Students of GSVSIJMC visited Amar Ujala Office for Placement Test

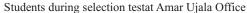Students of GSVSIJMC going for placement interview   `   Pic: Yashu Sharma

Subhartipuram. Students of Subharti institute of Journalism and Mass Communication appeared in job entrance on 05.12.16. 20 students of this department reached the Amar Ujala Meerut Office under the guidance of Assistant professor Rakesh kumar. They appeared in the first round of written test for selection. They were welcomed by HR department and their examination started at 11 AM which continued for two hours. The students returned back to institution after their written test. The result will be declared after two weeks and the selected students will be called for the final interview. The selected candidates will be send to different departments of Amar Ujala office for job after final selection. The Amar Ujala Newspaper consulted the Placement department of Swami Vivekanad Subharti University for Journalism and mass communication students. 40 resumes of graduation and masters final year students were send to the office and 20 were selected for written test. Rest students will be called after two weeks.

BJMC Final year student Sumit Jha appeared in the job test and interview at an international Public Relation organization located at New Delhi. His result will be also declared after two weeks.

Students during selection testat Amar Ujala Office   Pic: Shubham Kumar

◆ Supreme Court approves action plan to tackle air pollution in Delhi NCR

◆ Union Governments approves additions to the Central OBC list

◆ South America's Trade Bloc Mercosur removes Venezuela for failure to follow rules

◆ New Zealand PM announces surprise resignation

◆ India, Qatar signed four agreements including visa and cyberspace

◆ Thailand officially named its new King

◆ NASA develops Snack Bars for breakfast in Deep Space Missions

◆ China launches Tianlian I-04 satelliteIndia beats Pakistan to win 2016 Women's Asia Cup

◆ Nico Rosberg announces shocking retirement after World title win

◆ Magnus Carlsen wins 2016 World Chess Championship

◆ United Nations launches strategy to minimise environmental footprint of its peace operations

◆ Australia's Great Barrier Reef suffers worst coral die-off on record

◆ Melting of Arctic ice cap could trigger catastrophic climate change

◆ RBI to issue new Rs 50 & Rs 20 currency notes

◆ Union Government forms Chandrababu Naidu Committee to promote digital

◆ Competition Commission of India approves merger of Bharatiya Mahila Bank with SBI

◆ India's GDP accelerated to 7.3% in Q2 of 2016-17: CSO

◆ Garbage from Ghazipur Dump to be used for Highway Construction.

Modernization of Indian Fashion Trends

Pallavi Sharma
BJMC III Year

Modernization was a concept that emerged from the Western society to impose their culture on the other developing and underdeveloped nations of the world. It was a way to dominate through technological inventions. This concept of modernity was created for social and cultural domination. In today's scenario, every nation is following the Americanization trend of modernity. But there seems to be an imperialism of culture also.

India is a nation which carry multiplicity in its culture. It always follow its own trends and cultural fashions. The industry of fashion gained huge popularity in this nation as well. The experts travelled overseas and created a new pattern of modernity which was an awesome combination of Indian and western clothing. There were experiments on fabrics in the textile industries which supported the designers to create valuable outputs in unmatched designs. Today we see a wide collection of innovative designer clothing available for every occasion. This variation in cultural clothing brought a new trend of fashion in India. Indians had always loved colorful clothing which can be clearly seen in their traditional costumes. The love for color and variations brought a new change in Indian fashion industry. We stand in the global competition for our valuable and unmatched designs of clothing. This millennium has provided us a wide variety of fashionable dresses which gives a new color to life. Every new day with different clothing and appearance gives a feeling of joy. The modernity concept in Indian clothing have brought a new trend of fashion which is widely appreciated.

Click of the week

Photo: Yashu Sharma