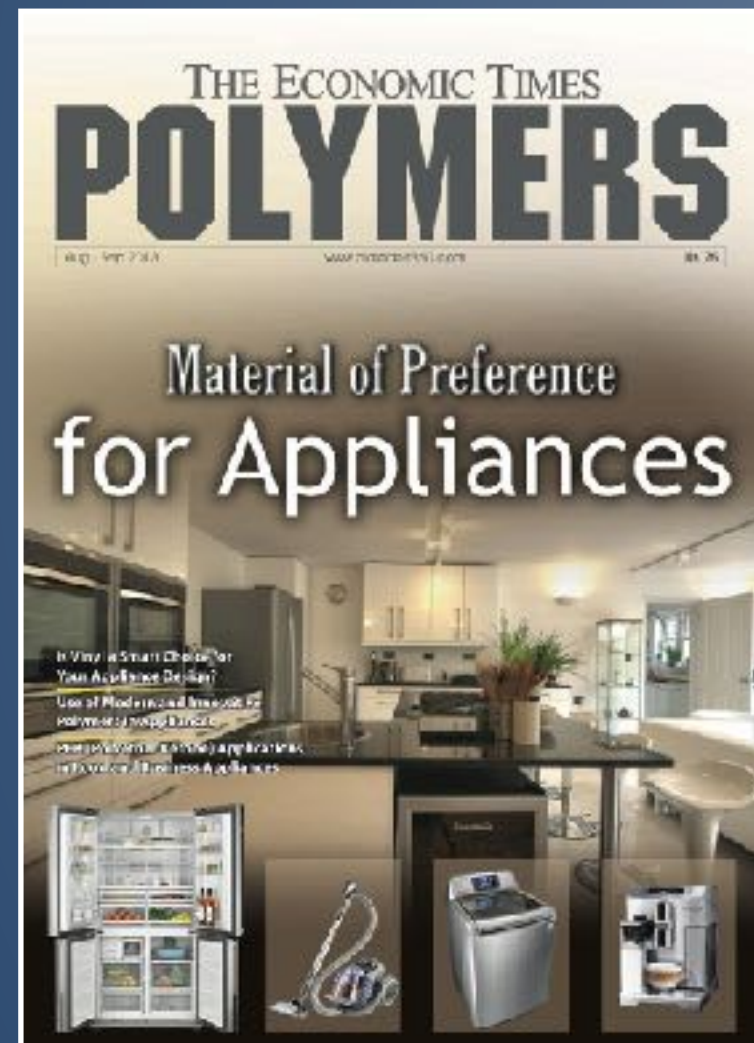
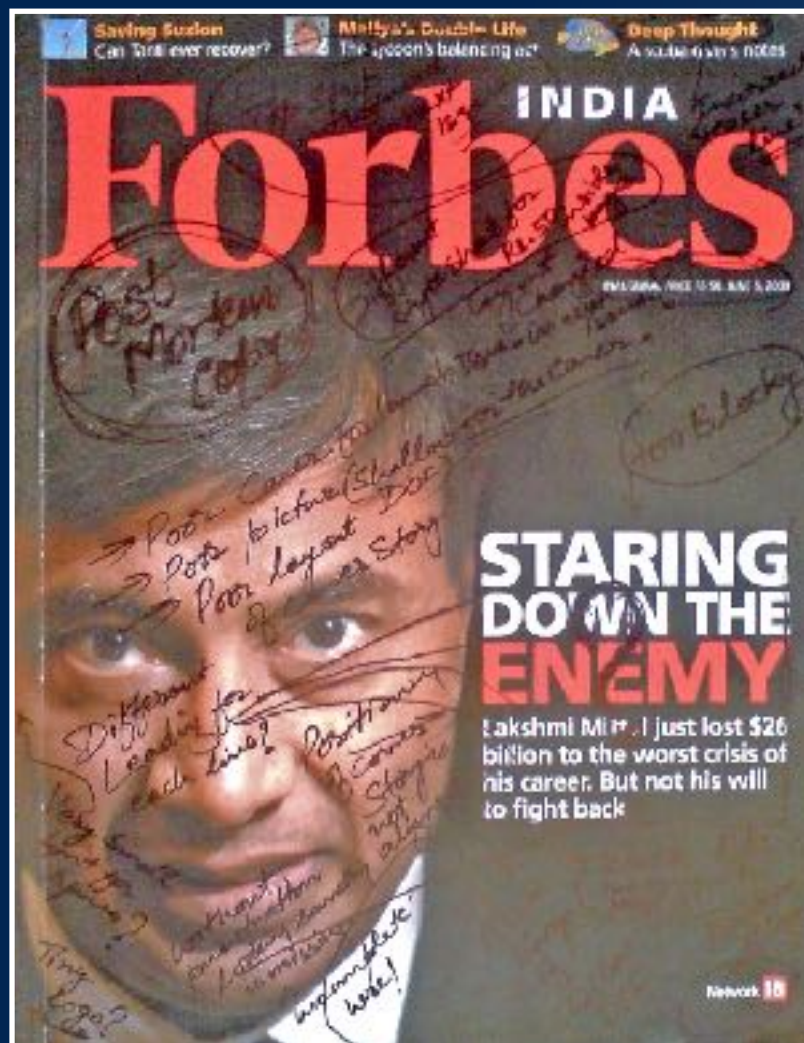


Content Services to several projects



*Tie-up with several clients including **POLYCOM**, **MOBIEFIT**, **KALAAGE**, Naukriguru for their content requirements- from conceptualisation to creation and execution. Also done some projects for self-**MAGWORLD Excellence Awards** and **www.MAGworld.in**.*

Critical feedback and Post-mortems



Accept that to improve, you need it!

Era of Websites, Blogs & Social Media

*It was the time when India was getting equipped with the **digital** and **online** infrastructure, I took initiative and started creating **websites, blogs and social media activities.***

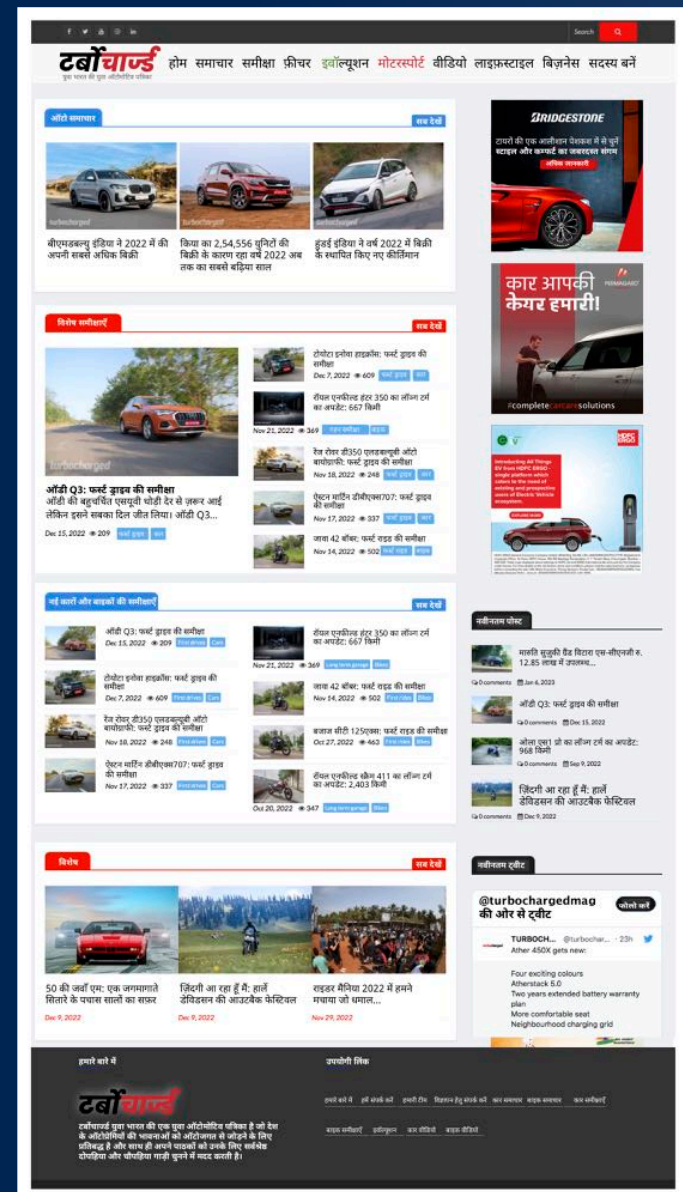
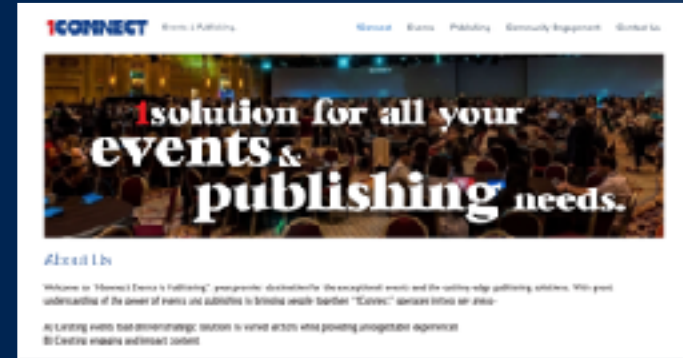
Nov
2006



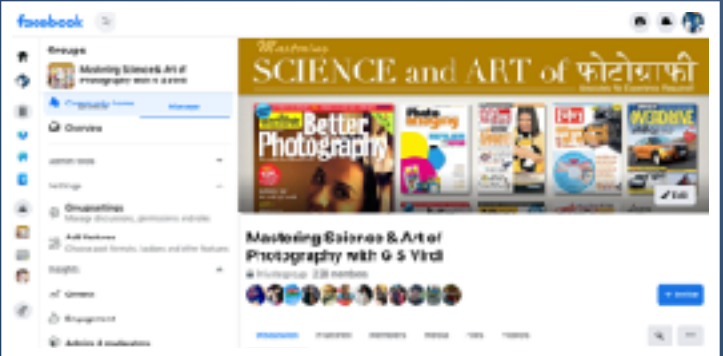
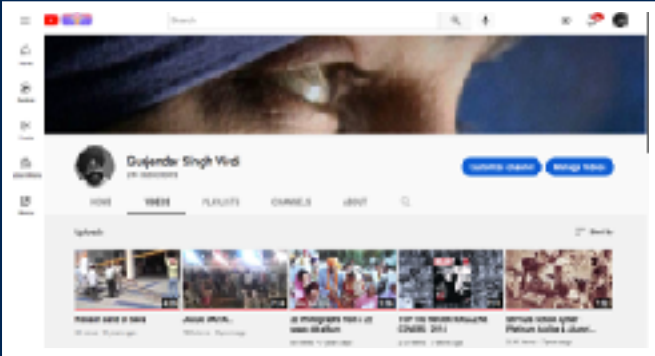
Websites & Webzines, I have developed!

Developed couple of Webzines & Websites from scratch to up-and-running in Hindi & English, that includes domain name registration, Web-hosting, CMS installation, HTML/CSS coding, content writing, photo editing, UI design... everything.

Developed and managed niche communities as CHIEF COMMUNITY OFFICER!



Engagement on Social Media Platforms



gurjender@gmail.com

Regularly Active in Blogging Since 20 Years

MEDIA JUNCTION

www.mediajunction.blogspot.com

its MAGworld

If you are reading a magazine without reading its review on 'MAGworld',
you are reading just an issue, not the magazine!
(best can be seen in 1024 X 768 screen resolution)

G.S.Virdi

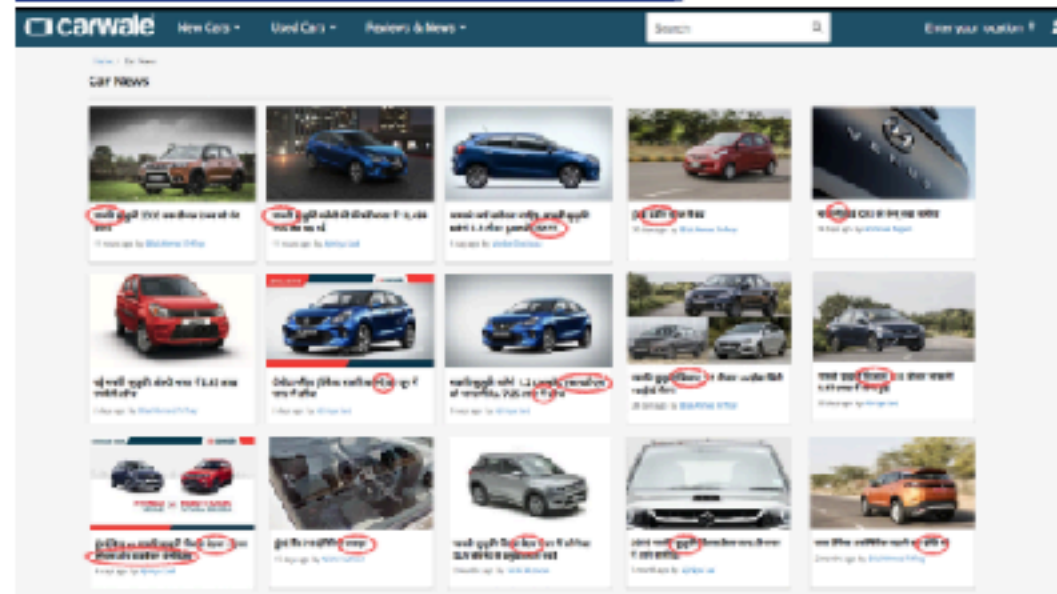


aka MAGAZINE SINGH 'VIRDI'CT

300+ magazines reviewed so far...



TRIAL & ERRORS... EK BAAR PHIR SE!



'Mahaprabandhak of Maruti Suzuki Ltd has done a ghoshna in a Samvaaddata Sammelan

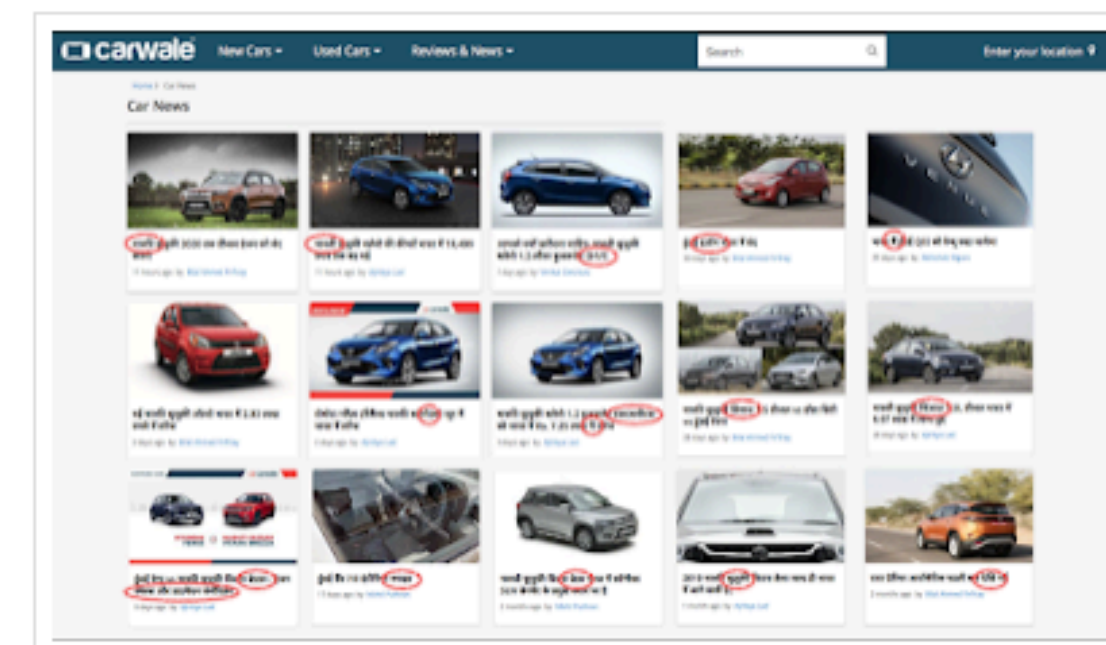
MEDIA JUNCTION

Views and Observations on Print Media in India (Powered by www.MAGworld.in)

Search This Blog

Thursday, April 25, 2019

TRIAL & ERRORS... EK BAAR PHIR SE!



“

'Mahaprabandhak of Maruti Suzuki Ltd has done a
ghoshna in a Samvaaddata Sammelan of its vistaar yojnaa
in India for 2020'

or

'Ford Figo facelift has ekdum braabar engine capacity of
its pichhlaa wala variant'

G.S.Virdi



aka MAGAZINE SINGH 'VIRDI'CT

Competency

- Sense of Content Business
- Content Conceptualization & Development
- Management & Reversion of Content
- Understanding of Publication Business
- Processes & Technologies of Publishing /Web /Multimedia
- Understanding of Target Audience
- Ability of Competitive Research & Critical Analysis
- Efficient & Effective Resource Management (Human & Infrastructure)
- Dynamic & Pleasant team person
- Mentoring team members

Other Projects

Content Research & Critical Analysis

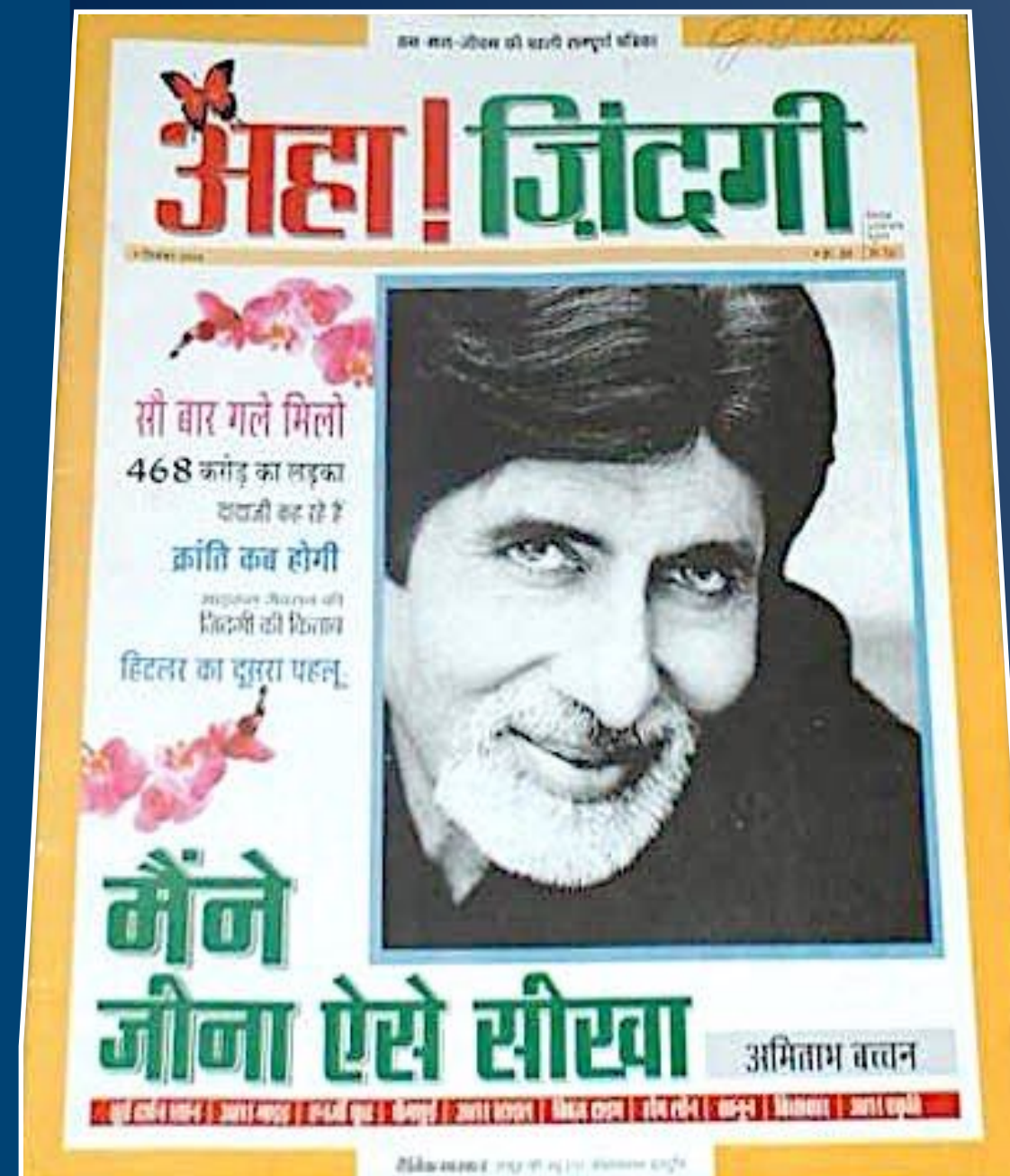
Apr
2005

*With the enough experience of **Publishing** and **Content business** and understanding of process and the industry, now I was ready to do **Content Research** and **Critical Analysis**.*



‘VIRDI’CT- ‘Virdi’s Verdict’ for the Magazines

- Conducted a research: **Ad-Edit Analysis of 50 Hindi Magazines** (Apr 2005)
- Done a research: **Hindi Newspapers Ad Analysis** (Jun 2005)
- Done a critical analysis of the **Launch Issue: AHA ZINDAGI** (Jul 2005)
- Started reviewing all the newly launched magazines in India and introduced **‘VIRDI’CT on magazines** (Dec 2007)
- **350+ Indian Magazines** critically reviewed and given ‘Virdi’ct (Jun 2014)



REVIEWED
350+
INDIAN MAGAZINES!!!

