

Functional Exposure Report

SJJM357

Submitted

In partial fulfillment of the requirements of the degree of
Bachelor of Arts (Journalism and Mass Communication)

By

DEEPAK THAKRAN
Roll No. 1609200010

Under the supervision of

Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K R Mangalam University



SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

October 2018

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

School of Journalism & Mass Communication

K.R. Mangalam University

**Sohna Road
Gurugram**

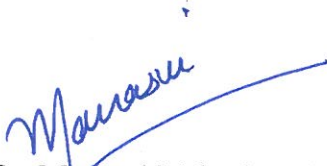
DECLARATION

I, **Deepak Thakran**, Roll No. 1609200010, Batch (2016-19) certify that the Functional Exposure Report contains original work done by me and it has a detailed report of authentic work carried out by me in BA(JMC) program.



Signature of the Student

Date: 16th October 2018



Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication


K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Final Exposure Report is an academic work done by **Deepak Thakran**, Roll No. **1609200010**, Batch (2016-19) for the partial fulfillment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Acknowledgment


Guidance, Inspiration and motivation have always played a key role in the success of any venture. I would like to pay my sincere regards to all those who guided me in my project work.

I would like to express gratitude and thanks for providing me such a wonderful opportunity to widen the horizons of my knowledge to my Dr. Manasvi Maheshwari. Also thanks to him for giving all support, guidance and encouragement throughout the work.

Last but not least I would like to thank my parents, family and friends who have directly or indirectly contributed in making this project a success.

Place: Gurugram

Date: 16th October 2018


Student Name: **Deepak Thakran**

Roll Number: **1609200010**


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

EXECUTIVE SUMMARY

As a part of the BA(JMC) curriculum and in order to gain practical knowledge in the field of media, we were required to make a report on the internship done including its course followed by the day-to-day schedule and information. The basic objective behind doing this report is to get knowledge about the different aspects of media and especially the production department of any organization.

In this report I have included various works done during the course of the internship with a copy of work published.

Doing this helped me to enhance my knowledge regarding the work done in the production of an organization and also to gain new knowledge regarding different subjects when working on their projects. Through this report I have come to know about the role of devotion towards professional work and professionalism.



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

INTERNSHIP CERTIFICATE



SAHARA
INDIA PARIWAR

SAHARA INDIA T.V. NETWORK

UNIT OF : SAHARA INDIA COMMERCIAL CORPORATION LIMITED

SIM/HR/NOIDA/ 21861

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Deepak Thakran, student of BJMC, K.R. Manglam, Sohna Road, Gurgaon has undergone internship in our News Room (Production), Sahara India Media, Noida from 15/06/2018 to 15/07/2018 as a part of his course.

He has secured Grade 'A' in his performance. We appreciate his intelligence, sincerity and hard work during his training.

We wish him immense professional fortune & prosperity with all

For Sahara India TV Network

Lokesh C. Sharma

Lokesh C. Sharma
Head - Human Resources



PS: Grades: 'A'-Excellent 'B'-Very Good 'C'-Good 'D'-Average.

DELHI
DELHI CORPORATE OFFICE : SAHARA INDIA COMPLEX, C-2, C-3, C-4, SECTION 30, NOIDA-201301, INDIA, PH: (0120) 2444755, 2444756, FAX: (0120) 2566685, 2566780
NEW DELHI : SAHARA INDIA T.V. NETWORK, 11th Floor, 1100, SURYA KIRAN BUILDING, 12 KASTURBA GANDHI MARG, NEW DELHI - 110 001
TEL. NO : 43515872, 43515873, FAX NO : 23352371

MUMBAI
MUMBAI CORPORATE OFFICE : SAHARA INDIA POINT, S.V. ROAD, GOREGOAN (WEST), MUMBAI-400 104 INDIA PH: 55981111, FAX: 26735624
NARIMAN POINT OFFICE : SAHARA INDIA PARIWAR, 25-28, ATLANTA, NARIMAN POINT, MUMBAI-400 021 INDIA PH: 22829031, 22829460, 22829010, FAX: 22829020

Jaf

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Functional Exposure Report

Introduction

This Functional Exposure Report encapsulates my enriching internship experience at Sahara India Media, where I had the privilege to immerse myself in the realm of video production. As an intern, I gained invaluable insights and practical experience in various aspects of video production, including shooting, editing, scriptwriting, and other production tasks.

Objectives

The primary objective of my internship at Sahara India Media was to enhance my skills and knowledge in the field of video production. Through hands-on projects and mentorship, I aimed to refine my expertise in shooting, editing, scriptwriting, and other production-related tasks, while also exploring new dimensions within the industry of Journalism and Mass Communication.

Learning and Experiences

1. **Video Production Techniques:** During my internship, I delved into learning and applying various video production techniques. I gained practical experience in camera operation, lighting setup, sound recording, and other aspects of shooting videos, ensuring high-quality footage for production projects.
2. **Editing Skills:** I had the opportunity to sharpen my editing skills by working with editing software tools and platforms. I learned how to assemble raw footage, add visual effects, transitions, and audio elements, and create cohesive narratives that engage and captivate audiences.
3. **Scriptwriting:** I delved into the art of scriptwriting, learning how to craft compelling narratives, develop characters, and structure storylines for video projects. I gained insights into the importance of storytelling in conveying messages effectively through visual media.
4. **Targeted Project Management:** Under the guidance of my mentor, Lokesh C Sharma, I was assigned specific targets and projects related to video production. This structured approach enabled me to set goals, plan strategies, and execute tasks efficiently, while also fostering a sense of accountability and responsibility.


Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Functional Exposure Report

SJJM357

Submitted

In partial fulfillment of the requirements of the degree of
Bachelor of Arts (Journalism and Mass Communication)

By

POOJA VIJ
Roll No. 1609200003

Under the supervision of

Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K R Mangalam University



SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)
K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

October 2018


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

School of Journalism & Mass Communication

**K.R. Mangalam University
Sohna Road
Gurugram**

DECLARATION

I, Pooja Vij, Roll No. 1609200003, Batch (2016-19) certify that the Functional Exposure Report contains original work done by me and it has a detailed report of authentic work carried out by me in BA(JMC) program.

Pooja Vij
Signature of the Student

Date: 10th October 2018

Manasvi
Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India

Jmf
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Final Exposure Report is an academic work done by **Pooja Vij**, Roll No. **1609200003**, Batch (2016-19) for the partial fulfillment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Acknowledgment

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Last but not the least I would like to thank my parents, family and friends who have directly or indirectly contributed in making this project a success.

Place: Gurugram

Date: 10th October 2018

Student Name: Pooja Vij

Roll Number: 1609200003


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

EXECUTIVE SUMMARY

As a part of the BA(JMC) curriculum and in order to gain practical knowledge in the field of media, we were required to make a report on the internship done including its course followed by the day-to-day schedule and information. The basic objective behind doing this report is to get knowledge about the different aspects of media and especially the marketing of any organization.

In this report I have included various works done during the course of the internship with a copy of work published.

Doing this helped me to enhance my knowledge regarding the work done in the marketing of an organization and also to gain new knowledge regarding different subjects when working on their projects. Through this report I have come to know about the role of devotion towards professional work and professionalism.



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

INTERNSHIP CERTIFICATE



INTERNSHIP

July 19, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Pooja Vij has successfully completed her Internship with Webnnel. The period of the Internship was June 18, 2017 to July 18, 2018.

Ms. Pooja Vij was responsible to design and carry out social media campaigns for Webnnel, which she did with a lot of passion and sincerity. She also was a part of the production team of the short film, 'Fear Of Failure'.

We wish her all the very best for her future endeavours.

For Webnnel Pvt. Ltd.