Content: ●●○○○
Design & Layout: ●●○○○
Printing: ●●●●○
Product: ●●●○○
Value for Money: ●●○○○

‘VIRDI’CT: ●●○○○

How to use ‘VIRDI’CT..??

- Browse & leave It
- Borrow & Read it
- Buy It occasionally
- Buy regularly
- Subscribe it now!!!

WWW.MEDIAJUNCTION.BLOGSPOT.COM

‘Virdi’ct=
Quality
Checked!

Magazines are judged by their COVERS!

- Conducted a unique study and then released- **TOP 100 COVERS** from Magazines published in India in that one year
- Started doing monthly **NEWSSTAND ANALYSIS** & Released the **TOP TEN** Covers of the month and also the **FLOP FIVE** covers of the same month
- Keep an eye on **Covers Making** and on the **New Launches** of the year
- Done a unique critical analysis of **1000+ Covers** of **70+ Hindi Magazines**



70 हिन्दी की मैगज़ीनों के 1000 से अधिक अंकों के कवर्स का एक अनूठा विश्लेषणात्मक अध्ययन!!

Newsstands as we observed in January 2015

MAGWORLD!

COVER STORY

A study based upon 350+ Indian magazines published in the past month

FIRSTS & SPECIALS

Launch Issues



Anniversary Issues



TOP TEN.



Why did we like them?

Broadly, for their newsstand appeal, editorial vision, visual communication, cover story lines and the design discipline. But microscopically, they all have several reasons to be in the list of **TOP TEN** for this month.

We have gone thorough more than 350 magazines published in India in English or Hindi language during the month of January. Magazines were considered from all the genres including News, Business, General Interest, Lifestyle, Men's, Women's, Fashion, Home, Entertainment, Technology, Culture, Children, Arts, Travel, Parenting, Health and Hobbies.

Covers for this study and for the representation purpose are sourced from newsstands, publications' own websites & online magazine stores.

FLOP FIVE



G S Viridi, author of this column, has launched & edited more than a dozen of consumer & B2B magazines and is a magazine consultant with several publications now. He has reviewed more than 350 Indian magazines and has also done a unique study in 2014 to find out **TOP 100 Magazine Covers** out of 5000+ issues of 400+ magazines. Read details at www.magworld.in to send your entries for MAGWORLD EXCELLENCE AWARDS.

Failures gave me opportunities to learn!

Failures of projects are also part of any successful professional journey and of course such projects did not pay me monetarily but, I consider them as the assignments worthy for my own learning.



Projects that didn't work but taught me a lot



1. Project for **YAHOO Hindi** (Jul 2005)
2. Project for **360° YOGA** (Jul 2005)
3. A **DIGITAL LIFESTYLE SUPPLEMENT** for Hindi Newspapers (Aug 2005)
4. Content structure for a **NEW WOMEN'S magazine** (Sep 2005)
5. Concept note for a **TV Magazine for STAR TV India** (Aug 2006)
6. A unique magazine about the magazines- **MAGFARE** (Sep 2013)
7. A new **HEALTH magazine** (May 2014)
8. Presented Content & Business Plan for the **Business Development to Dainik Navajyoti Newspaper** (Jul 2014)
9. Consultation for the Organic Farming Magazine- **MAIN HOON KISAN** (Oct 2015)
10. A **coffee-table book** for Bihar Tourism Department- **350th Birthday of Guru Gobind Singh Ji** (Jul 2016)

Mentoring the team and my colleagues

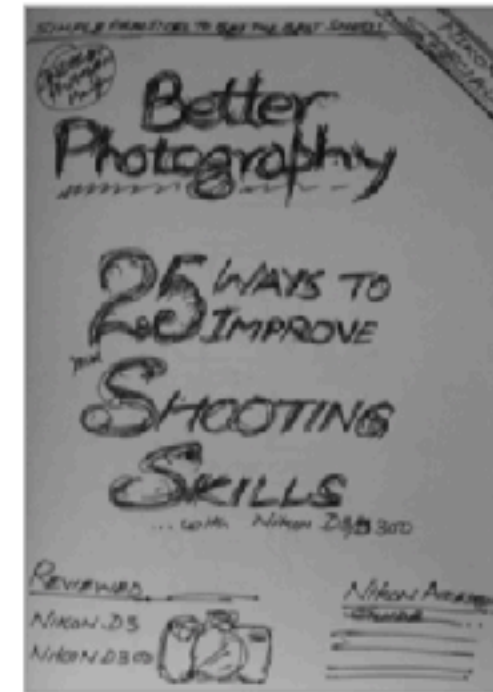


Mentoring has been the best way of learning for me. It not only enhanced my skills, but also helped me to build a strong and better team and that has resulted in our performance.

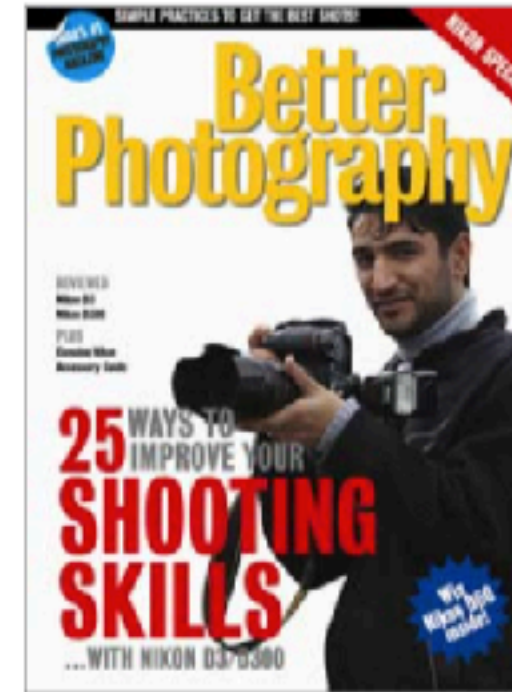
Train your team, get multiple benefits

- Developed the **well defined structure & audience profile** of the magazine and then explained it to my team
- Introduced **story-boarding and scribbling** to my team
- Developed & Deployed the **Editorial Work Flow** in order to optimise the resources
- Developed the methodology to improve a magazine: **‘101 Make Your Magazine Better’**
- Deployed **Editorial & Design Guidelines** for my team
- Workshop on **‘10 Secrets of Writing Effective Headlines’**
- Created **editorial Guidelines for OVERDRIVE HINDI**

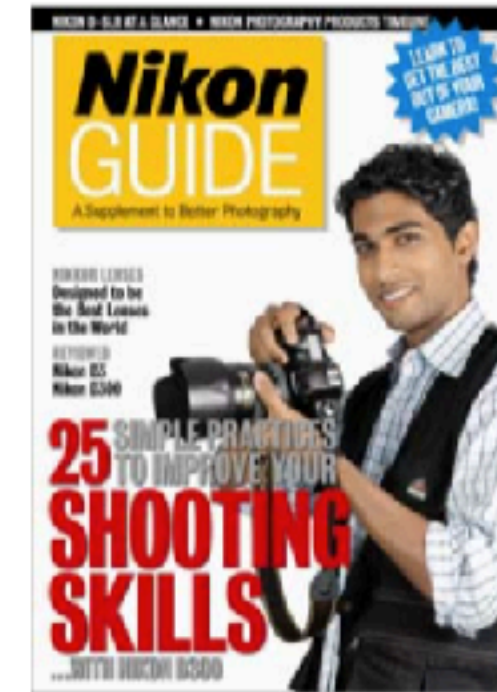
Case1: Making of cover for a booklet for Nikon



This was the first scribble which was given to designer even before we started on the final content or approval from the client.
Time consumed: 10mins



This was the dummy cover prepared using dummy image & dummy text based upon the scribble, which was sent to the client for the approval.
Time consumed: 1.30Hrs



This was the final cover for the magazine which was more or less based upon the scribble using final shot, final text. Master head was changed as per the client's demand.
Time consumed: 40mins (including shooting model)

TEN SECRETS OF WRITING EFFECTIVE HEADLINES

by G. S. Virdi

10 Secrets Of Writing Effective Headl...

11 years ago, 12 slides

5548 7 5 182

10 Commandments

- 1 Theme/Edit: Meet**
Ideally 40 days before the issue dead line, Writers will come with lots of story ideas for each & every section.
(Editor, My, Editor, Writers, Copy, Designer)
- 2 Storyboarding**
In next 5 days, Writers will review & prepare storyboard along with My, Editor. They will decide read elements of the story to be presented.
(My, Editor, Writers)
- 3 Writing/Shooting**
Writers will get ready Scribble, Text, Elements, Photographs, Illustrations and submit text to Copy Desk & Images/Scribble to My, Designer.
(Writers)
- 4 Copy Check**
Copy Editor will check the copy & pass the corrected text to the designer or it can go back to the writers if needed.
(Copy Check, Editor, Writers)
- 5 Layout**
Along with the story writer, Designer will layout the allocated pages as per the scribble provided to him in advance.
(Writers, Designers)
- 6 1st Proof**
Writers will get black & white printout to check TEs, Intro, Main text, Photographs, and all elements carefully. Writer will sit with designer to make corrections if required.
(Writers)
- 7 2nd Proof**
My, Editor will get new black & white printout to check all the elements, images, captions, quotes, facts etc. My, Editor will get back to writer if needed.
(My, Editor)
- 8 Final Proof**
Editor will get the color print out to check the story in actuality. He will also check all the elements. He can get back to writer and/or designer if needed.
(Editor)
- 9 PDF & Final Prints**
Designer will check slug, folio, page numbers as per the pagination & will prepare PDF and takecolor printout for the press.
(Designers)
- 10 Checking & Firing**
My, Editor will check final prints for final elements like page number, slug, folio and sign it. If its OK, Designer will upload the final in press & server & send printout to the press.
(My, Editor, Designers)

BP Editorial Work Flow

बैटर
फोटोग्राफी
style manual

Knowledge sharing is my hobby now

Shop Smart. Live Smarter.

क्या आपको भी लगता है कि आजकल के बच्चे टेक्नोलॉजी के बारे में आपसे ज्यादा स्मार्ट हैं?

अजयमेख प्रेक्ष क्लब की स्मार्ट सिटीज़न वर्कशॉप में सरल भाषा में जानिए

2016 में स्मार्ट शब्दावली और स्मार्ट शॉपिंग टिप्स

आप जान लेंगे वो आप दूसरों को प्रभावित कर सकेंगे!

गुरजेंद्र सिंह विर्दी
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स्मार्ट कम्यूनिंग, स्मार्ट वेटर फोटोग्राफी, डिजिटल, मोबाइल और पर्सनल लाइफ के लिए समाधान

रोजगार उपायमेख प्रेक्ष क्लब के कार्यक्रमों के लिए बुधवार, 14 जुलाई 2016 | समय: 12.00 | अवधि: 45 मिनट

HOW TO CREATE A UNIQUE IDENTITY OF YOUR MAGAZINE

MAGWORLD

How to create a unique identity of your magazine

Mastering SCIENCE and ART of फोटोग्राफी
Absolutely No Experience Required!

Better Photography

Photo Imaging, Better Photography, Nikon GUIDE, 25 SHOOTING SKILLS, G S VIRDI

Make It Matter 23

HDFC ERGO
Take it easy!

Date: 3rd July, 2020 | Time: 10:30 AM

THE EXPERT IS HERE. READY TO WATCH & HEAR?

Gurjender Virdi
Assistant Professor, SUPVA

Gurjender is a visual communication and content expert with over 30+ years of experience in the media business. He has worked with leading magazines and has donned the position of Editor for Better Photography magazine.

He is now associated with SUPVA (State University of Performing and Visual Arts) in Rohtak as Assistant Professor.

CREATIVE COMMUNICATION

The session will be hosted LIVE on Zoom

Meeting ID : 933 8220 6872 | Password : 0307

Come, Make It Matter.
A collaborative initiative by Innovation and L & D Team.

How to create better presentations!

Sound & Acoustic 101
How to set up Hi-Fi Speakers for the best sound experience!

G S Virdi

- How a sound is produced and how do we hear it
- How do we differentiate various sounds
- How sounds are converted into electric signals and vice versa
- How speaker drivers work and how size of driver matters
- Woofer (LF), Tweeter (HF) and a Squawker (MF) drivers
- How sound travels: Direct sound vs Reflected sound
- How to set up Hi-Fi speakers for the best sound output
- Finding Sweet Spots for the best Home Theatre experience
- Home Theatre setup: 5.1 and 7.1 Speakers system
- Soundproofing & Acoustic Treatment for the best experience

GS VIRDI

Budding as a Visual Communicator



*I swear, I really don't remember exactly when & how I **developed an eye** for the **details**, **design**, **colours**, **presentations**, **creatives** etc. and started **communicating** through the **Visuals**.*

Created Logos and Brand Identities



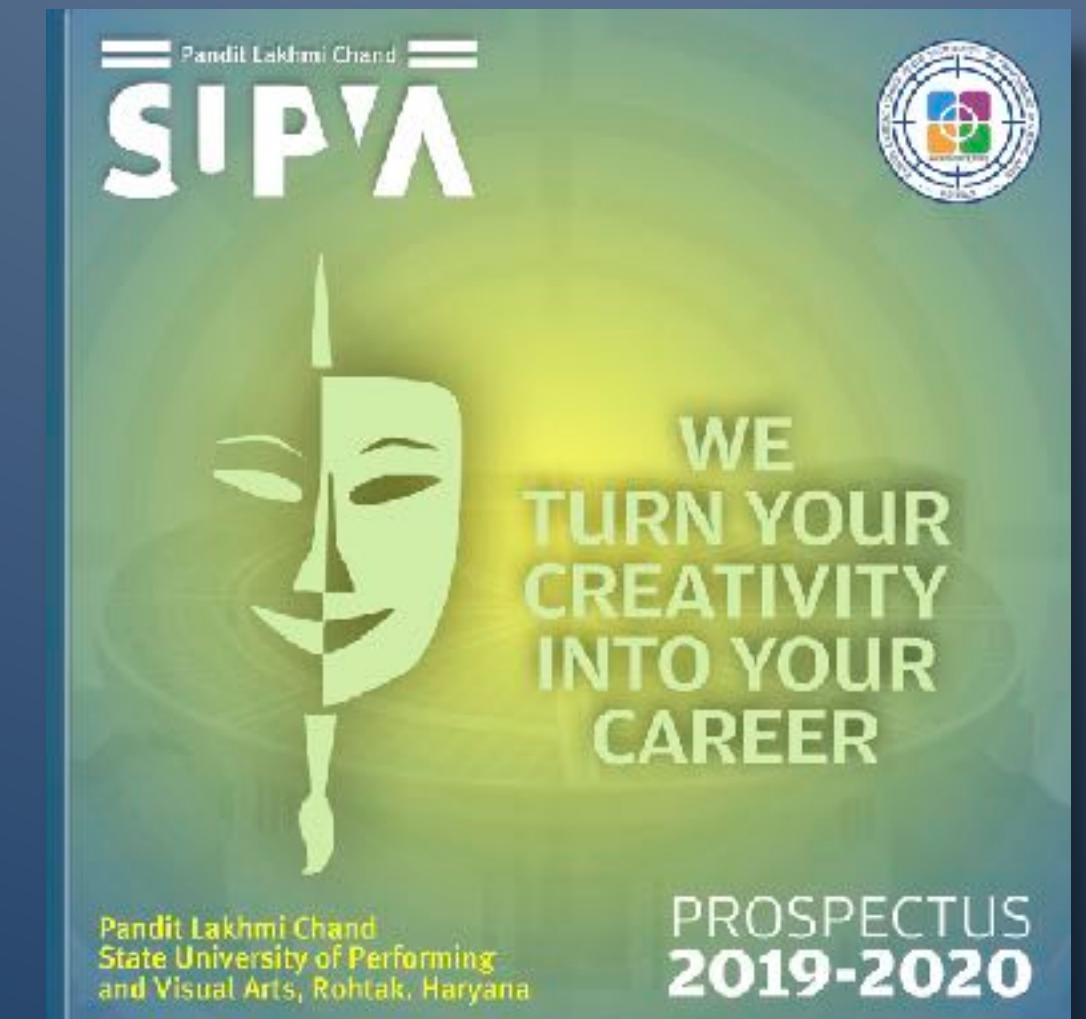
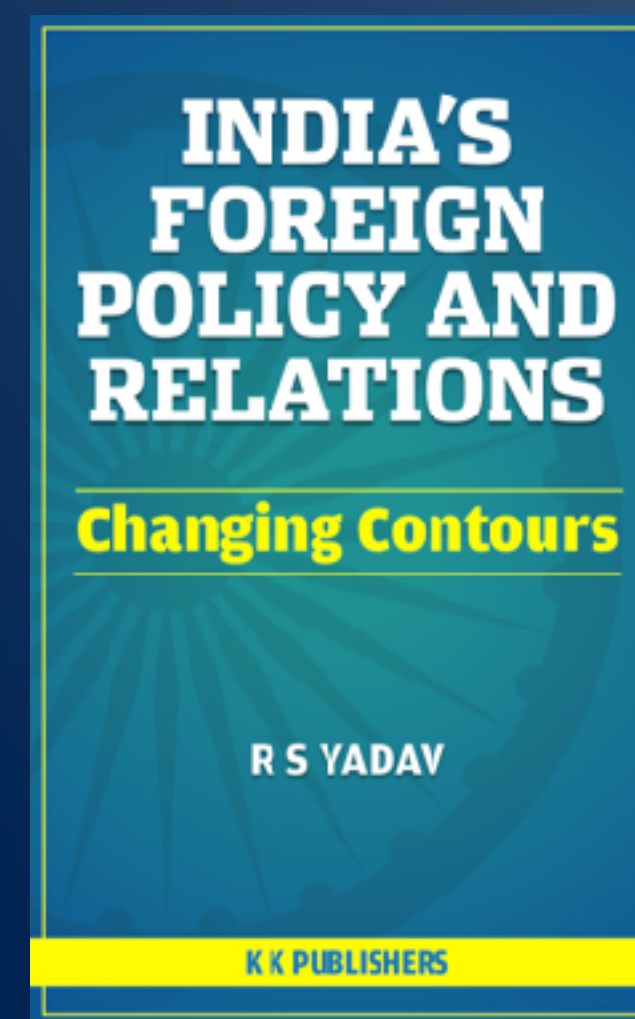
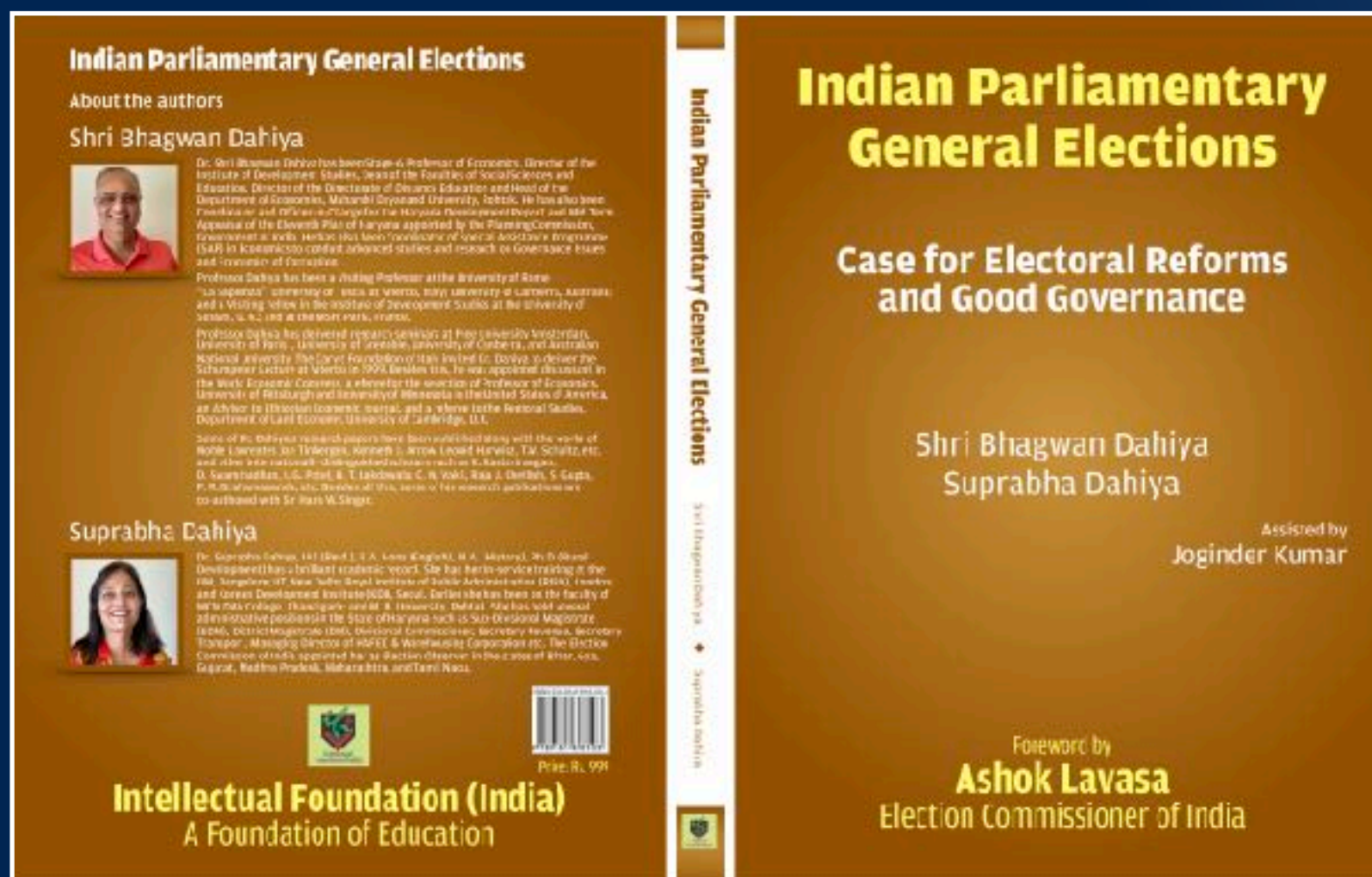
SUPA



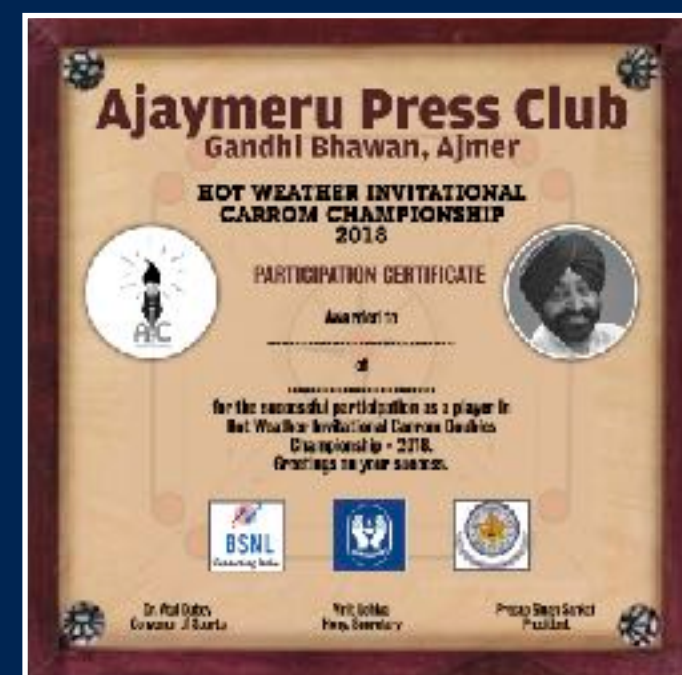
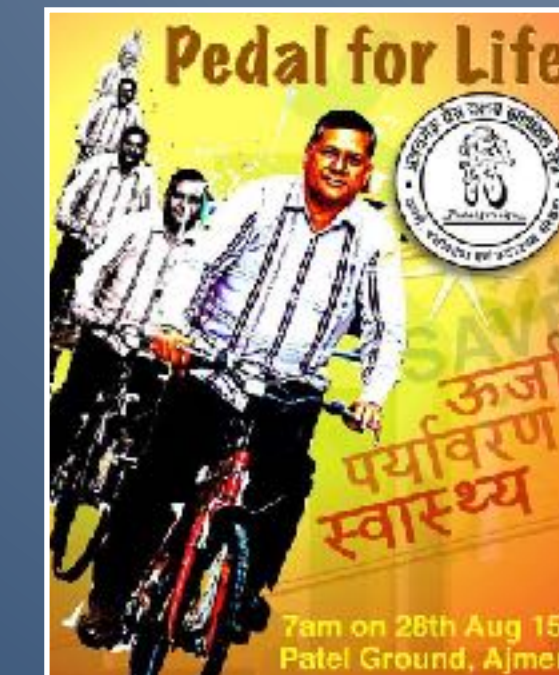
VIRDI FASIRACK

अपनी
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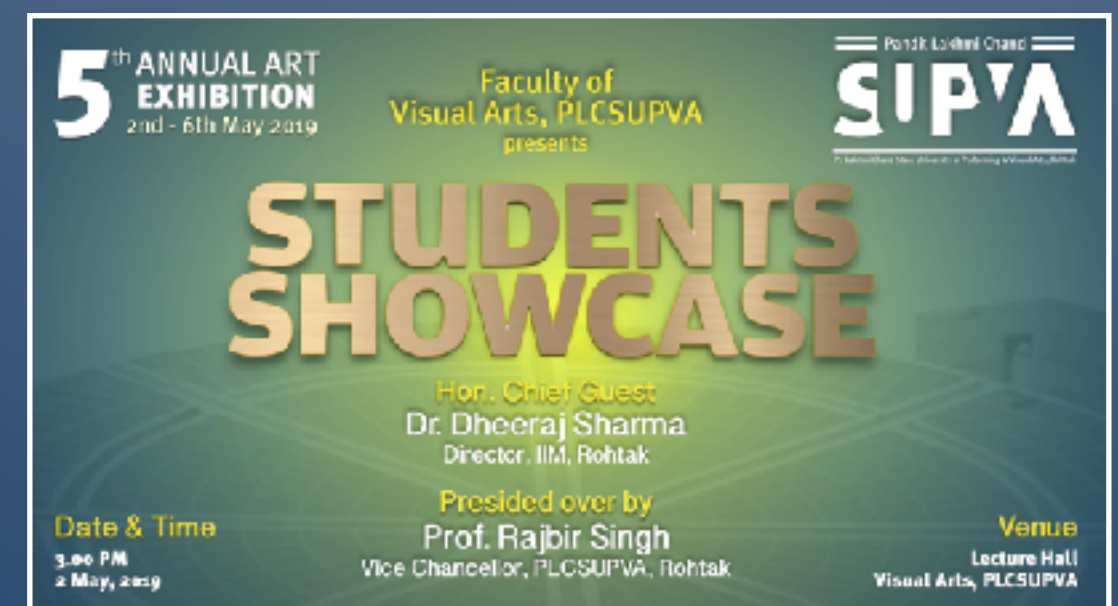
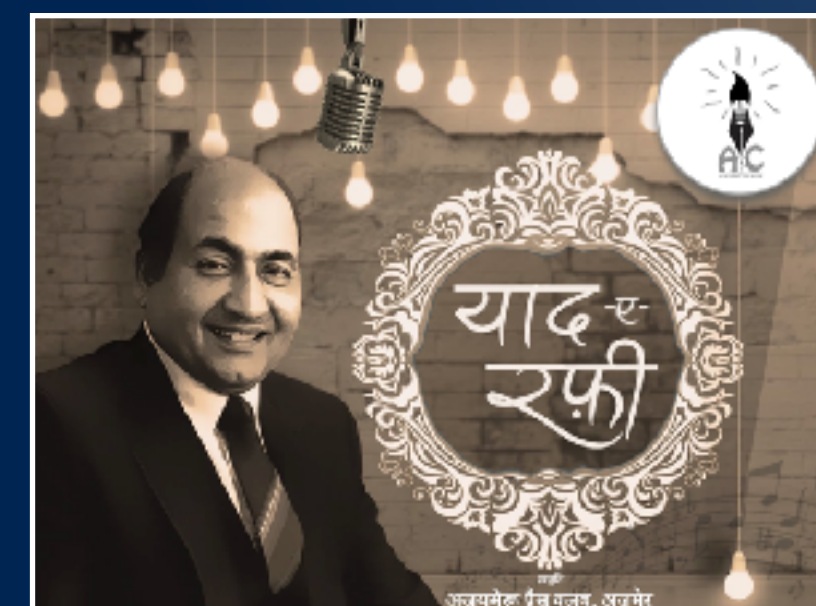
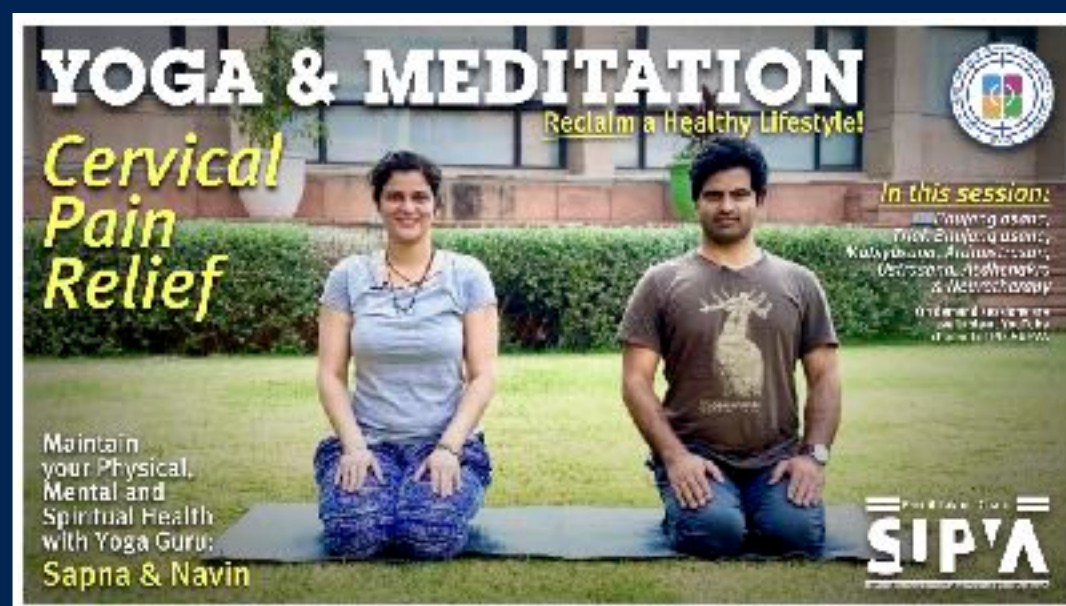
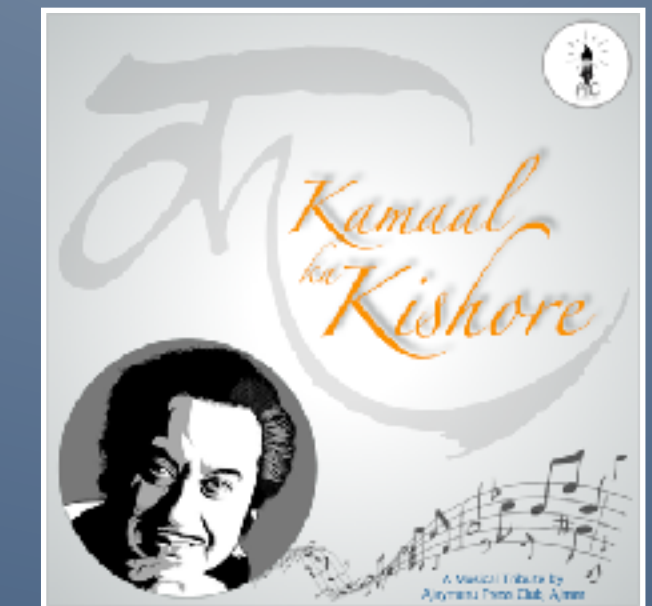
Created many Covers and Catalogues



Press Club's all Visual Communications

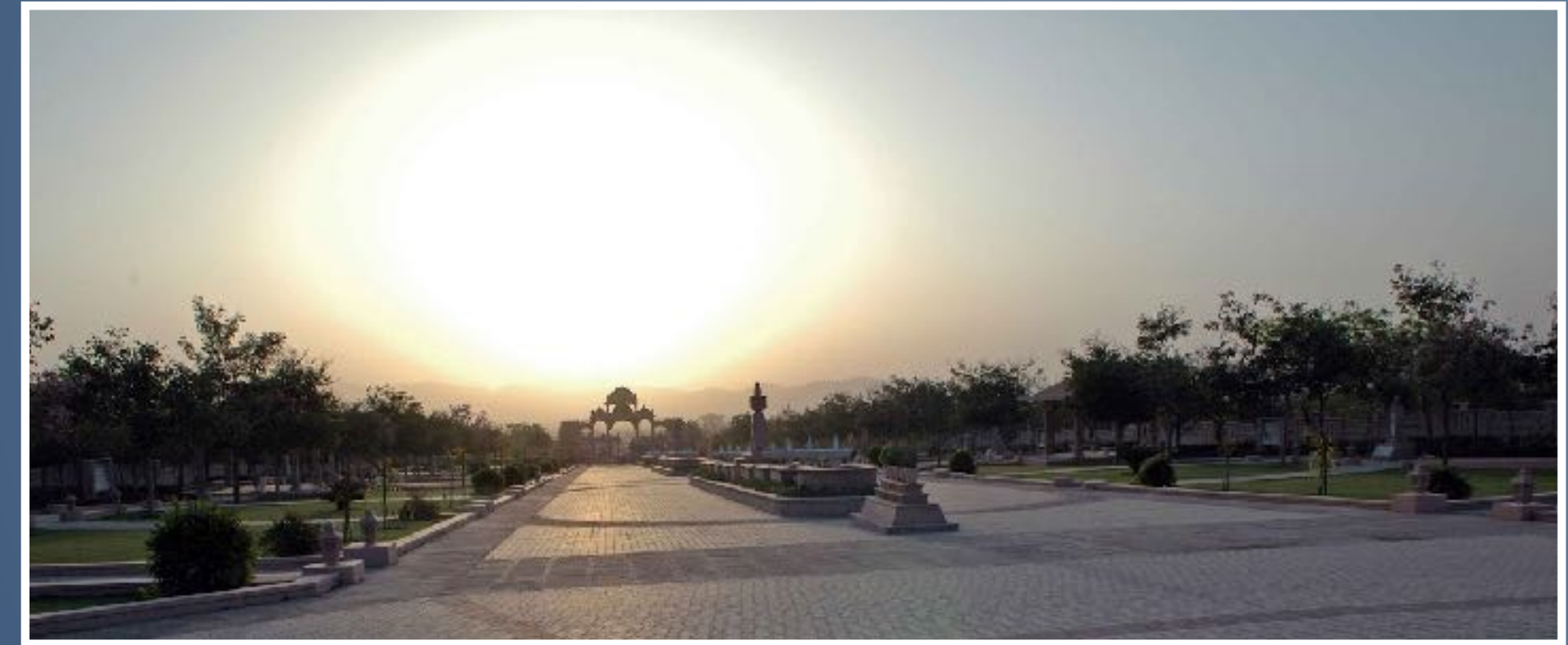


Digital Audio-Video Films & Reels



...INCLUDING SHOOTING, EDITING, AUDIO MIXING, TITLING

Photoshoot & Teaching Photography



...TEACHING SCIENCE & ART OF PHOTOGRAPHY!

And then, I landed up in the Art University!

350+ CREATIVE PROJECTS ACCOMPLISHED HERE IN JUST TWO YEARS!

- Branding Ideas & Executions
- Advertising/Marketing Communication
- Visual Communication Projects
- Content Development & Design
- Digital Presentations (A/V & Slides)
- Social Media Marketing Activities
- Publications Conceptualisation
- Assistant Professor- Photography & Mass Comm.

The World of Creativity

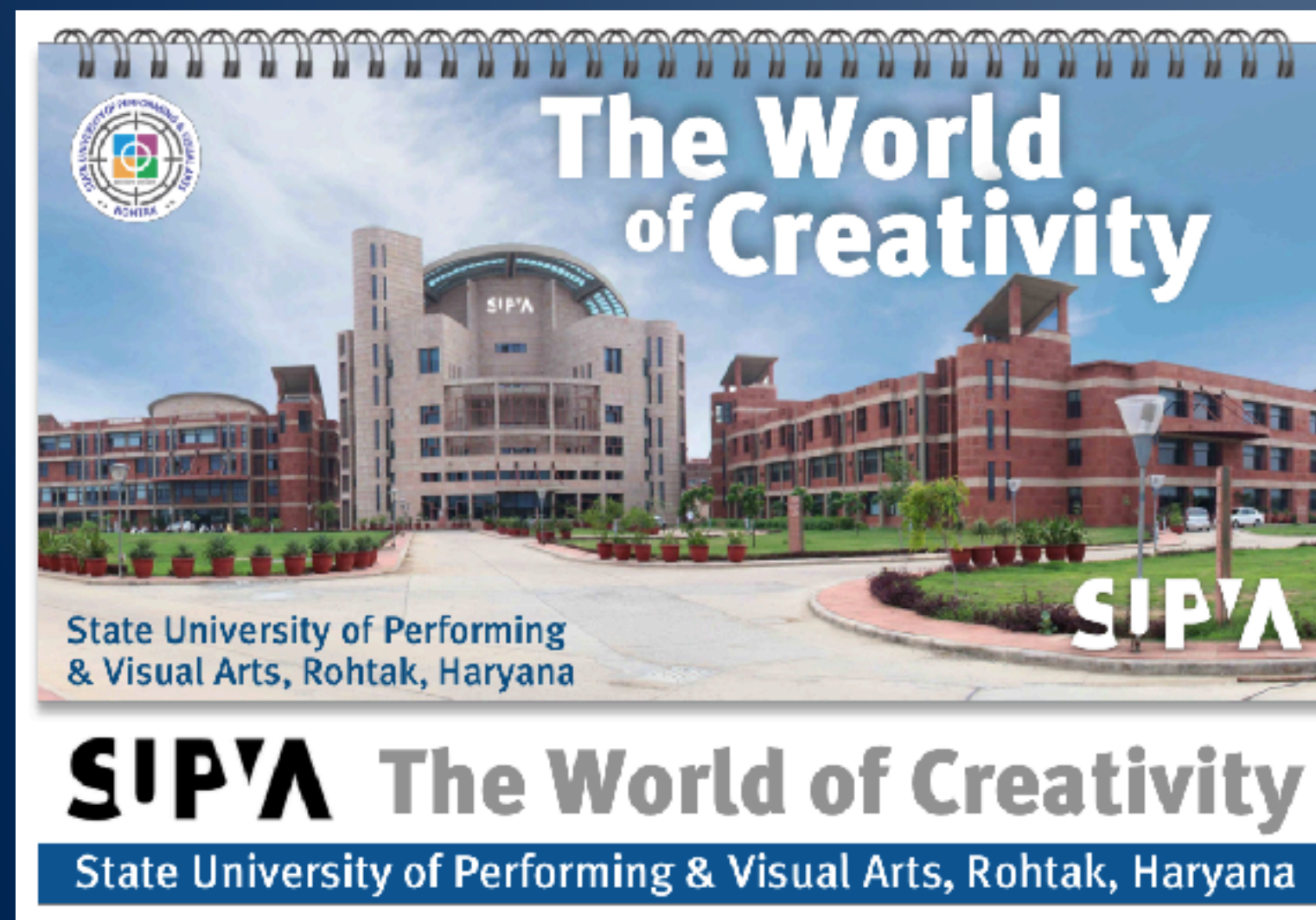
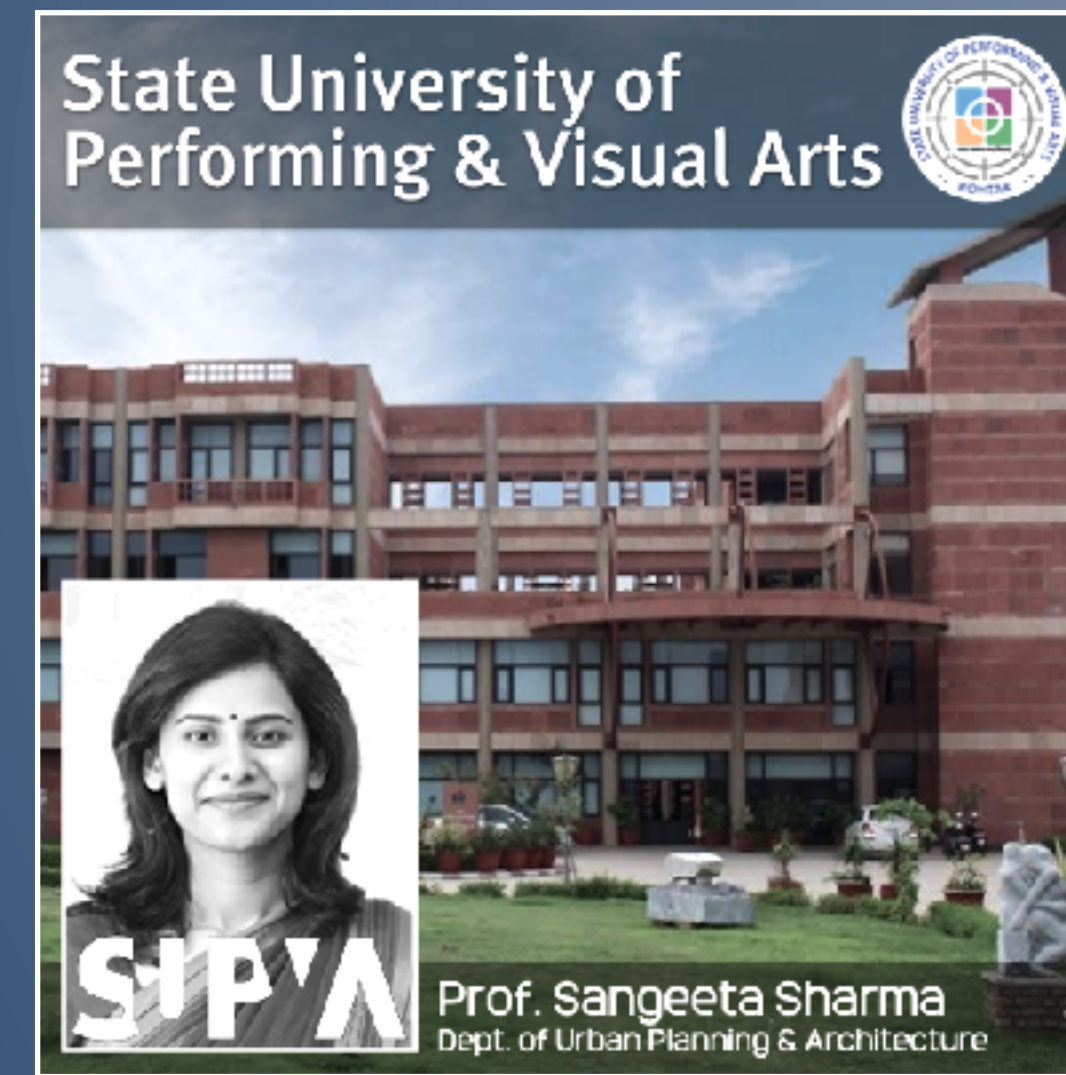
SIPVA

Assistant Professor - Visual Communication

Branding Ideas & Executions @SUPVA



*The WORLD of
CREATIVITY.*



**and
many
more!**

Advertising/Marketing Communication @SUPVA

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Fall in love with Creativity!