Nikita Arora,

Founder, CEO

+91 9971567489

znikitaarora@gmail.com

nikitaarora@webnnel.com

www.webnnel.com

| V-11742, Basement, IIT Phase-III, Gurgaon-122002 |

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Functional Exposure Report

Introduction

This Functional Exposure Report encapsulates my enriching internship experience at Webnnel, where I delved into the realm of social media management, campaign execution, and marketing strategies. Throughout my tenure, I had the opportunity to learn and apply various techniques, contributing to my personal and professional growth in the field of Journalism and Mass Communication.

Objectives

The primary objective of my internship at Webnnel was to enhance my skills in social media management and marketing while exploring new avenues within the domain. Under the guidance of experienced professionals, I aimed to gain practical exposure and insights that would enrich my understanding of digital media practices.

Learning and Experiences

1. **Social Media Management:** Immersed in the day-to-day operations of social media platforms, I learned to curate content, engage with audiences, and manage online communities effectively. Understanding the nuances of platform algorithms and user behavior was crucial in optimizing content for maximum reach and engagement.
2. **Social Media Campaigns:** Through hands-on experience, I gained insights into conceptualizing, planning, and executing social media campaigns. From setting campaign objectives to monitoring performance metrics, I learned to strategize and adapt to achieve desired outcomes effectively.
3. **Social Media Marketing:** Exploring various marketing techniques, I learned to leverage social media platforms for brand promotion and audience acquisition. From targeted advertising to influencer collaborations, I acquired skills in implementing marketing strategies tailored to specific business objectives.


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Functional Exposure Report

Submitted

In partial fulfillment of the requirements of the degree of
Bachelor of Arts (Journalism and Mass Communication)

By

ABHISHEK MUDGAL
Roll No. 1609200002

Under the supervision of

Dr. Manasvi Maheshwari
Assistant Professor
School of Journalism and Mass Communication
K R Mangalam University



Jmf
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

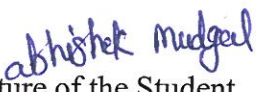
K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

October 2018

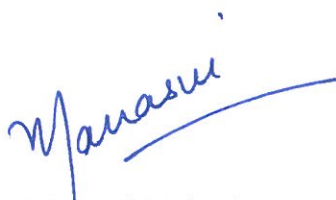
**School of Journalism & Mass Communication
K.R. Mangalam University
Sohna Road
Gurugram**

DECLARATION

I, **Abhishek Mudgal**, Roll No. 1609200002, Batch (2016-19) certify that the Functional Exposure Report contains original work done by me and it has a detailed report of authentic work carried out by me in BA(JMC) program.


Signature of the Student

Date: 16th October, 2018


Dr. Manasvi Maheshwari
Assistance Professor

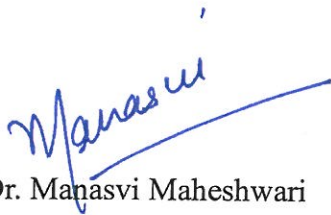

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

School of Journalism and Mass Communication

K. R. Mangalam University, Gurugram, Haryana, India

CERTIFICATE

This is to certify that this Final Exposure Report is an academic work done **Abhishek Mudgal**, Roll No. 1609200002, Batch (2016-19) for the partial fulfillment of the requirement for the award of degree of Bachelors of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Dr. Manasvi Maheshwari
Assistance Professor
School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Acknowledgement

Guidance, Inspiration and motivation have always played a key role in the success of any venture. I would like to pay my sincere regards to all those who guided me in my project work.

I would like to express gratitude and thanks for providing me such a wonderful opportunity to widen the horizons of my knowledge to my Dr. Manasvi Maheshwari. Also thanks to him for giving all support, guidance and encouragement throughout the work.

Last but not the least I would like to thank my parents, family and friends who have directly or indirectly contributed in making this project a success.