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14 Undergraduate and **4** Post Graduate programs in
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Visual Arts

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4/5+ years UG and 2 years PG Courses as follows

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<ul style="list-style-type: none"> Bachelor of Design Product Design Lifestyle Accessory Design Master of Design 	<ul style="list-style-type: none"> Acting Direction Audiography Cinematography Editing Masters in Mass Communications 	<ul style="list-style-type: none"> Applied Arts Painting Sculpture Animation & Multimedia Master of Visual Arts 	<ul style="list-style-type: none"> Urban Planning & Architecture (5 Years Degree Course) Master of Planning

For more information visit www.supva.ac.in or contact the admission office.

LAST DATES
UG Courses: 10 June, 2019
PG Courses: 30 June, 2019

CONTACTS (open on working days)
• UG & PG Admissions: 011-26100000
• UG & PG Admissions: 011-26100001
• PG Admissions: 011-26100002
• PG Admissions: 011-26100003

Pandit Lakhmi Chand
SUPVA
PANDIT LAKHMI CHAND STATE UNIVERSITY OF PERFORMING & VISUAL ARTS, ROHTAK, HARYANA

State University of Performing & Visual Arts, Rohtak, Haryana
A State University established under Haryana Act No. 24 of 2014
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You can also find the star within.

We teach acting.

B.Cinema
14 Undergraduate Programs in
Acting • Urban Planning & Architecture
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We turn
Your Creativity into Your Career

We teach courses and offer degrees* in...
Film & Television Acting
Visual Arts Design
Urban Planning & Architecture
...and many other creative skills that real world demands for.

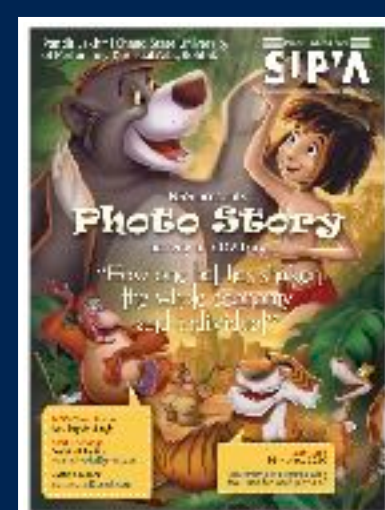
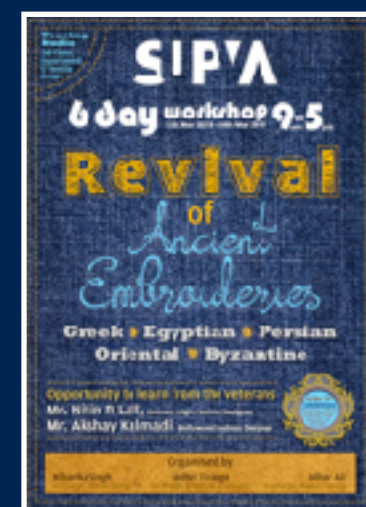
*UG Degree Programmes for 12th or equivalent examination passed students

ADMISSIONS OPEN TILL 25TH MAY, 2018 FOR 2018-19

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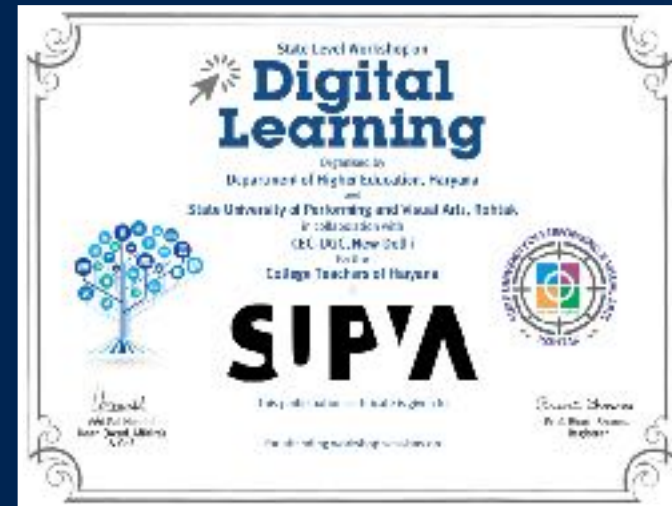
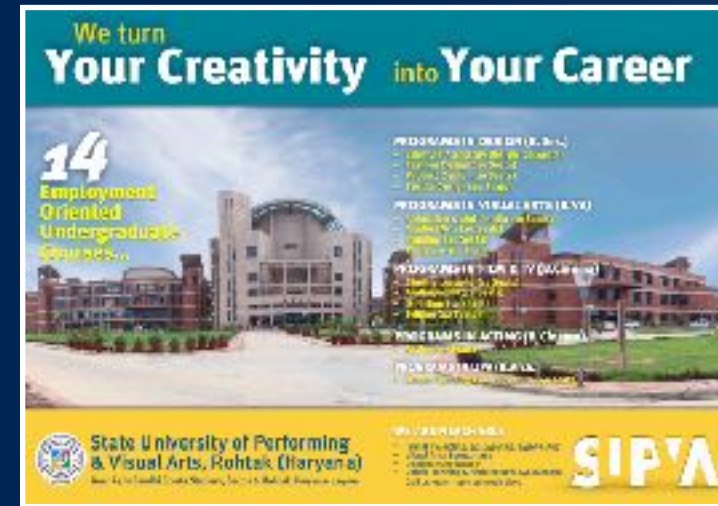
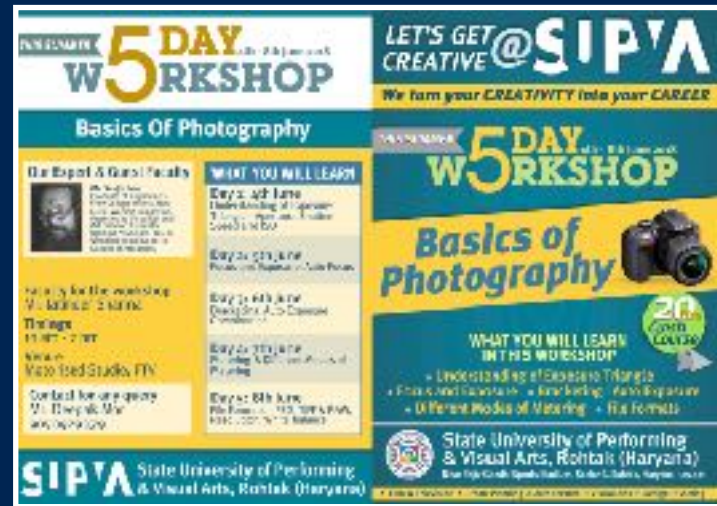
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Visual Communication Projects @SUPVA



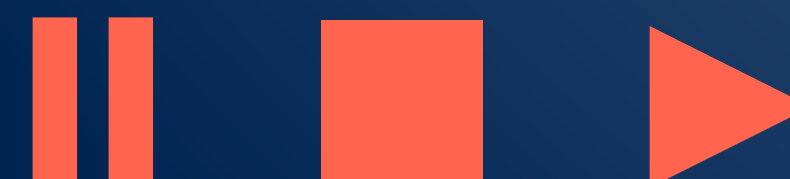
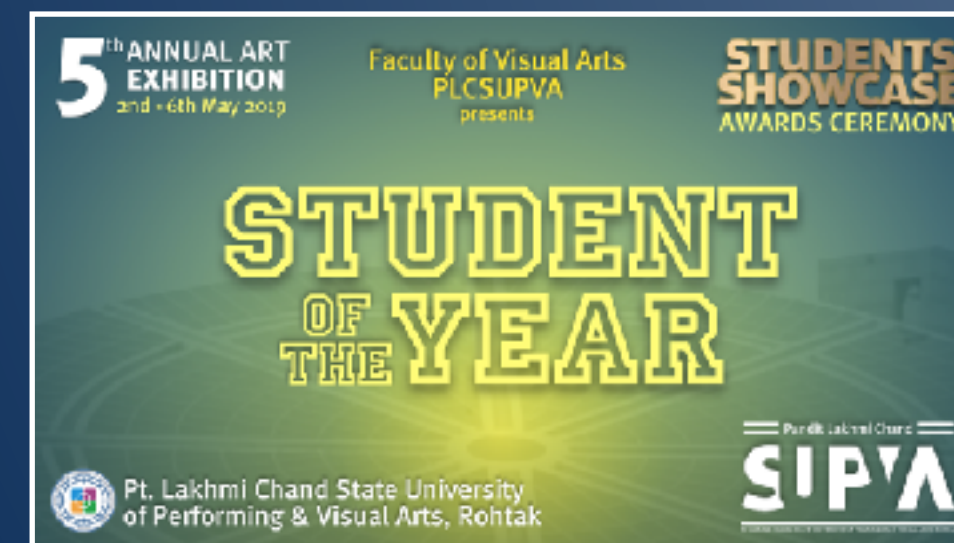
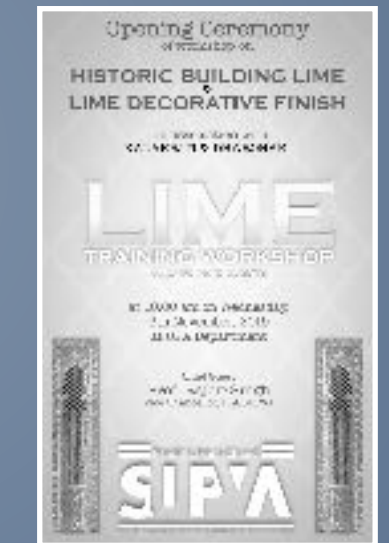
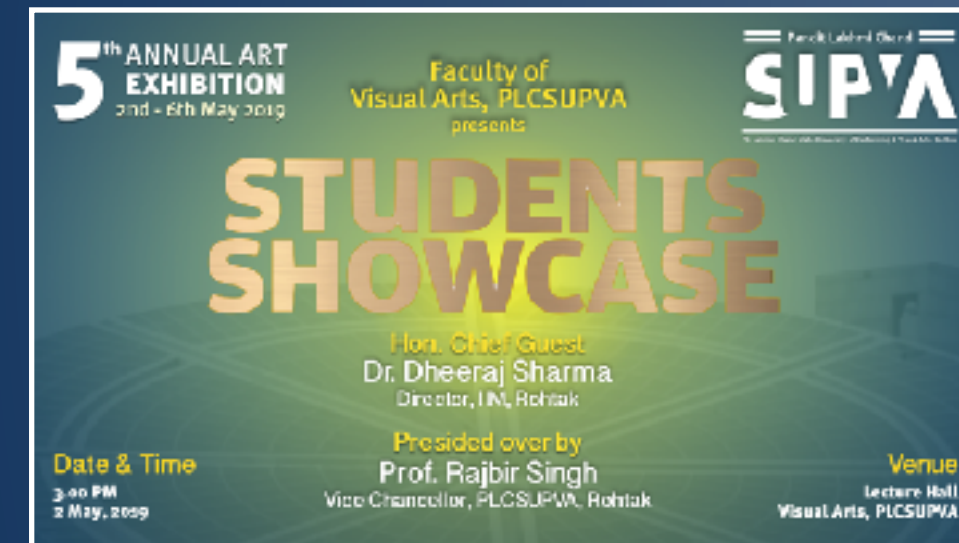
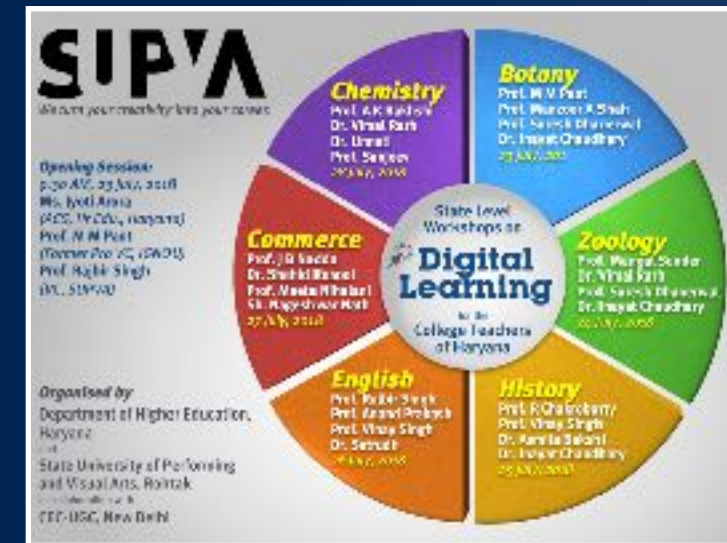
and many more!

Content Development & Design @SUPVA



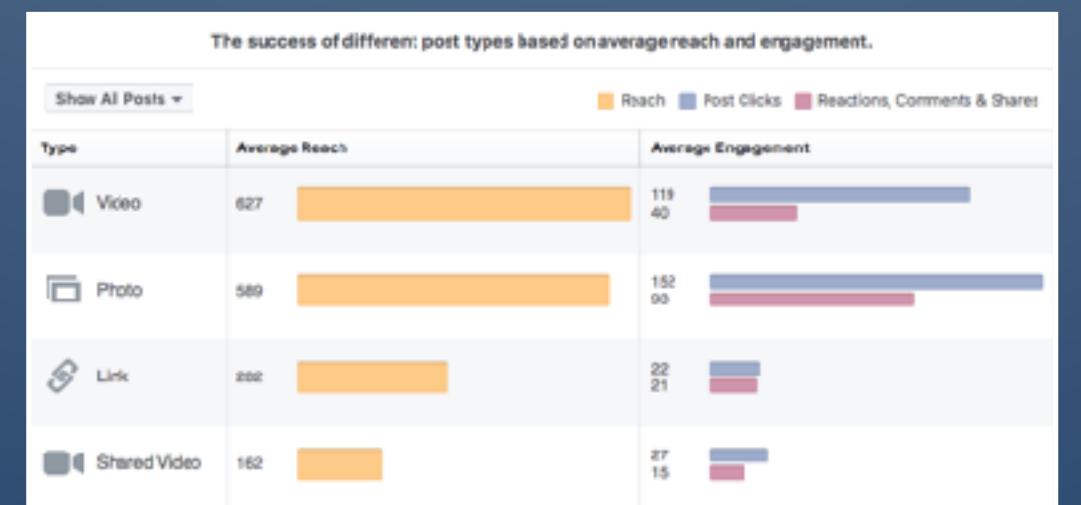
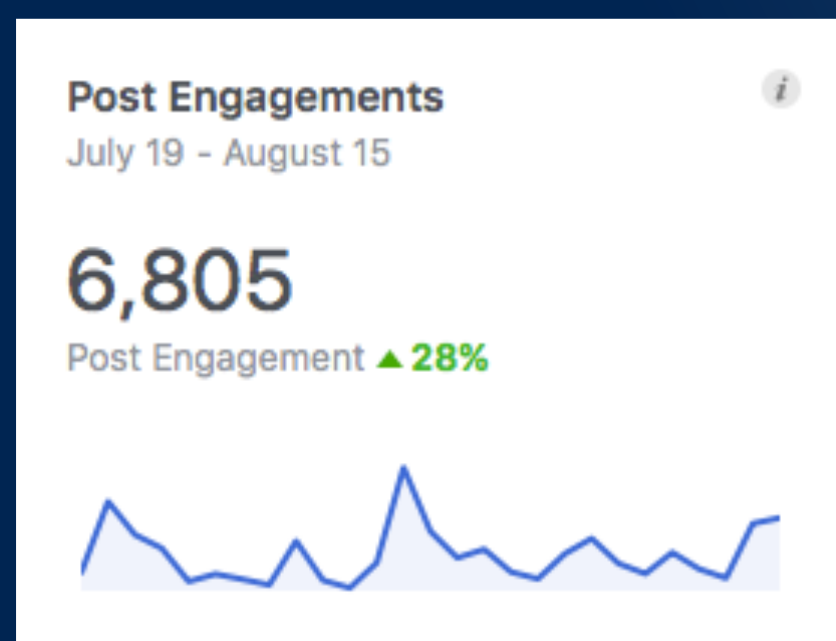
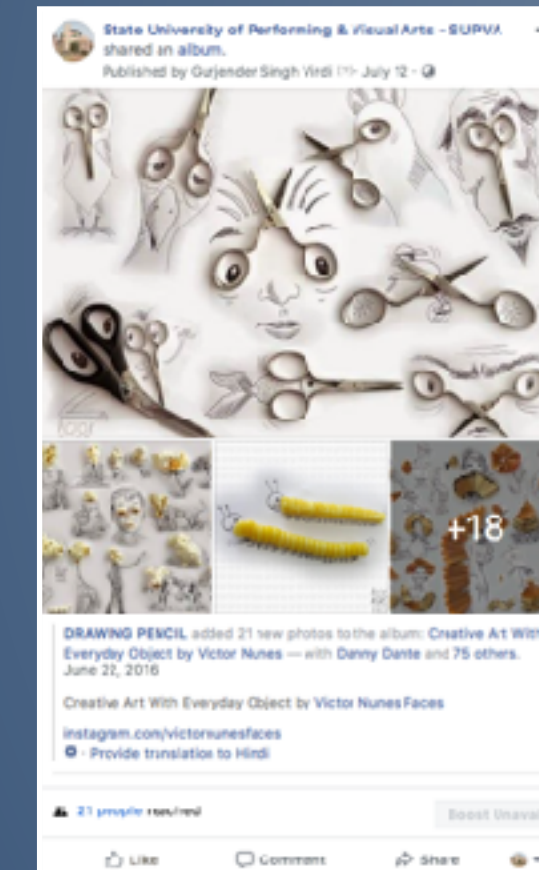
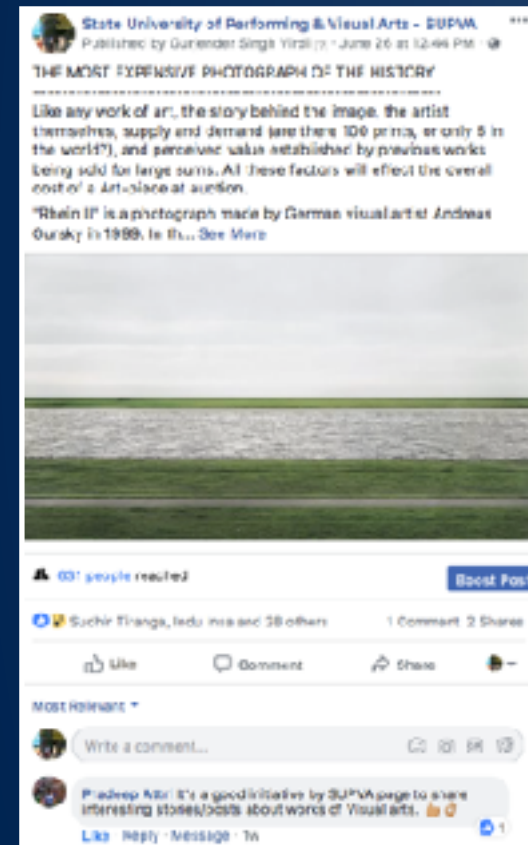
and many more!

Digital Presentations (A/V & Slides) @SUPVA



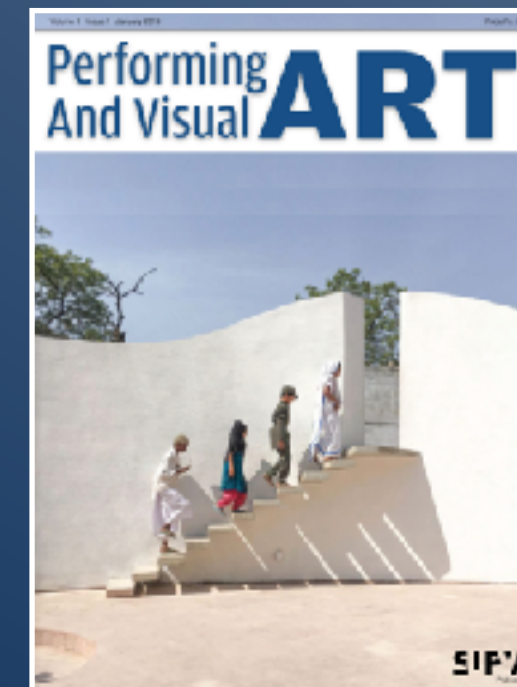
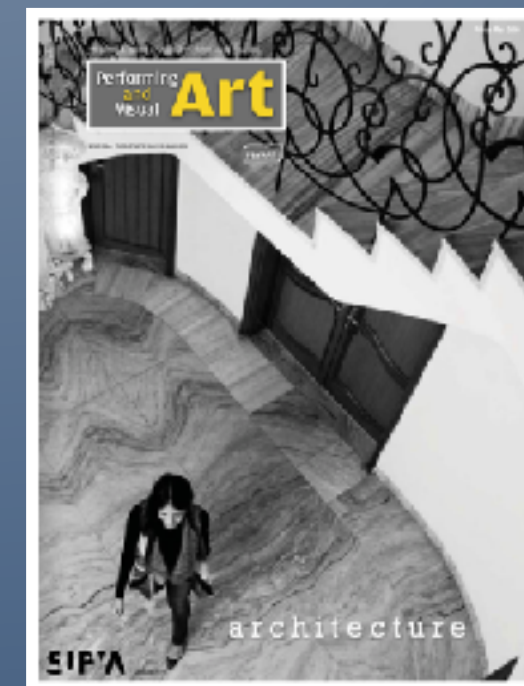
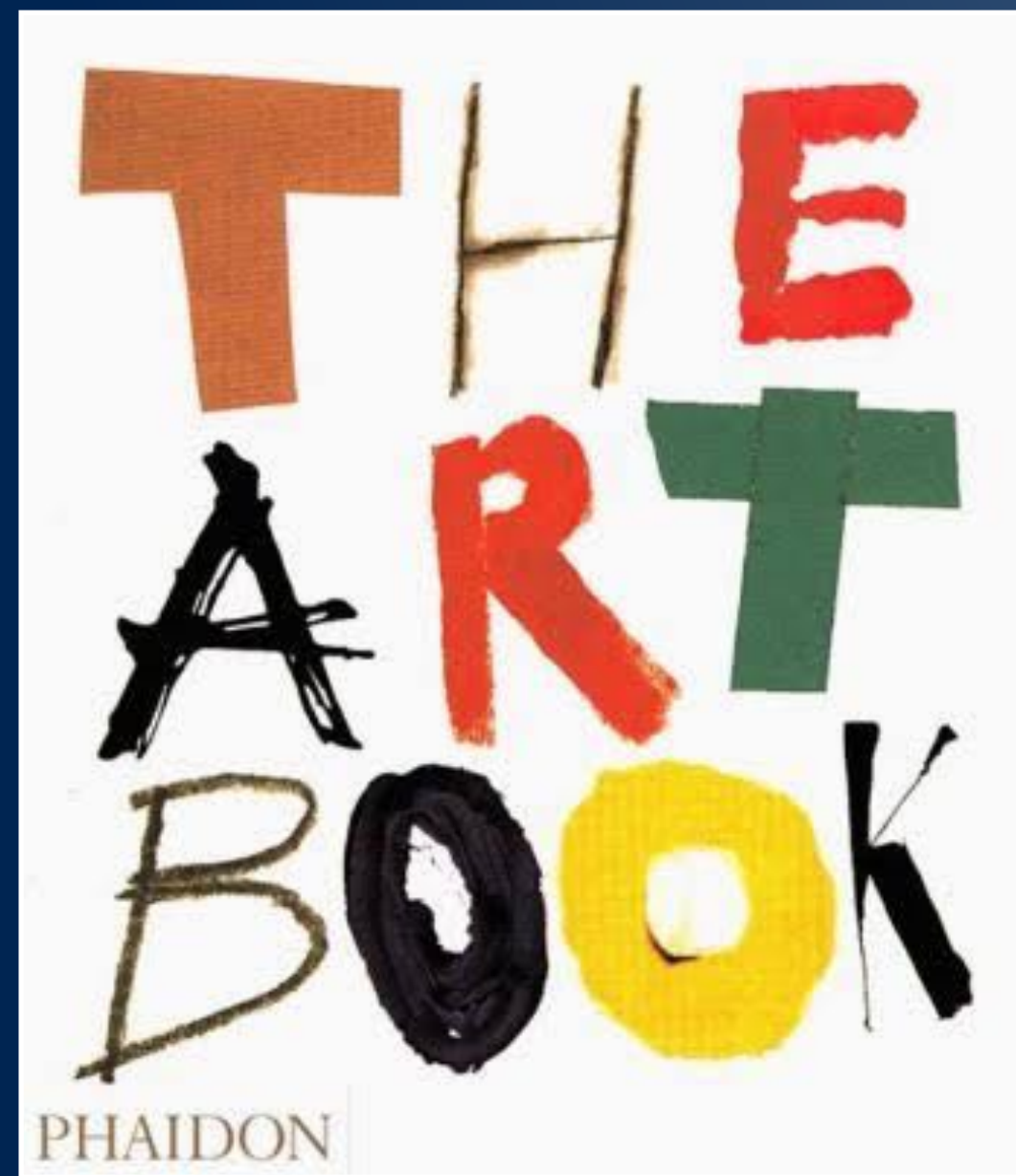
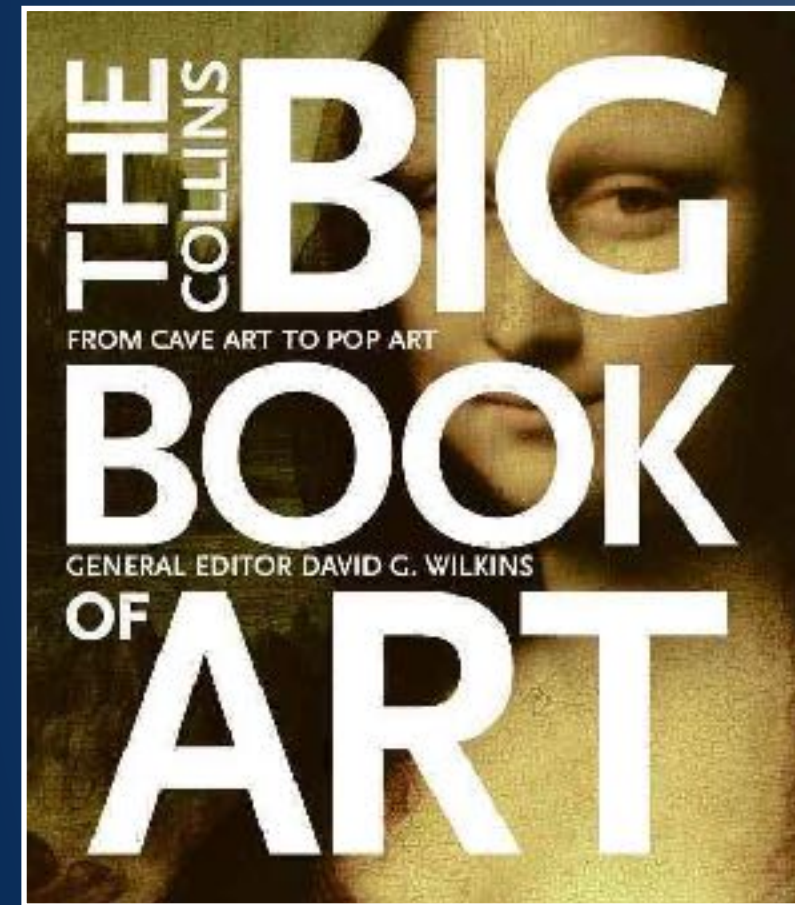
and many more!

Social Media Marketing Activities @SUPVA



and many more!

Publications Conceptualisation @SUPVA



and
many
more!

Asst. Prof.- Photography & Mass Comm. @SUPVA

- As they say 'Life is a circle', after a break of 20 years from classroom teaching, I got appointed as **Asst. Professor** at PLCSUPVA for **4yrs BVA in Visual Arts and 2yrs MA in MassComm.** (Aug 2019)

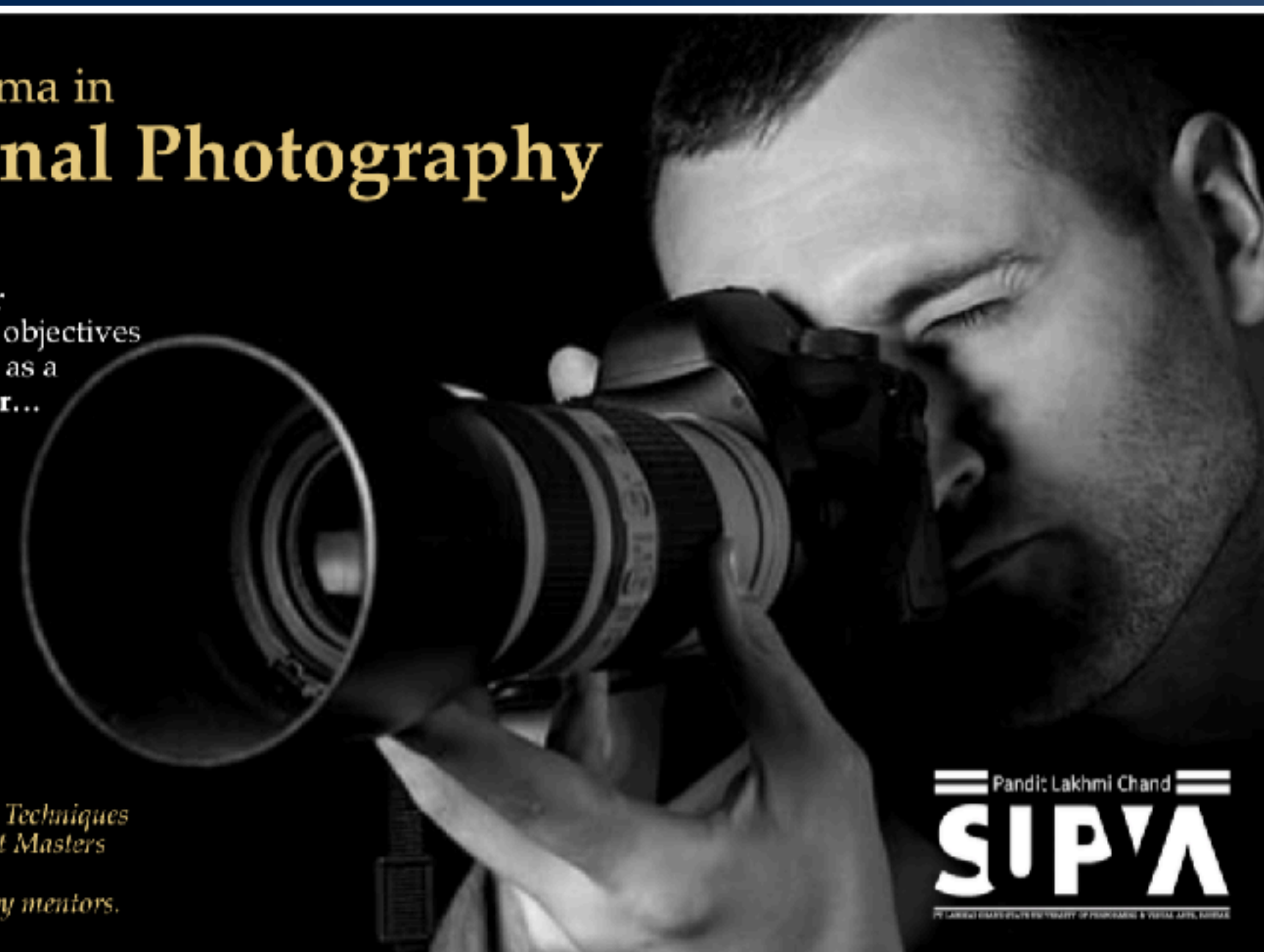
One Year Diploma in Professional Photography

PLCSUPVA offers one year vocational course with the objectives of helping you to establish as a **Professional Photographer...**

- Wedding Photographer
- Fashion Photographer
- Event Photographer
- Photo Journalist
- Still Life Photographer
- Fine Art Photographer
- Freelance Photographer
- Photo Editor

COURSE ACTIVITIES:

- Classrooms Lectures
- Videos related to Photography Techniques
- Slideshows of pictures of Great Masters
- Practical Assignments
- Critique on each assignment by mentors.



Pandit Lakhmi Chand
SUPVA
PUNJAB UNIVERSITY OF PROFESSIONAL & TECHNICAL STUDIES, BATHINDA



RECOMMENDED BOOKS FOR FURTHER READING...



‘Sikh’ means a ‘learner’ and so I am!



*I'm always open to learn various **new things** to expand my knowledge by **reading** material and consuming other **content** or by joining **Workshops** and **Programmes**.*

Busy in Reading, Workshops, Seminars

- How to create Customised Hindi Content (Apr 2001)
- How to create Great Magazines (Jul 2001)
- Advanced Team Building by Dale Carnegie (Nov 2007)
- Subscribed 5000+ magazines on MAGZTER
- Joined several online courses on Photography, Designing, Visual Communication, Digital Presentation etc.



In an exclusive meeting with Scott Yang (Taiwan External Trade Development Council - TAITRA) and other delegates & partners from Taiwan Excellence at ICT Reseller Channel Summit organised by THE GATES, Singapore.

For Social Media, I Created and Posted!

PROFESSIONAL
EVOLUTION

FROM AN IT PROFESSIONAL TO ASST. PROFESSOR!

Knowledge &
Experience is
CUMULATED
in 30 years!



**IT
Professional**
*Diploma, BCA, PGDCA
courses & S/W development etc.*

**Media
Professional**
*Edited several National
consumer & business magazines etc.*

**Visual
Communicator**
*Visual Presentation, WebZines,
Digital Content and Marketing etc.*

**Assistant
Professor**
*Digital Photography for UG,
PG and Diploma programmes etc.*



**GS
VIRDI**
Asst. Professor
Media & Content
Consultant



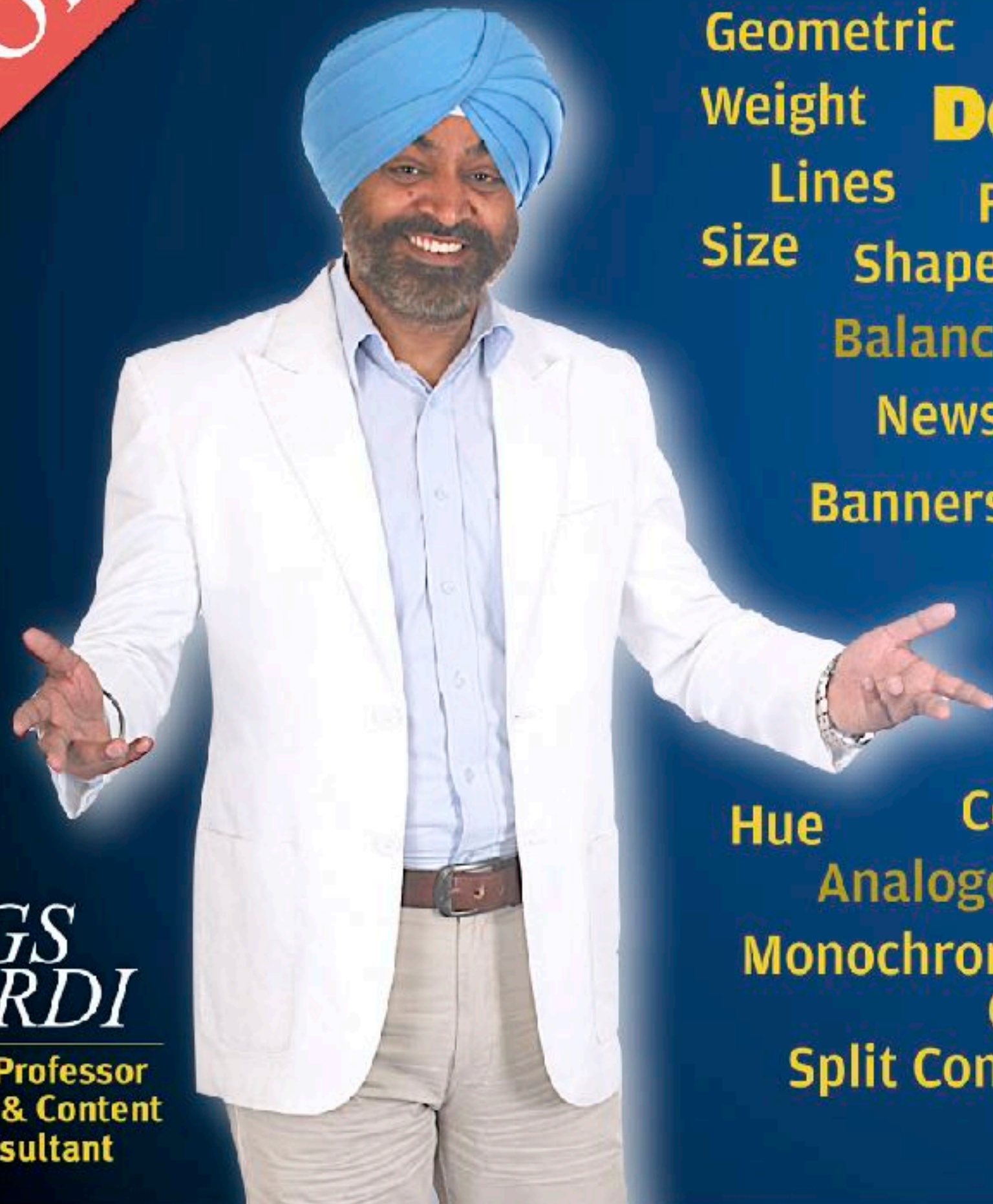
My
professional
journey or call
it professional
evolution!

For Social Media, I Created and Posted!

ONLINE
WORKSHOP

FUNDAMENTALS OF VISUAL COMMUNICATION

Designers' language-
Simplified
in just
60 minutes!



Geometric Organic Surface Text Lettering
Weight **Design** Navigation Letters calligraphy Typefaces Tracking
Lines Forms Style Font **Typography** Hierarchy
Size Shapes Textures Depth Serif Script Leading Line Spacing
Balance Negative Space Decorative Kerning Sans Distortion
Newspapers Posters Mailers Icons Photographs Generic
Banners **Communication** Logos Brightness Sharp
Magazines Books Packaging Signs **Images** HD Clean
Flyers Presentations Contextual High Quality Pixel
Primary Colours Harmony Resolution Raster Resize
Hue Colour Theory Saturation Triadic Picture Vector
Analogous **Colours** Value Warm Composition Crop Alignment
Monochrome Tetradic Complimentary Structure **Layout** Proximity
Cool Split Complimentary Colour Wheel Consistency Repetition
Palette Contrast



Topics covered
in my online
workshop
conducted on
'Fundamentals
of Visual
Communication'
for the
employees of
HDFC Ergo.

GS
VIRDI

Asst. Professor
Media & Content
Consultant

For Social Media, I Created and Posted!

VISUAL
COMMUNICATION

WHAT PARTICIPANTS SAY AFTER THE ONLINE WORKSHOP...

Designers'
language-
Simplified
in just
60 minutes!



'You were awesome... You just spoke and highlighted points close to people's work n hearts... U impressed Virdi. I m so proud of u'

Great session



Excellent insight by Virdi

'Amazing session guys!!'

'Super Session.. 🙏👏👏
Congrats Team..'

'It was such an amazing presentation. Immensely useful.'

'Thank you team. It was a great show.. beating all odds..A big thank you to Arun and Virdi for such amazing insights'

'The Make It Matter session was quite enriching. As a learner, the session by Virdi Sir had so much I could take back to workplace and start applying it to improve communication. The way he gave relevant application and understanding of design language was something I liked the most.'

Had a very insightful sessions today.. great show!!... 😍

Comments and word of appreciation received from the participants for my online workshop conducted on 'Fundamentals of Visual Communication' for the employees of HDFC Ergo.

GS
VIRDI

Asst. Professor
Media & Content
Consultant

For Social Media, I Created and Posted!

INDIA 2020

A FLASH BACK THROUGH MAGAZINE COVERS!

MAGWORLD



I studied hundreds of main stream magazine covers and created a visual story about main events of Year 2020 through the magazine covers.

For Social Media, I Created and Posted!