Place: Gurugram

Date: 16th October 2018

abhishek mudgal
Student Name: **Abhishek Mudgal**

Roll Number: 1609200002

Jmf
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

EXECUTIVE SUMMARY

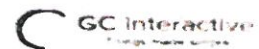
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Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

INTERNSHIP CERTIFICATE



Date: 13th Aug 2018

To Whomsoever It May Concern

This is to certify that **Abhishek Mudgal** has successfully completed his Internship at GC Interactive Pvt Ltd for the duration **June 1 2018 to July 31 2018**. During the internship period he was found keen to work on content writing and creation projects for the company.

We wish him all the best for future endeavours.

Shrey Mishra
Director
GC Interactive Pvt Ltd




Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Functional Exposure Report

Introduction

This Functional Exposure Report encapsulates my enriching internship experience at GC Interactive Pvt. Ltd., where I immersed myself in the nuances Content writing, Content creation and Search engine optimization. Under the guidance of my mentor, Shrey Mishra, Director, at GC Interactive Pvt. Ltd. I gained invaluable insights and practical experience in these domains. The internship provided me with an opportunity to improve my skills and explore the field of Journalism and Mass Communication.

Internship Objectives

The primary objective of my internship at GC Interactive Pvt. Ltd. was to gain hands-on experience and expertise in Content writing, Content creation and Search engine optimization. Additionally, I aimed to explore the broader field of Journalism and Mass Communication to broaden my understanding and skill set.

Learning and Experiences

1. **Content Strategy:** I delved into the strategic planning process, understanding the importance of market analysis, audience segmentation, and content planning. Through practical assignments and projects, I learned to formulate effective content strategies tailored to different platforms and audiences.
2. **Creative Content Development:** I gained insights into the creative process of content creation, exploring various mediums and formats to engage and captivate audiences. From ideation to execution, I honed my skills in crafting compelling narratives and visuals to convey messages effectively.
3. **SEO Techniques:** Through hands-on experience, I acquired a deep understanding of SEO principles and techniques. From keyword research to on-page optimization, I learned to optimize content for search engines, improving visibility and driving organic traffic to websites.
4. **Collaborative Environment:** Collaborating with colleagues and receiving feedback from my mentor, I developed a collaborative mindset and refined my communication skills. Working as part of a team allowed me to leverage diverse perspectives and contribute to collective goals effectively.

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

NDTV

Ref No: NDTV/HRD/IC/10876

August 11, 2018

TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Ms. Annu Sangwan** has successfully completed her internship with **New Delhi Television Limited**. The period of internship was from **June 11, 2018** to **August 10, 2018**.

We wish her well for the future.

For and on behalf of **New Delhi Television Limited**

Himanshu Pant

Himanshu Pant
Senior Manager - HRD, NDTV Group

Jed

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

TO WHOM IT MAY CONCERN

This is to certify that Ms. MEGHA ATTRI, D/O- Mr. OMIPRAKASH ATTRI, a student of BUMC, has successfully completed three (3) months (From 15th May, 2018 to 24th AUG, 2018) long internship program at this P&M MOVIES Pvt. Ltd. During the period of his internship program with us he was found punctual, hardworking and inquisitive.

We wish him every success in life.

For, P&M MOVIES PVT. LTD.



Authorized Signature



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Functional Exposure Report

SJJM357

Submitted

**In partial fulfillment of the requirements of the degree of
Bachelor of Arts (Journalism and Mass Communication)**

By

LAKSHITA KANDPAL

Roll No. 1809200005

Under the supervision of

Ms. Manasvi Maheshwari

Assistant Professor

School of Journalism and Mass Communication

K R Mangalam University



SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

October 2020

**Registrar
K.R. Mangalam University
Sector 14, Gurugram, (Haryana)**

**School of Journalism & Mass Communication
K.R. Mangalam University
Sohna Road
Gurugram**

DECLARATION

I, **Lakshita Kandpal**, Roll No. **1809200005**, Batch (2018-21) certify that the Functional Exposure Report contains original work done by me and it has a detailed report of authentic work carried out by me in BA(JMC) program.

Lakshita

Signature of the Student

Date: **18th October, 2020**

Manasvi

Ms. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication

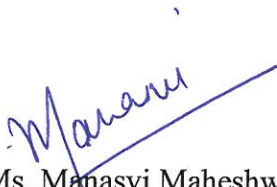
K. R. Mangalam University, Gurugram, Haryana, India

Jmf

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Final Exposure Report is an academic work done **Lakshita Kandpal**, Roll No. **1809200005**, Batch (2018-21) for the partial fulfillment of the requirement for the award of degree of Bachelors of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.


Ms. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Acknowledgement

Guidance, Inspiration and motivation have always played a key role in the success of any venture. I would like to pay my sincere regards to all those who guided me in my project work.

I would like to express gratitude and thanks for providing me such a wonderful opportunity to widen the horizons of my knowledge to my Ms. Manasvi Maheshwari. Also thanks to him for giving all support, guidance and encouragement throughout the work.

Last but not the least I would like to thank my parents, family and friends who have directly or indirectly contributed in making this project a success.

Place: Gurugram

Date: **18th October 2020**

Lakshita
Student Name: **Lakshita Kandpal**

Roll Number: **1809200005**

Jrd
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

EXECUTIVE SUMMARY

As a part of the BA(JMC) curriculum and to gain practical knowledge in the field of media, we were required to make a report on the internship including its course followed by the day-to-day schedule and information. The basic objective behind doing this report is to get knowledge about the different aspects of media and especially the public relation department of any organization.

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Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

INTERNSHIP CERTIFICATE



Registrar
K.R. Mangalam University
Delwa Road, Gurugram, (Haryana)

Functional Exposure Report

Introduction

This Functional Exposure Report encapsulates my enriching internship experience at Wazir Advisors, where I immersed myself in the nuances of Strategy & Implementation, Business Transformation, and Transaction Advisory. Under the guidance of my mentor, Soni Hooda, Assistant Manager at Wazir Advisors, I gained invaluable insights and practical experience in these domains. The internship provided me with an opportunity to improve my skills and explore the field of Journalism and Mass Communication.

Internship Objectives

The primary objective of my internship at Wazir Advisors was to gain hands-on experience and expertise in Strategy & Implementation, Business Transformation, and Transaction Advisory. Additionally, I aimed to explore the broader field of Journalism and Mass Communication to broaden my understanding and skill set.

Learning and Experiences

1. **Strategy & Implementation:** I delved into the strategic planning process, understanding the importance of market analysis, competitive positioning, and strategic decision-making. Through practical assignments and projects, I learned to formulate actionable strategies and oversee their successful implementation.
2. **Business Transformation:** I gained insights into the dynamics of organizational change management and business process optimization. From identifying inefficiencies to implementing strategic initiatives, I learned to drive transformative change within organizations, fostering growth and innovation.
3. **Transaction Advisory:** Through exposure to mergers, acquisitions, and divestitures, I acquired a nuanced understanding of transactional processes and financial analysis. From conducting due diligence to assessing market opportunities, I learned to navigate the complexities of transaction advisory with precision and acumen.
4. **Professional Dynamics:** Collaborating with seasoned professionals at Wazir Advisors, I gained exposure to the intricacies of client engagement, project management, and stakeholder communication. From setting targets to meeting deadlines, I honed my organizational and interpersonal skills, contributing effectively to project success.

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Functional Exposure Report

SJJM357

Submitted

In partial fulfillment of the requirements of the degree of
Bachelor of Arts (Journalism and Mass Communication)

By

KANISHKA SINGHAL
Roll No. 1709200037

Under the supervision of

Dr. Manasvi Maheshwari
Assistant Professor
School of Journalism and Mass Communication
K R Mangalam University



SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)
K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

October 2019


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

**School of Journalism & Mass Communication
K.R. Mangalam University
Sohna Road
Gurugram**

DECLARATION

I, **Kanishka Singhal**, Roll No. 1709200037, Batch (2017-20) certify that the Functional Exposure Report contains original work done by me and it has a detailed report of authentic work carried out by me in BA(JMC) program.