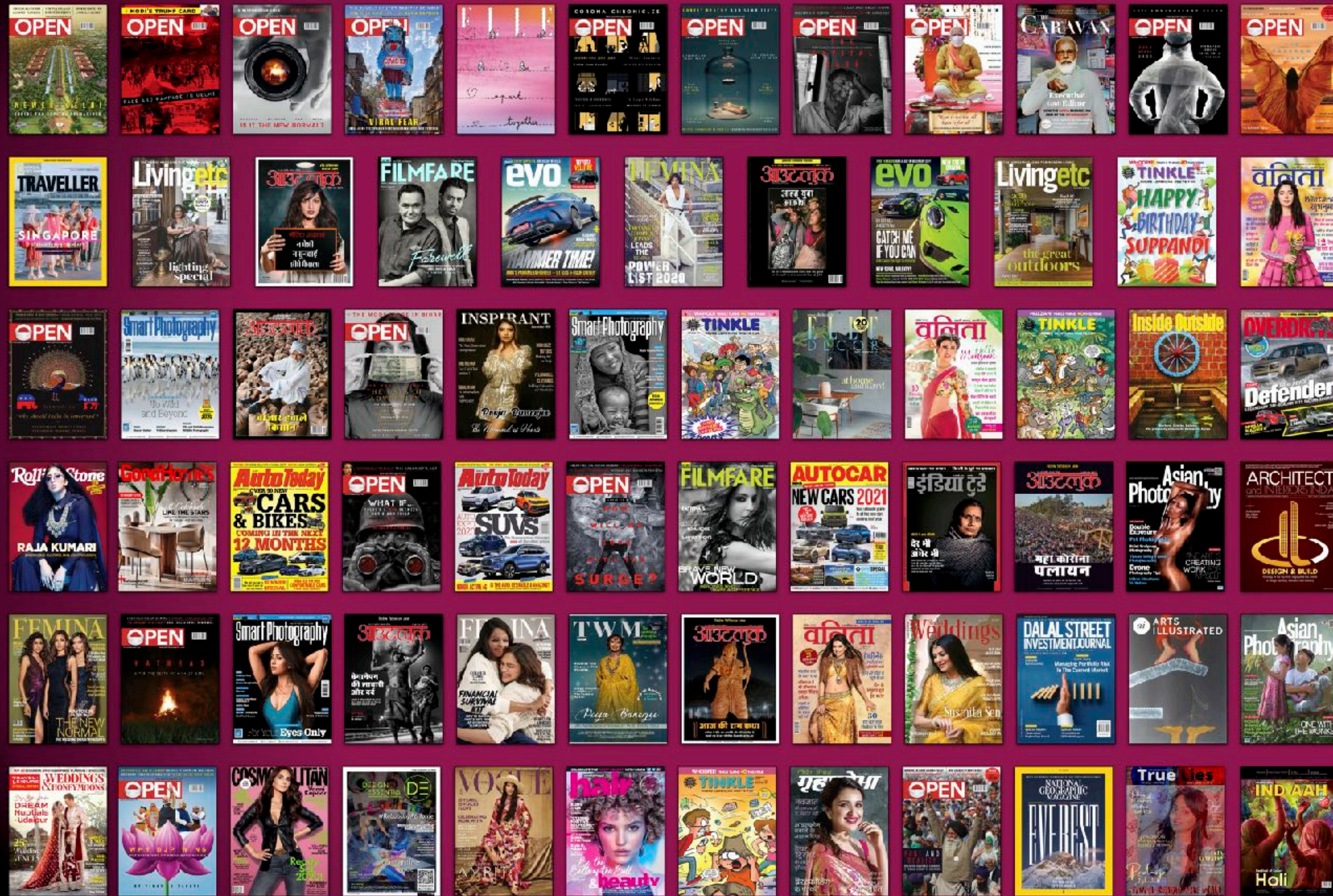
I studied more than 5000 covers of magazines released in 2020 and shortlisted TOP 100 INDIAN MAGAZINE COVERS out of 400+ magazines from 36 categories!

200+ Finalists of- 12 Months... 36 Genres... 5000+ Issues... 400+ Magazines...



Releasing soon- INDIA'S TOP 100 COVERS... We liked from the past year! by MAGWORLD

For Social Media, I Created and Posted!



200+ Finalists of-
12 Months...
36 Genres....
5000+ Issues...
400+ Magazines...

Keep following and
see if your favourite
magazine gets it's place
in TOP 100.

Releasing soon
**INDIA'S
TOP 100
COVERS...**
We liked
from the
past year!

by

MAGWORLD



I studied more
than 5000
covers of
magazines
released in
2020 and
shortlisted TOP
200 INDIAN
MAGAZINE
COVERS out of
400+ magazines
from 36
categories!

For Social Media, I Created and Posted!



INDIA'S
400+ MAGAZINES
5000+ ISSUES
Out of 36 categories!

TOP 100 MAGAZINE COVERS

WE LIKED FROM THE
YEAR 2020 - GS VIRDI

MAGWORLD^{IN}



I studied more than 5000 covers of magazines released in 2020 and shortlisted TOP 100 INDIAN MAGAZINE COVERS out of 400+ magazines from 36 categories!

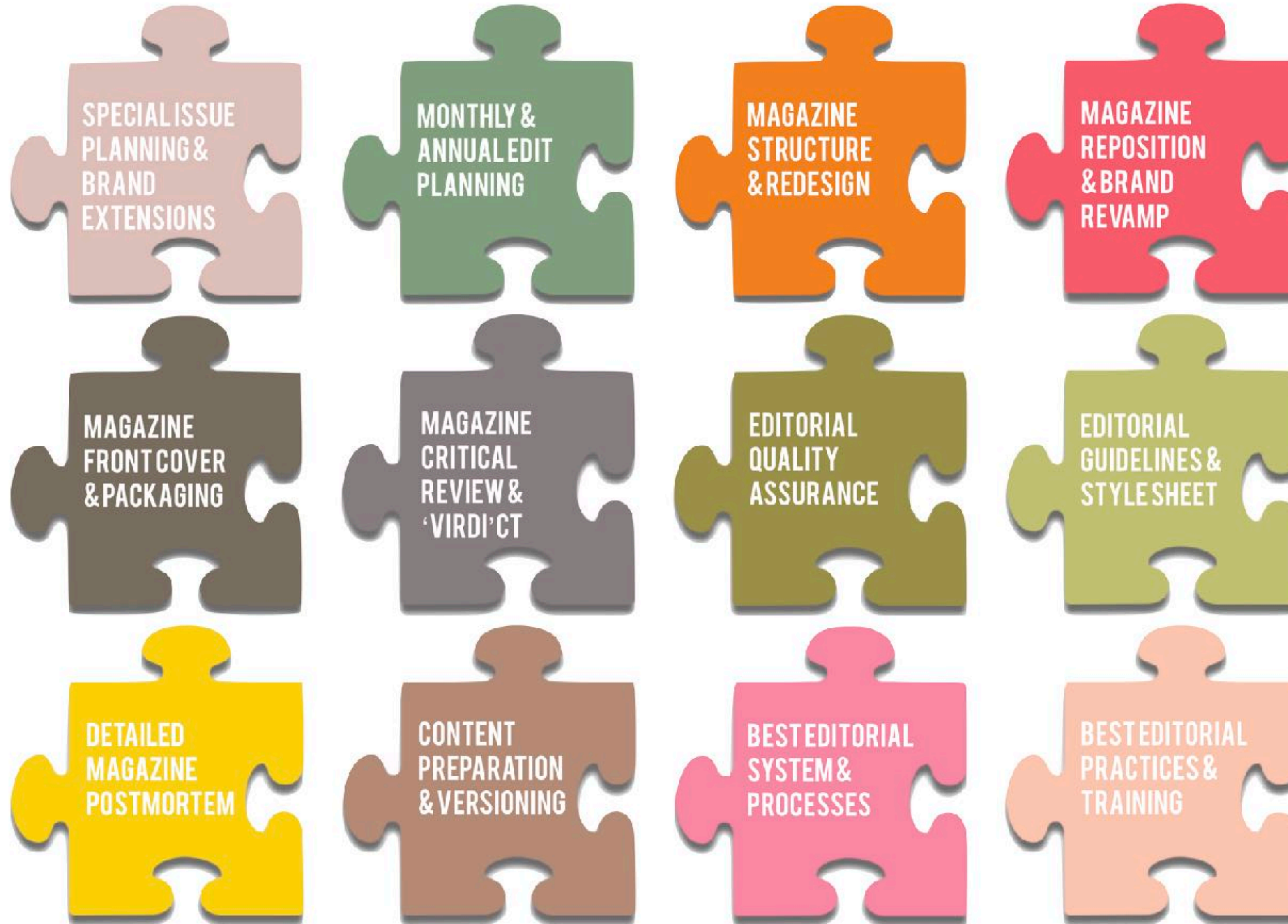
#10
/10

For Social Media, I Created and Posted!



I studied more than 5000 covers of magazines released in 2020 and shortlisted TOP 100 INDIAN MAGAZINE COVERS out of 400+ magazines from 36 categories!

For Social Media, I Created and Posted!



I started
magazine
consultation
services to help
people to make
their magazines
even better!

For Social Media, I Created and Posted!

First round done.

Panel has shortlisted 300
great covers released in 2016!



6 Judges.
3 Months.
24 Genres.
5000+ Issues.
400+ Magazines.

Releasing soon India's-

TOP 100 COVERS
WE LIKED FROM THE PAST YEAR

powered by

MAGWORLD^{IN}



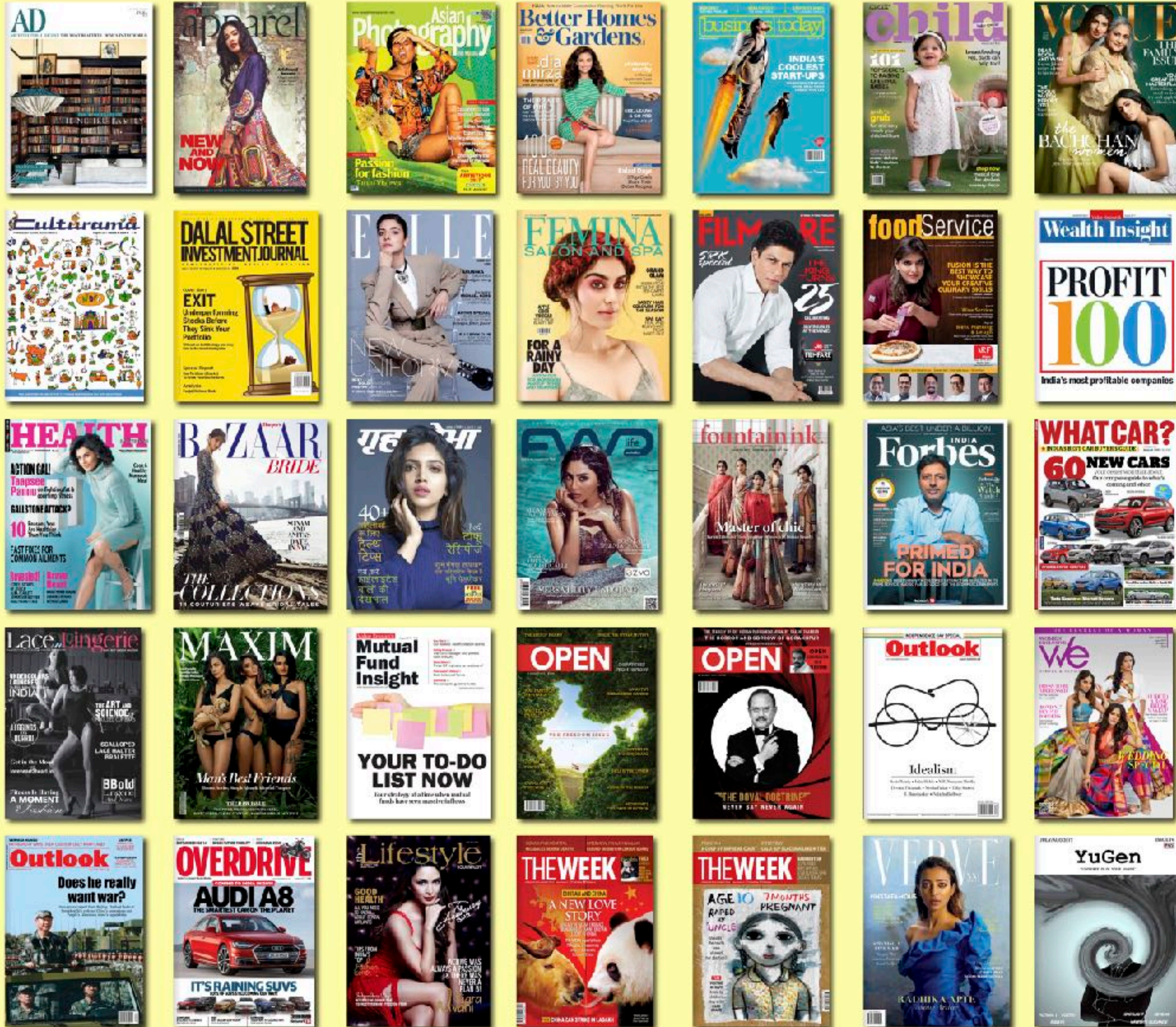
I studied more
than 5000
covers of
magazines
released in 2016
and shortlisted
TOP 100 INDIAN
MAGAZINE
COVERS out of
400+ magazines
from 24
categories!

For Social Media, I Created and Posted!



I studied more
than 5000
covers of
magazines
released in 2016
and shortlisted
TOP 200 INDIAN
MAGAZINE
COVERS out of
400+ magazines
from 24
categories!

For Social Media, I Created and Posted!



BUNCH OF
NOTICEABLE COVERS
OUT OF 300+ INDIAN
MAGAZINES
ALL RELEASED IN
AUGUST 2017

Also
check for
**TOP
TEN & FLOP
FIVE**
covers of
the August

“b’coz a magazine is
judged by its cover.”

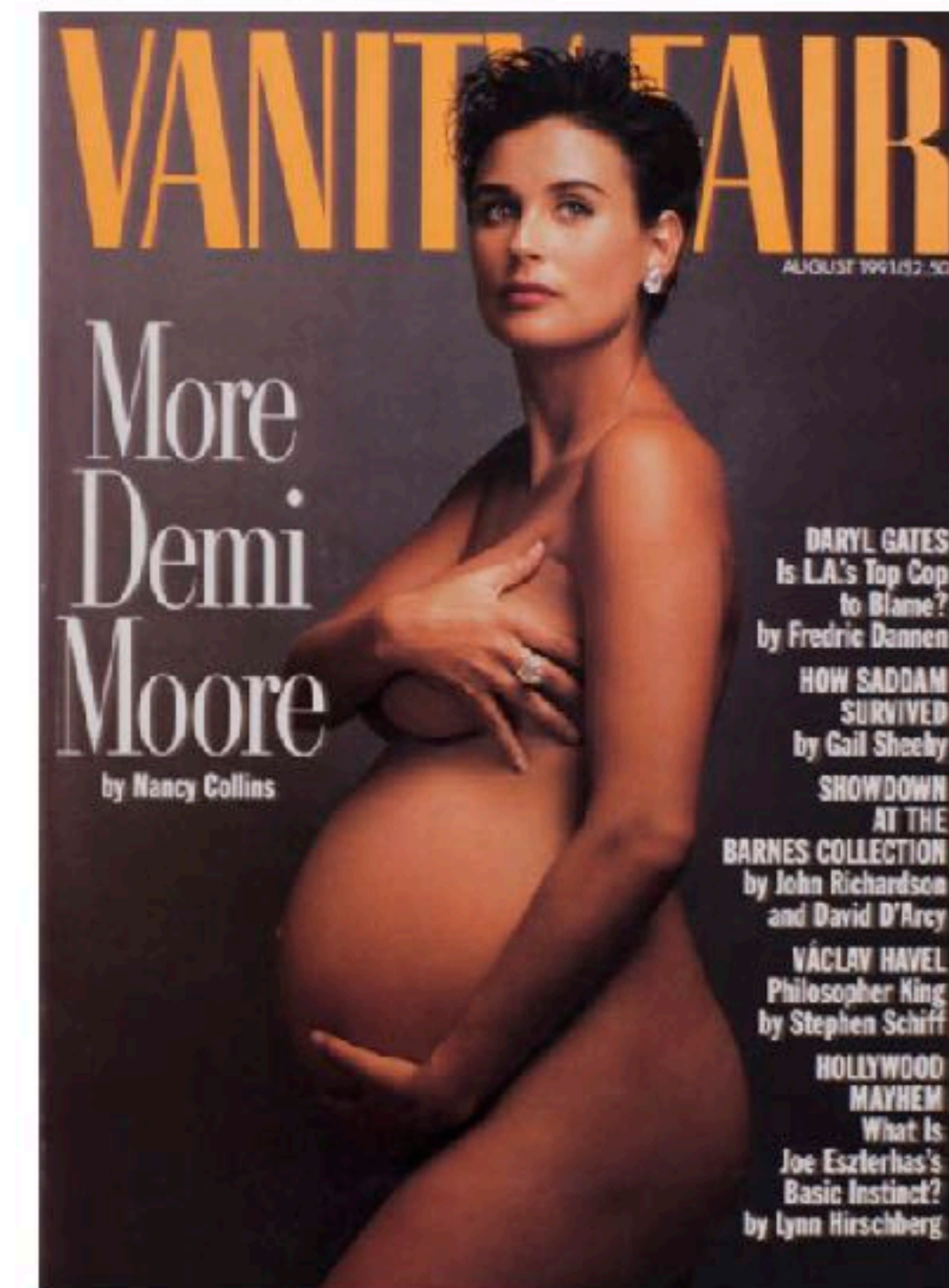
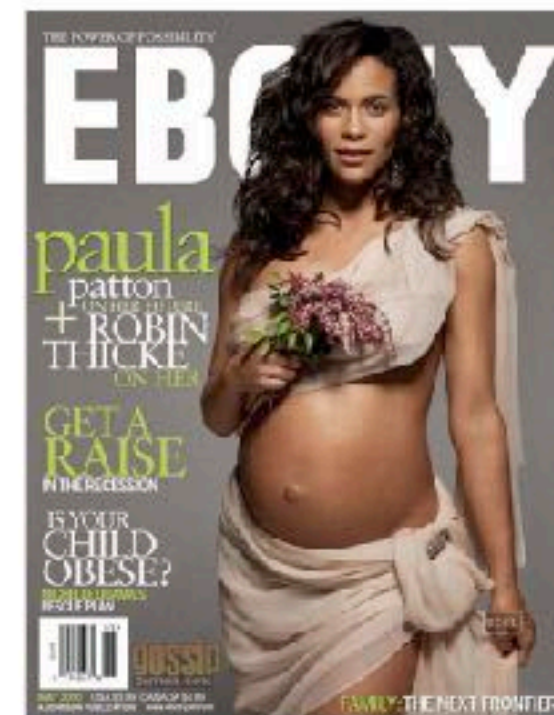
-G S Viridi, www.MAGworld.in

MAGWORLD.IN



I studied more
than 300 covers
of magazines
released in Aug
2017 and
shortlisted
TOP TEN &
FLOP FIVE
magazine
covers from
various
categories!

For Social Media, I Created and Posted!



I studied many national & International magazine covers having pregnant models on the covers and analysed the difference in May 2017!

For Social Media, I Created and Posted!



I studied MAXIM India's covers for almost 10 years and analysed the change appeared in annual issue on HOT 100 when I saw it's 2017 issue.

For Social Media, I Created and Posted!

जल्दी
आ रहा है

TOP 100

मैगज़ीन कवर जो साल
2017 में प्रकाशित हुए

MAGWORLD^{IN}



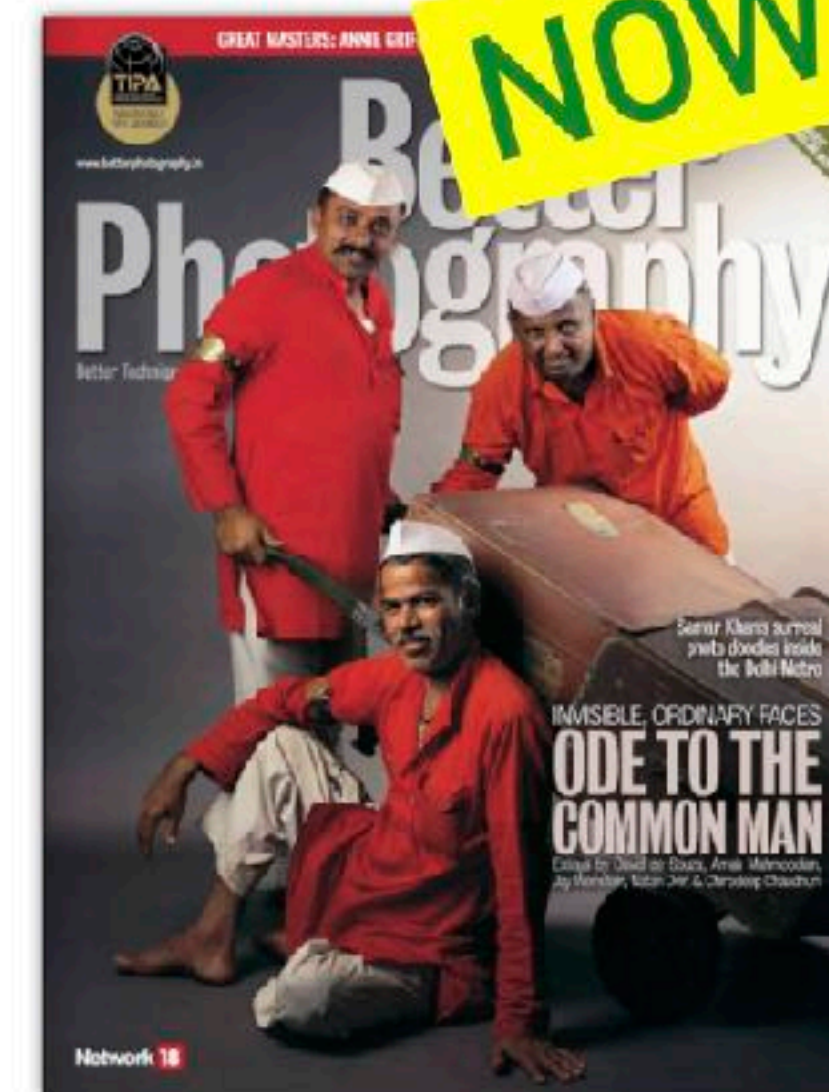
I shared a
teaser in Hindi
about TOP 100
INDIAN
MAGAZINE
COVERS OF 2017
out of 400+
magazines from
24 categories!

For Social Media, I Created and Posted!



From
Content
Covers (L)
to
Shallow
Covers (R)?

Would it be
compelling a
consumer to buy
a copy for Rs.150?



I studied
BETTER
PHOTOGRAPHY
magazine
covers for more
than 16 years
and analysed
the change
appeared in the
number of
stories they put
on the cover!

For Social Media, I Created and Posted!



May 2019 April 2019 March 2019 February 2019



January 2019 December 2018 November 2018 October 2018



September 2018 August 2018 July 2018 June 2018



May 2018 April 2018 March 2018 February 2018



January 2018 December 2017 November 2017 October 2017



September 2017 August 2017 July 2017 June 2017



May 2017 April 2017 March 2017 February 2017



January 2017 December 2016 November 2016 October 2016

CHANGE IN PERSONALITY

A magazine is judged by its cover.
-G S VIRDI

Look at the last few covers of MUKTA and you can clearly see how the brand is evolved. See how the masthead size was changed first in Nov17 and then Jul18, how the model posing and cover stories presentation was changed in Feb18.



www.MAGworld.in



I studied MUKTA magazine covers for 3 years and analysed the change appeared in the personality of brand in terms of Title, Main Visual, Stories, Layout etc.!

For Social Media, I Created and Posted!

*Not book,
but a
magazine
is always
judged by
its cover.*



TOP 30 INDIAN MAGAZINE COVERS WE LIKED IN THE LAST QUARTER OF 2019

MAGWORLD^{IN}



I studied
hundreds of
covers of
magazines
released in last
Quarter of 2019
and shortlisted
**TOP 30 INDIAN
MAGAZINE
COVERS** out of
400+ magazines
from 36
categories!

Releasing soon...

TOP 100
INDIAN
MAGAZINE
COVERS OF 2019

*Write to
me in the
comment
box, if you
want to get
your copy!*



For Social Media, I Created and Posted!

SHOW OFF
INTELLECTUAL LOG!

**LIKE THE MOST OF ONLINE NEWS ANCHORS,
I ALSO HAVE RACKS FULL OF BOOKS...**

...FINE, NOT THE BOOKS, MAGAZINES!



**GS
VIRDI**

Asst. Professor
Media & Content
Consultant



350+ Magazine Titles REVIEWED!

1000+
Magazine
Collection!

300+
Launch
Issues!

200+
Special
Issues!

www.magworld.in

MAGWORLD



I found it funny
when almost
every news
anchor started
posting live
sessions during
Lockdown and
all have same
background- a
rack full of
books!

For Social Media, I Created and Posted!

हिन्दी दिवस

*** 14 सितम्बर ***



हिन्दी भाषा के प्रति मेरा योगदान?

मुझे गर्व है कि मैंने देश की पहली कम्प्यूटिंग, आइटी, ऑटोमोबाइल, फोटोग्राफी आदि की राष्ट्र-स्तरीय पत्रिकाएं हिन्दी भाषा में शुरू कीं और अनेकों हिन्दीभाषी वेबसाइटों, समाचार-पत्रों के लिए लेख आदि लिखे और संपादित किए हैं।

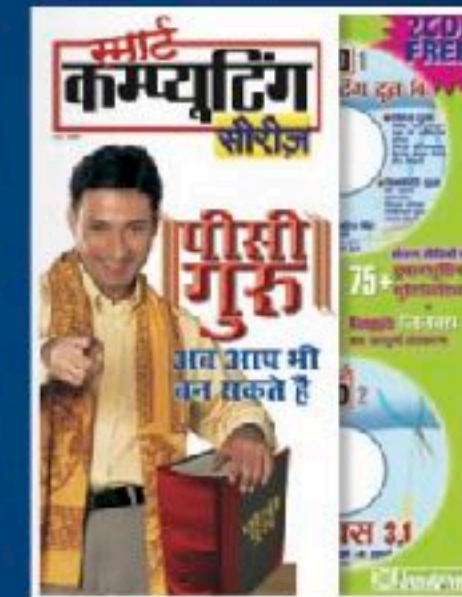
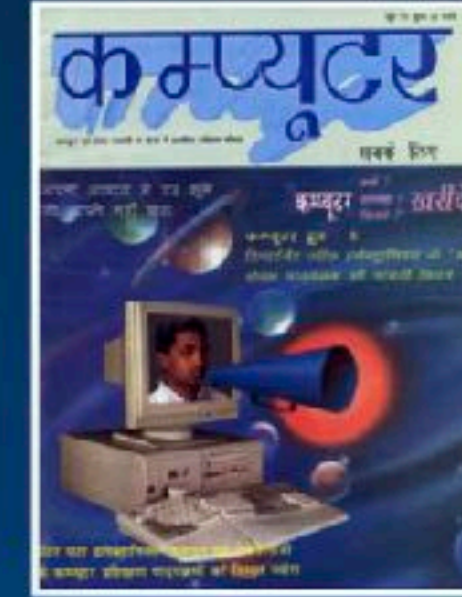
दैनिक नवज्योति

सन्मार्ग

पंजाब केसरी

रांची एक्सप्रेस

जनपथ समाचार



वर्ष में सिर्फ एक दिन हिन्दी दिवस मनाने से कुछ नहीं होगा, हिन्दी को गर्व के साथ अपने व्यवहार में लाइए।

अपनी
स्मार्ट सिटी *Life*
www.ApniSmartCityLife.com

देश की एकमात्र स्मार्ट शॉपिंग और लाइफस्टाइल गाइड - हिन्दी में



I shared about my contribution towards Hindi language on HINDI DIVAS, on 14 Sept. 2020.

For Social Media, I Created and Posted!

बस, हो गया?
हिन्दी दिवस!



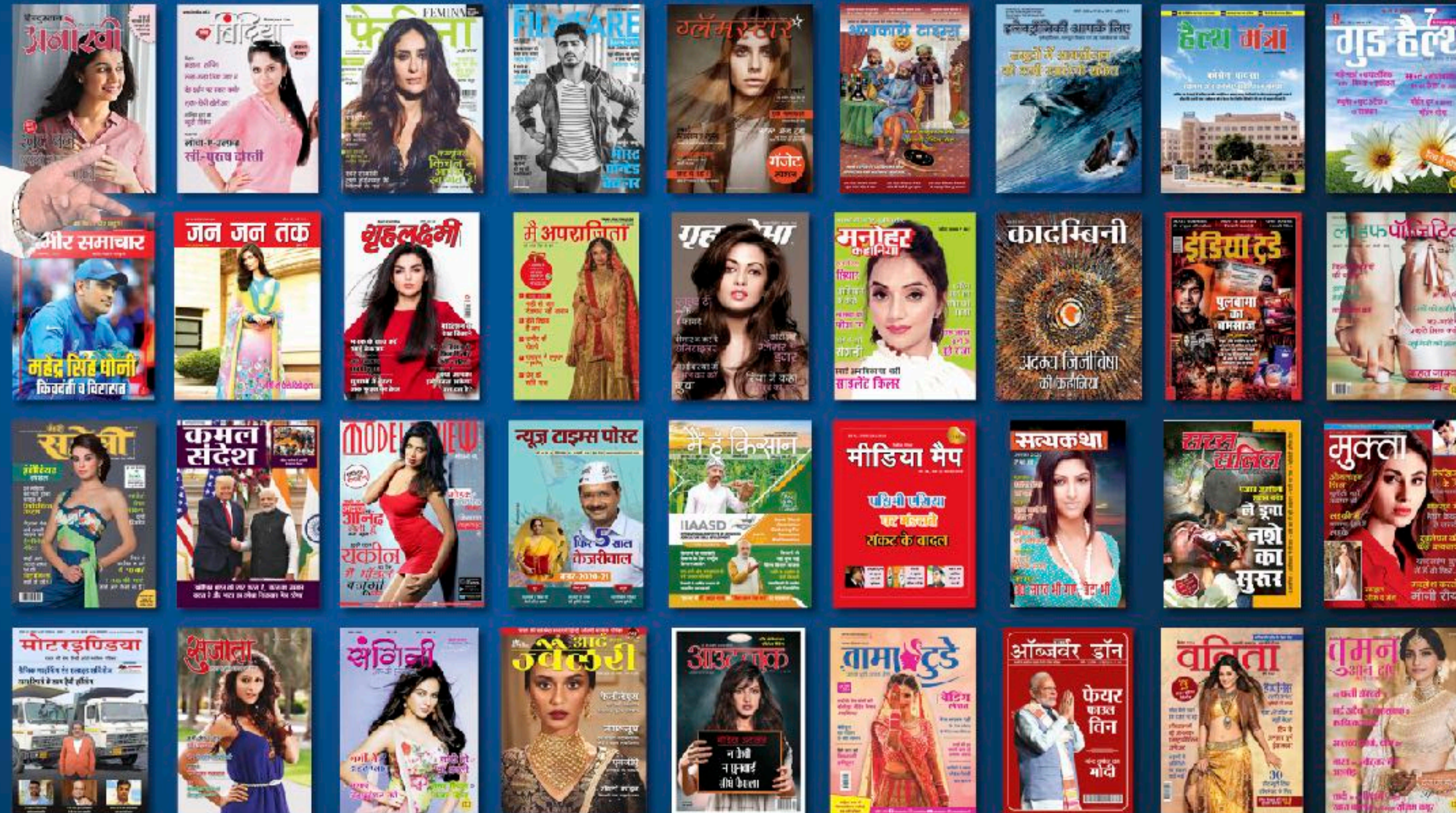
**GS
VIRDI**

Asst. Professor
Media & Content
Consultant

हिन्दी की इन पत्रिकाओं में से कौनसी पढ़ते हैं आप?
क्या आप जानते हैं कि इनमें से कुछ बंद हो चुकी हैं,
कुछ बंद होने के कगार पर हैं और अधिकांश नाम
मात्र के लिए जैसे-तैसे प्रकाशित हो रही हैं!

MAGWORLD

इन पत्रिकाओं की खस्ता हालत की जितनी ज़िम्मेदारी पाठकों की कमी की है, उससे कहीं अधिक ज़िम्मेदारी इनके प्रकाशकों-
संपादकों की है जो इनकी संपादकीय गुणवत्ता और प्रस्तुतिकरण को बेहतर करने में असफल रहते हैं, लेकिन इसे स्वीकारते नहीं!
यहाँ प्रस्तुत इन तीन दर्जन पत्रिकाओं के आवरण पृष्ठों से इनकी संपादकीय गुणवत्ता का आकलन आसानी से किया जा सकता है-



I posted my
concern about
Hindi Magazines
and their poor
condition!

For Social Media, I Created and Posted!

MAGWORLD^{IN}

हिन्दी
मीडिया जगत में
मेरे द्वारा स्थापित
मील के पत्थर!



GS VIRDI
Asst. Professor
Media & Content
Consultant

CHAI हिन्दी

अपनी
स्मार्ट सिटी *Life*

ओवरड्राइव

इन सबके
बाद अब
प्रस्तुत है
2020

1997 देश की सबसे पहली
हिन्दी आइटी पत्रिका की शुरुआत

2002 डिजिटल टेक्नोलॉजी पर आधारित दर्जनभर
हिन्दी 'बुकज़ीन' की संकल्पना एवं संपादन

2004 हिन्दी में प्रकाशित होने वाली 50 से अधिक पत्रिकाओं की
संपादकीय बनाम विज्ञापन सामग्री का तुलनात्मक विश्लेषण

2005 हिन्दी भाषा के दो प्रमुख अखबारों
की विज्ञापन सामग्री का तुलनात्मक विश्लेषण

2005 देश की सबसे पहली
हिन्दी ऑटोमोटिव पत्रिका की शुरुआत

2006 देश की सबसे पहली
हिन्दी फोटोग्राफी पत्रिका की शुरुआत

2013 देश में एक वर्ष में प्रकाशित होने वाली (लगभग 300) अँग्रेज़ी और
हिन्दी पत्रिकाओं के 5000 आवरण पृष्ठों में से सर्वश्रेष्ठ 100

2015 हिन्दी में देश की एकमात्र स्मार्ट शॉपिंग और लाइफस्टाइल
ऑनलाइन गाइड की संकल्पना, प्रकाशन एवं संपादन

70 हिन्दी की मैगज़ीनों के 1000 से अधिक अंकों के
कवर्स का एक अनूठा विश्लेषणात्मक अध्ययन!!

**स्मार्ट
कम्प्यूटिंग**

**बैटर
फोटोग्राफी**

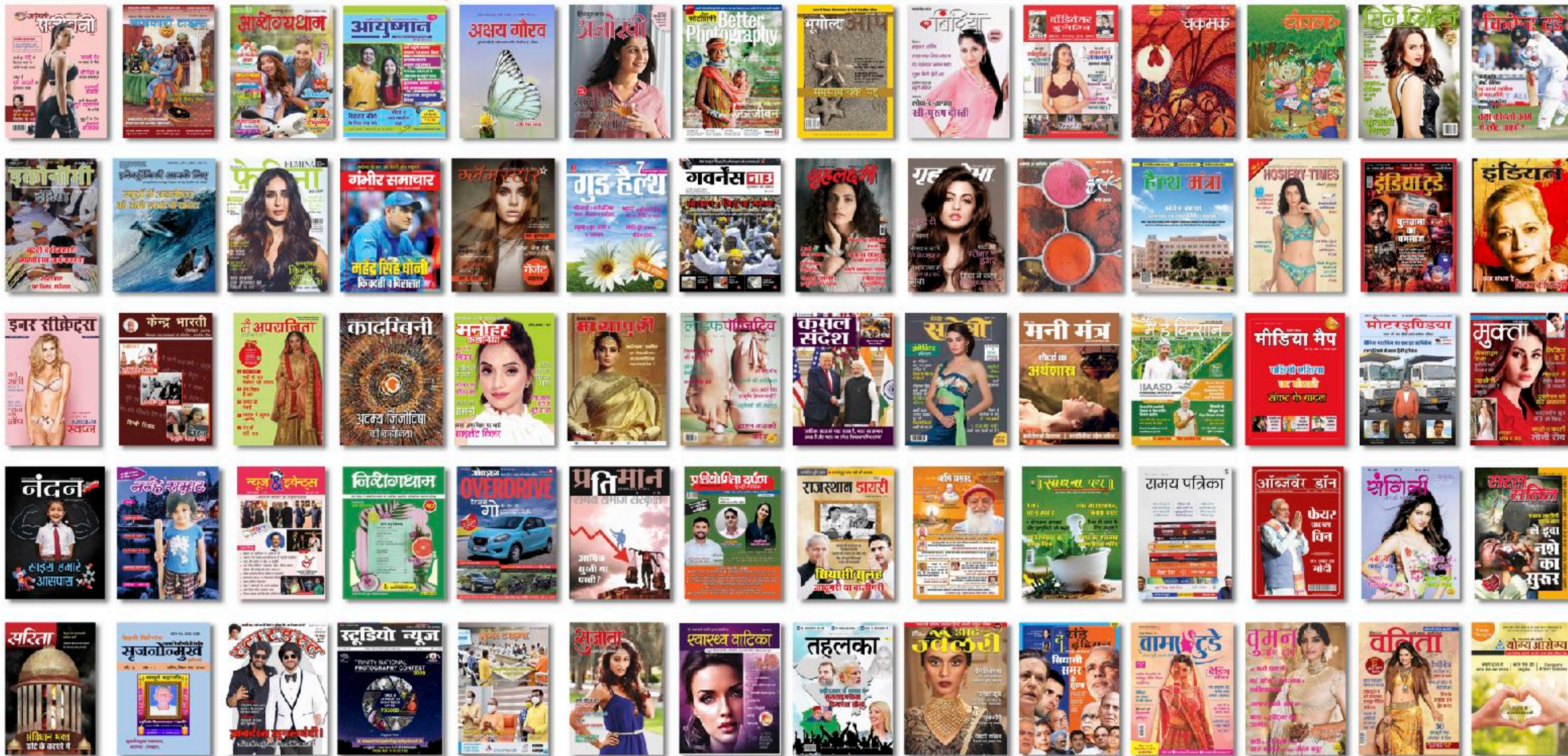


I analytically
studied more
than thousand
covers of 70
Hindi magazines
(few have
stopped their
publication)!

For Social Media, I Created and Posted!

70 हिन्दी की मैगज़ीनों के 1000 से अधिक अंकों के कवर्स का एक अनूठा विश्लेषणात्मक अध्ययन - **GS VIRDİ** (इनमें से कुछ पत्रिकाओं का प्रकाशन अब बंद हो चुका है)

MAGWORLD.



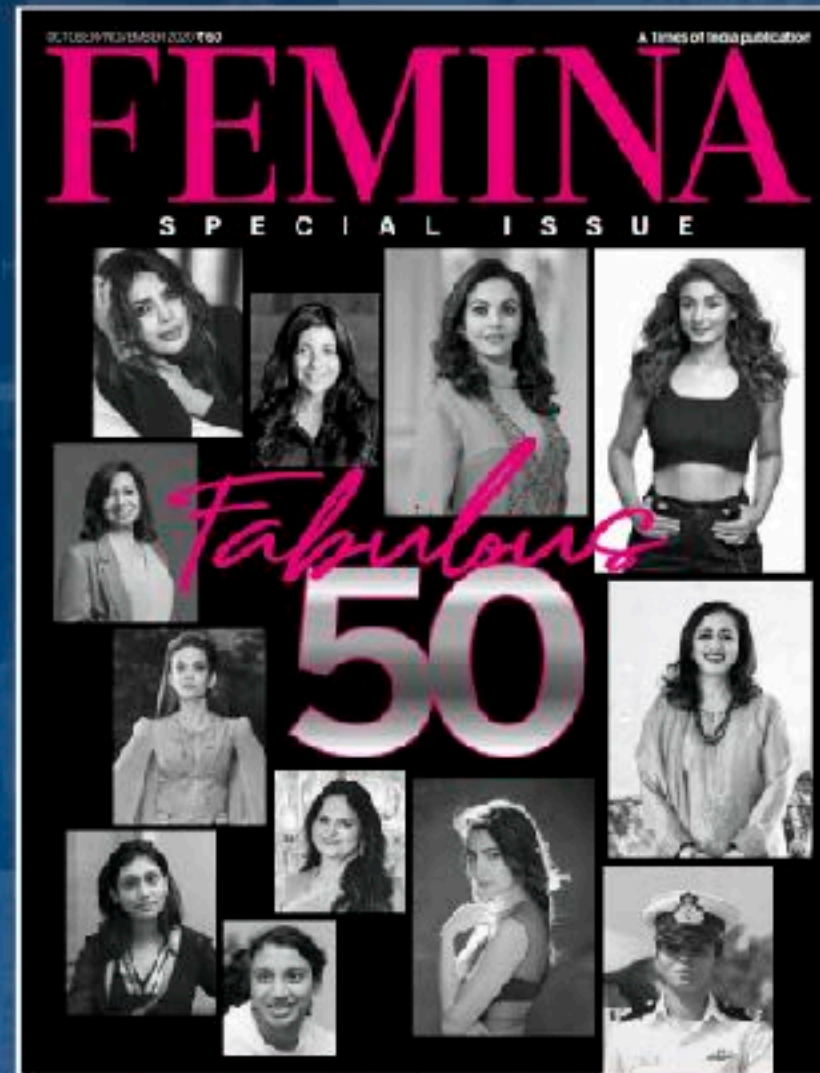
I analytically
studied more
than thousand
covers of 70
Hindi magazines
(few have
stopped their
publication)!

For Social Media, I Created and Posted!