Kanishka

Signature of the Student

Date: 18th October 2019

Manasvi

Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication

K. R. Mangalam University, Gurugram, Haryana, India

Jmf

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

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Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Acknowledgment

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Last but not least I would like to thank my parents, family and friends who have directly or indirectly contributed in making this project a success.

Place: Gurugram

Date: 18th October 2019

Kanishka
Student Name: **Kanishka Singhal**

Roll Number: 1709200037

Jat
Registrar
K. G. Mangalam University
Gurgaon Road, Gurugram, (Haryana)

INTERNSHIP CERTIFICATE



31st July 2019

To Whom So Ever it May Concern

This letter is to certify that Ms. Kanishka Singhal student of 4th semester of KR.Mangalam University has successfully completed her internship programme of 4 weeks with Dainik Bhaskar. Her Internship tenure was 12/06/2019 to 12/07/2019.

She was working with Editorial Department and was actively and diligently involved in projects and tasks assigned to her.

During the span, we found her punctual and hardworking person. Her learning power are good and she picks up swiftly. Her feedback and evaluation proved that she learned keenly.

Moreover her interpersonal, page-making and editing on page skills are brilliant.

We wishing her a bright future.

Sincerely,

Authorized Signatory

Heena Kishorey

(HR – Dainik Bhaskar)

Functional Exposure Report

Introduction


This Functional Exposure Report encapsulates my enriching internship experience at Dainik Bhaskar Group, where I embarked on a journey of learning and growth in the field of Journalism and Mass Communication. As an intern, I had the opportunity to immerse myself in various aspects of content writing, reporting, and other journalistic practices, gaining invaluable insights and practical experience along the way.

Objectives

The primary objective of my internship at Dainik Bhaskar Group was to enhance my skills and knowledge in the field of Journalism and Mass Communication. Through hands-on projects and mentorship, I aimed to refine my expertise in content writing, reporting, and other journalistic practices while also exploring new dimensions within the industry.

Learning and Experiences

1. **Content Writing:** During my internship, I delved into the art of content writing, learning how to craft engaging and informative articles, news stories, and other forms of written content. I gained insights into writing styles, tone, and language tailored to different media platforms and target audiences.
2. **Reporting:** I had the opportunity to hone my reporting skills, learning how to gather, verify, and present news and information in a clear, concise, and objective manner. I gained practical experience in conducting interviews, researching topics, and producing news reports and feature stories.
3. **Journalistic Practices:** Throughout my internship, I learned about various journalistic practices, including ethics, accuracy, fairness, and transparency. I gained a deeper understanding of the role of media in society and the importance of upholding journalistic standards and principles.
4. **Targeted Project Management:** Under the guidance of my mentor, I was assigned specific targets and projects related to content writing and reporting. This structured approach enabled me to set goals, plan strategies, and execute tasks efficiently, while also fostering a sense of accountability and responsibility.


Registrar
K. J. Somaiya Institute of Management Studies & Research
M. G. Mangalam University
Bafna Road, Gurugram, (Haryana)

Functional Exposure Report

SJJM357

Submitted

In partial fulfillment of the requirements of the degree of
Bachelor of Arts (Journalism and Mass Communication)

By

GAURAV SACHDEVA

Roll No. 1709200010

Under the supervision of

Dr. Manasvi Maheshwari

Assistant Professor

School of Journalism and Mass Communication


K R Mangalam University



SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

October 2019


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

**School of Journalism & Mass Communication
K.R. Mangalam University
Sohna Road
Gurugram**

DECLARATION

I, **Gaurav Sachdeva**, Roll No. **1709200010**, Batch (2017-20) certify that the Functional Exposure Report contains original work done by me and it has a detailed report of authentic work carried out by me in BA(JMC) program.