ROUND UP
MAGAZINE STORES



GS
VIRDI
Asst. Professor
Media & Content
Consultant



**IS THIS A
COINCIDENCE
OR SOME
SPECIFIC
REASON THAT
THESE
MAGAZINES
HAVE **WOMEN**
SPECIAL
ISSUE ON THE
SAME TIME?**

www.magworld.in

MAGWORLD.IN



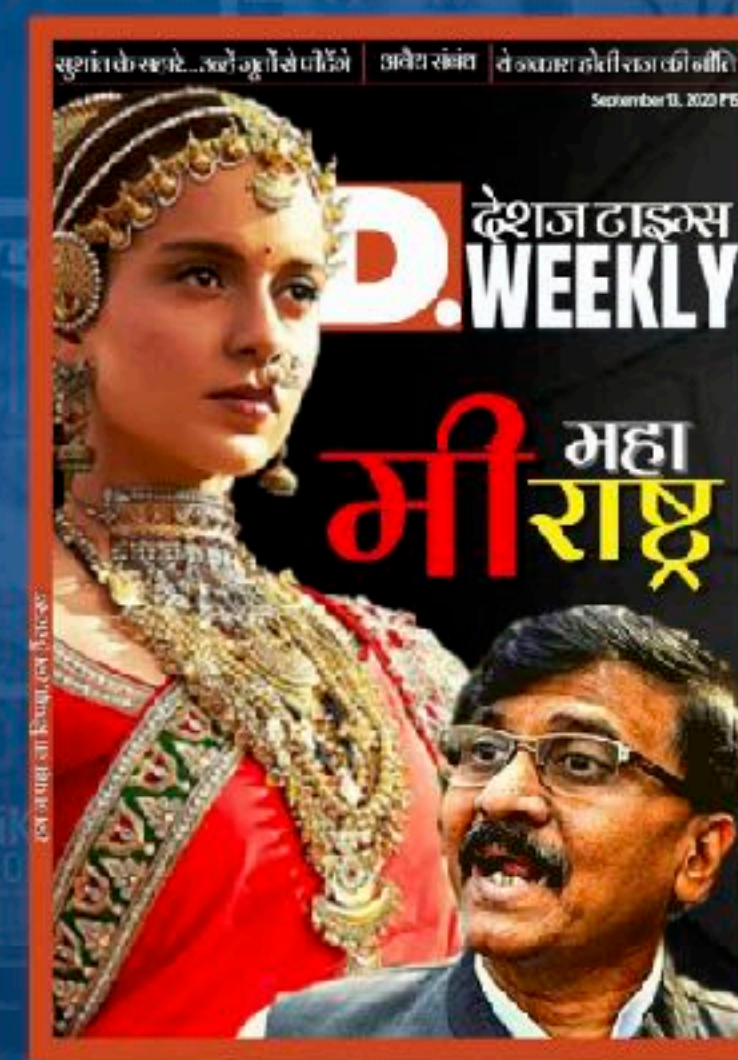
Sometimes I observe some interesting facts or coincidences when I keep browsing lots of magazines!

For Social Media, I Created and Posted!

EXPERIMENTS
OR LACK OF VISION?



GS VIRDI
Asst. Professor
Media & Content
Consultant



Masthead of this magazine has changed **Five times** in just **Four months** of its launch!!!

www.magworld.in

MAGWORLD



I was surprised to see DESHAJ TIMES magazine covers for 4 months that they have changed their Title 5 times in such a short period!

For Social Media, I Created and Posted!



I observed several magazines have changed their Titles recently!

For Social Media, I Created and Posted!



WHAT'S HAPPENED TO YOU, DEAR COSMOPOLITAN?

Cosmopolitan magazine covers used to be one of my favourite covers once... I used to refer them in my editorial training sessions as great covers to learn from!



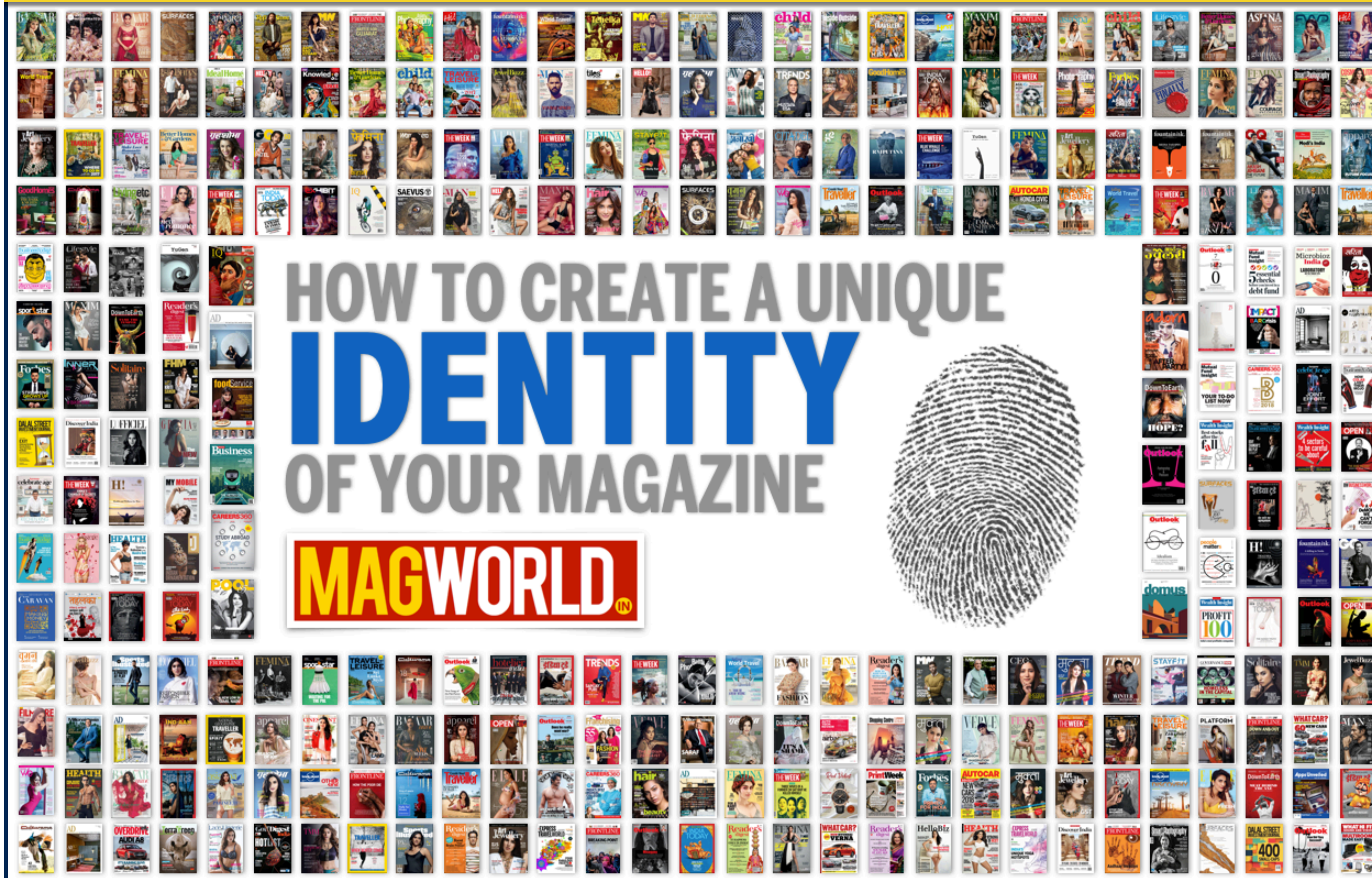
I studied COSMOPOLITAN INDIA magazine covers for several years and analysed the change appeared in the personality of brand in terms of Main Visual, Stories, Layout etc.!

For Social Media, I Created and Posted!



I shared a collage of covers of magazines I have edited so far!

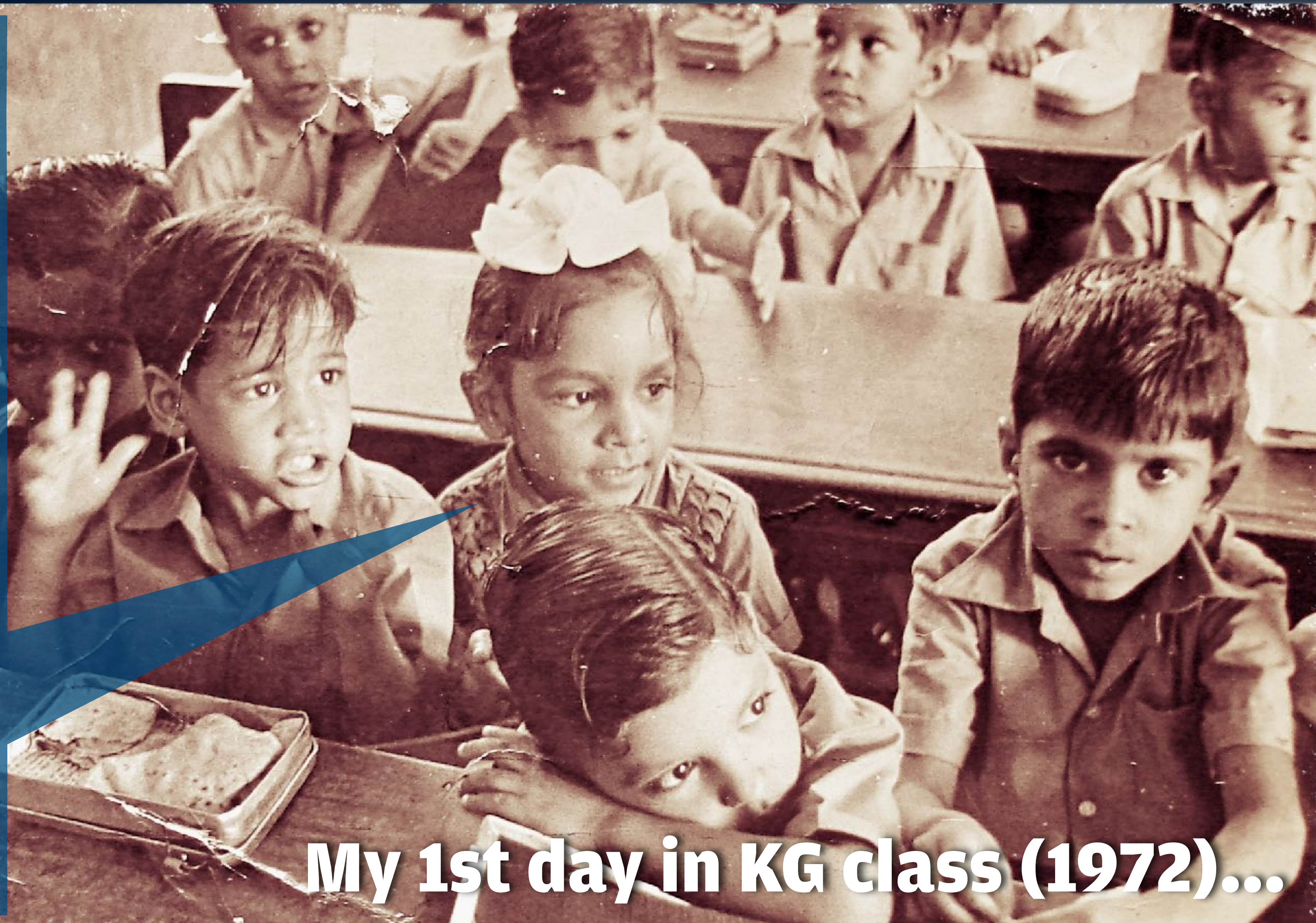
For Social Media, I Created and Posted!



I have created a presentation for the TIPS on creating a unique identity of your magazine!

If you're interested in my qualifications

- **High School** from St. Paul's, Ajmer (1985)
- **B.Sc. (Phy./Chem./Maths)** from DAV College, Ajmer (1989)
- **M.Sc. (Maths)** Pre. dropped (1989)
- One Year **Data Preparation & Computer Software Course** from Raghukul ITI, Ajmer (1990)
- Certification from the National Standard Examination In **Advanced Level Programming** conducted by **Computer Society of India** (1996)
- Completed **PGDCA** from Makhanlal Chaturvedi National University of Journalism & Communication, Bhopal (1998)
- **Executive MBA in Mass Communications and Media Management** from NEMTS (2010)



My 1st day in KG class (1972)...

I know, I'll not stop learning till I die!

13
**DIGITAL
MARKETING
SKILLS
ACQUIRED**

- SEO (Search Engine Optimisation)
- SEM (Search Engine Marketing)
- SMM (Social Media Marketing)
- Content Marketing
- Email Marketing
- Display Advertising
- Video Marketing
- Web Optimisation
- Mobile Marketing
- Local Marketing
- E-commerce
- Business Strategy
- Analytics and Data Insights

GS VIRDI

Asst. Professor-
Photography & Digital Painting
cum Content, Communication
& Media Marketing Expert

CERTIFICATE FROM GOOGLE

The Fundamentals of Digital Marketing



Consists of **7** different courses and **26** modules!

Digital Marketing Certificate from Google

CERTIFICATE

OF COMPLETION



THIS CERTIFIES THAT

GURJENDER SINGH VIRDI

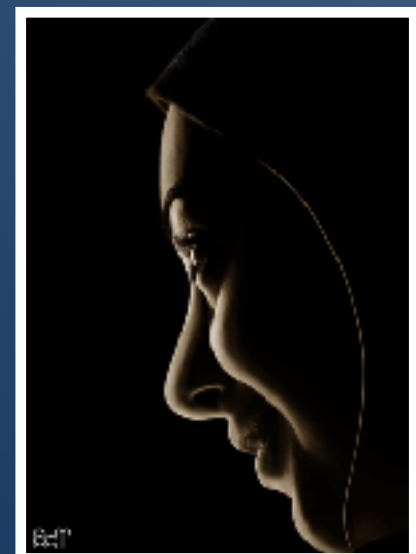
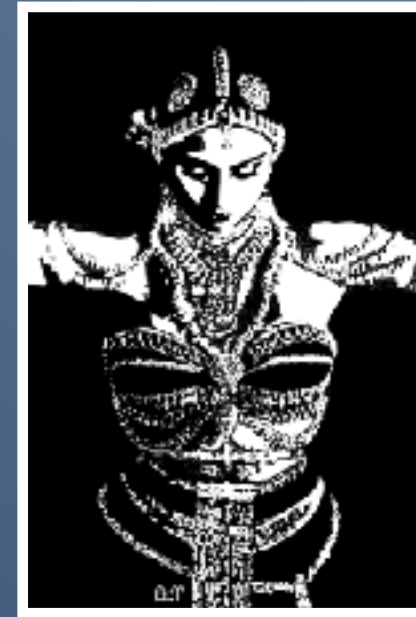
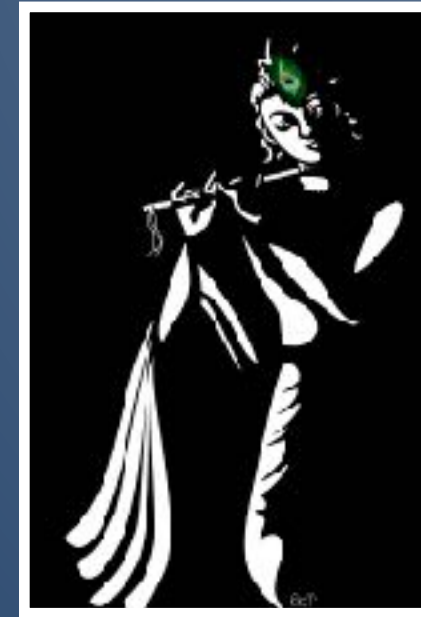
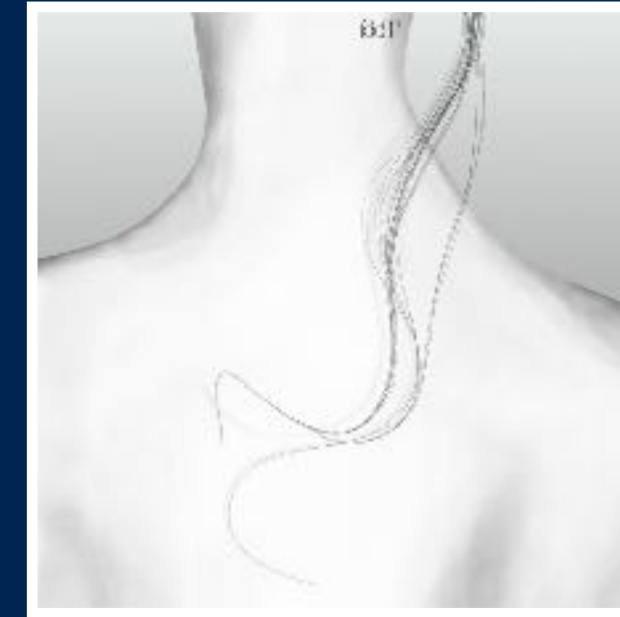
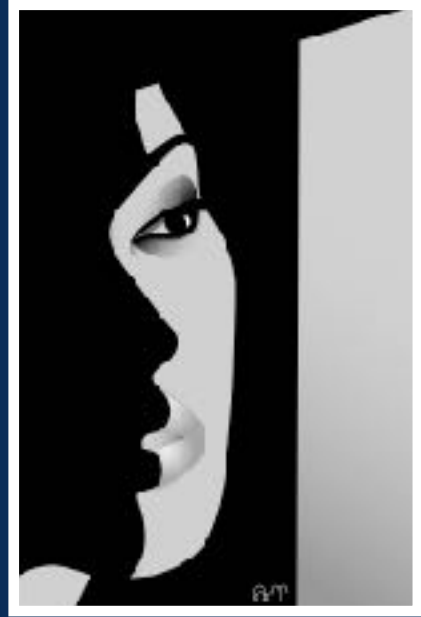
has completed the Reuters Training Course:
Introduction to Digital Journalism



Sponsored by
**FACEBOOK
JOURNALISM
PROJECT**

Digital Journalism Certificate from Reuters & Facebook

Did I mention my digital painting skills?



...Of course, I'm still learning !

BTW, I've got a good taste of music!

अजयमेरू प्रैस क्लब
गाँधी भवन, अजमेर
प्रस्तुत करता है



जवाहर रंगमण, अजमेर

श्री
शैलिविती
नाड



तानी अनिता भो
नोगिया मालिनी
न्द्र चौधरी सुरेश
सुरेन्द्र सिंह
धर्मेन्द्र गहलीत शिव
पुनीत चावला गौरव
त भाटी हेमन्त भाटी
रमेश अग्रवाल

Just in case, If you appreciate numbers

30

+ YEARS OF
PASSION,
HARD WORK &
ACHIEVEMENTS

30000

+ ARTICLES
EDITED &
PUBLISHED

350

+ MAGAZINES
CRITICALLY
REVIEWED

20

+ YEARS IN
MEDIA &
CONTENT
BUSINESS

10

+ BLOGS &
WEBSITES UP
& RUNNING

20

+ MAGAZINES
& EDITORIAL
CONSULTING

12

+ TOPICAL
BOOKZINES
PUBLISHED

10

+ CONSUMER
MAGAZINES
LAUNCHED

10

+ CUSTOM
MAGAZINES
PUBLISHED

10

+ YEARS IN
IT AND
SOFTWARE
TRAINING



When I look back to see 'Who am I'...

CHIEF COMMUNITY
OFFICER

EXECUTIVE
EDITOR

WEBSITE
DEVELOPER

PUBLIC
MENTOR

CONTENT
DEVELOPER

CONSULTING
EDITOR



BOOKZINE
CREATOR

EDITOR

E-CONTENT
CREATOR

BRAND
BUILDER

VIDEO
MAKER

PHOTOGRAPHER

CONTENT
REVIEWER

VISUAL
COMMUNICATOR

LOGO
CREATOR

HOBBYIST
SINGER

DIGITAL
ARTIST

30⁺
YEARS
20⁺
AVATARS

CONTENT, COMMUNICATION & DIGITAL MARKETING EXPERT

Gurjender Singh Viridi



Gurjender@gmail.com

SPECIALIST

हिन्दी

COMMUNICATION

EDITORIAL, MARKETING, ADVERTISING,
MARCOMM. CONTENT DEVELOPMENT

CONTENT LOCALISATION

GREAT UNDERSTANDING OF HINDI AUDIENCE,
LANGUAGE & HANDLING OTHER TECHNICAL ISSUES

360° MEDIA PLATFORMS

A-Z OF MAKING A GREAT MAGAZINE, BOOK,
WEBSITE, MOBILE APPS & DIGITAL AUDIO-VIDEO

TEACHING AND TRAINING

S/W PROGRAMMING, PHOTOGRAPHY & DIGITAL PAINTING
FOR THE UNIVERSITY UG/PG DEGREE & DIPLOMA COURSES

PHOTOGRAPHY

ASST. PROFESSOR CUM CONTENT & COMMUNICATION
CONSULTANT AT STATE UNIVERSITY OF PERFORMING
& VISUAL ARTS, ROHTAK.

SIPA

30+ YEARS
OF EXPERIENCE IN
TRAINING,
CONTENT
AND MEDIA
BUSINESS



GS VIRDI

Asst. Professor &
Chief Community Officer
Content, Media & Digital
Marketing Communication



WEBSITES & BLOGS

अपनी
स्मार्ट सिटी *Life*

www.ApniSmartCityLife.com

THE SPORTZ PLANET

MAGWORLD



REVIEWED

350+ INDIAN
MAGAZINE
TITLES!!!

www.MediaJunction.blogspot.com



1CONNECT

Network **18**

exchange **4** media.com

Jasubhai
DIGITAL MEDIA

रांची एक्सप्रेस

जनपथ समाचार

दैनिक नवज्योति

पंजाब केसरी

सन्मार्ग

turbo

**PICTURE ABHI
BAKI HAI!**

Yes,
the best
of mine,
is yet to
come...