Signature of the Student

Date: 18th October 2019



Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication

K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K. R. Mangalam University
Subang Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Final Exposure Report is an academic work done by **Gaurav Sachdeva**, Roll No. **1709200010**, Batch (2017-20) for the partial fulfillment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.

Manasvi

Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India

Jrd

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Acknowledgment

Guidance, Inspiration and motivation have always played a key role in the success of any venture. I would like to pay my sincere regards to all those who guided me in my project work.

I would like to express gratitude and thanks for providing me such a wonderful opportunity to widen the horizons of my knowledge to my Dr. Manasvi Maheshwari. Also thanks to him for giving all support, guidance and encouragement throughout the work.

Last but not the least I would like to thank my parents, family and friends who have directly or indirectly contributed in making this project a success.

Place: Gurugram

Date: 18th October 2019



Student Name: **Gaurav Sachdeva**

Roll Number: 1709200010



Registrar

K.R. Mangalam University
Sector Road, Gurugram, (Haryana)

EXECUTIVE SUMMARY

As a part of the BA(JMC) curriculum and in order to gain practical knowledge in the field of media, we were required to make a report on the internship done including its course followed by the day-to-day schedule and information. The basic objective behind doing this report is to get knowledge about the different aspects of media and especially the Editorial department of any organization.

In this report I have included various works done during the course of the internship with a copy of work published.

Doing this helped me to enhance my knowledge regarding the work done in the content writing department of an organization and also to gain new knowledge regarding different subjects when working on their projects. Through this report I have come to know about the role of devotion towards professional work and professionalism.



Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

INTERNSHIP CERTIFICATE

An Essel Group Enterprise

ZEEMEDIA

19th August 2019

To Whomsoever It May Concern

This is to certify that **Gaurav Sachadeva** has successfully completed his internship from **June 24, 2019** to **August 19, 2019**. During his internship, he has worked in the **Digital Department of Zee Digital**.

His overall performance was rated as good.

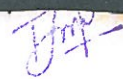
for Zee Media Corporation Limited


HR Department

Zee Media Corporation Limited
(Formerly Zee News Limited)

Corporate Office: EC-19, Sector-16A, Film City, Noida - 201301, UP, India
Phone: +91-120-2510654 | Fax: +91-120-2515240
Regd. Office: Marathon Futurex, 5th Floor, A Wing, N.M. Joshi Marg, Lower Pavai, Mumbai - 400013, India
Phone: +91-22-40551001 | Fax: +91-22-25602017 | www.zee.com | CIN: L92100MH1999PLC121500





Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Functional Exposure Report

Introduction

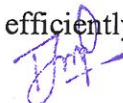
This Functional Exposure Report encapsulates my enriching internship experience at Zee Media, where I embarked on a journey of learning and growth in the field of Journalism and Mass Communication. As an intern, I had the opportunity to immerse myself in various aspects of content writing, reporting, and other journalistic practices, gaining invaluable insights and practical experience along the way.

Objectives

The primary objective of my internship at Zee Media was to enhance my skills and knowledge in the field of Journalism and Mass Communication. Through hands-on projects and mentorship, I aimed to refine my expertise in content writing, reporting, and other journalistic practices while also exploring new dimensions within the industry.

Learning and Experiences

1. **Content Writing:** During my internship, I delved into the art of content writing, learning how to craft engaging and informative articles, news stories, and other forms of written content. I gained insights into writing styles, tone, and language tailored to different media platforms and target audiences.
2. **Reporting:** I had the opportunity to hone my reporting skills, learning how to gather, verify, and present news and information in a clear, concise, and objective manner. I gained practical experience in conducting interviews, researching topics, and producing news reports and feature stories.
3. **Journalistic Practices:** Throughout my internship, I learned about various journalistic practices, including ethics, accuracy, fairness, and transparency. I gained a deeper understanding of the role of media in society and the importance of upholding journalistic standards and principles.
4. **Targeted Project Management:** Under the guidance of my mentor, I was assigned specific targets and projects related to content writing and reporting. This structured approach enabled me to set goals, plan strategies, and execute tasks efficiently, while also fostering a sense of accountability and responsibility.



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Functional Exposure Report

SJJM357

Submitted

In partial fulfillment of the requirements of the degree of
Bachelor of Arts (Journalism and Mass Communication)

By

KOMAL KUMARI
Roll No. 1709200009

Under the supervision of

Dr. Manasvi Maheshwari
Assistant Professor
School of Journalism and Mass Communication
K R Mangalam University



SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

October 2019

Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

**School of Journalism & Mass Communication
K.R. Mangalam University
Sohna Road
Gurugram**

DECLARATION

I, **Komal Kumari**, Roll No. 1709200009, Batch (2017-20) certify that the Functional Exposure Report contains original work done by me and it has a detailed report of authentic work carried out by me in BA(JMC) program.

Komal Kumari
Signature of the Student

Date: 18th October 2019

Manasvi
Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India

Jed
Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Final Exposure Report is an academic work done by **Komal Kumari**, Roll No. **1709200009**, Batch (2017-20) for the partial fulfillment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.


Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India


Registrar
K. R. Mangalam University
Sector 14, Gurugram, (Haryana)

Acknowledgment

Guidance, Inspiration and motivation have always played a key role in the success of any venture. I would like to pay my sincere regards to all those who guided me in my project work.

I would like to express gratitude and thanks for providing me such a wonderful opportunity to widen the horizons of my knowledge to my Dr. Manasvi Maheshwari. Also thanks to him for giving all support, guidance and encouragement throughout the work.

Last but not least I would like to thank my parents, family and friends who have directly or indirectly contributed in making this project a success.

Place: Gurugram

Date: 18th October 2019

Komal Kumari
Student Name: Komal Kumari

Roll Number: 1709200009



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

EXECUTIVE SUMMARY

As a part of the BA(JMC) curriculum and in order to gain practical knowledge in the field of media, we were required to make a report on the internship done including its course followed by the day-to-day schedule and information. The basic objective behind doing this report is to get knowledge about the different aspects of media and especially the production department of any organization.

In this report I have included various works done during the course of the internship with a copy of work published.

Doing this helped me to enhance my knowledge regarding the work done in the production of an organization and also to gain new knowledge regarding different subjects when working on their projects. Through this report I have come to know about the role of devotion towards professional work and professionalism.



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

INTERNSHIP CERTIFICATE



CERTIFICATE OF COMPLETION


A student of KR Mangalam University has successfully completed his/her internship from June 2019 to July 2019 at FOLKLOGUE STUDIOS Pvt. Ltd. under the careful guidance of Ms. Vandana Pant

Komal Kumari was able to successfully participate in and accomplish Shooting and recording folk stories, throughout which he/she was able to showcase his/her great Work Ethic, Punctuality, Creativity, Hard work and Team Spirit.

We at FOLKLOGUE STUDIOS Pvt. Ltd. have thoroughly enjoyed having him/her as an Intern and we wish him/her all the best in his/her future endeavours.



Vandana Pant
Founder, NCD
Date- 02.08.2019



Registrar
K.R. Mangalam University
Gussa Road, Gurugram, (Haryana)

Functional Exposure Report

Introduction

This Functional Exposure Report documents my enriching internship experience at Folklogue Studios Pvt Ltd, where I had the privilege to delve into the world of video production. As an intern, I gained invaluable insights and practical experience in various aspects of video production, including shooting, editing, scriptwriting, and other production tasks.

Objectives

The primary objective of my internship at Folklogue Studios Pvt Ltd was to enhance my skills and knowledge in the field of video production. Through hands-on projects and mentorship, I aimed to refine my expertise in shooting, editing, scriptwriting, and other production-related tasks, while also exploring new avenues within the industry.

Learning and Experiences

1. **Video Production Techniques:** During my internship, I immersed myself in learning and applying various video production techniques. I gained practical experience in camera operation, lighting setup, sound recording, and other aspects of shooting videos, ensuring high-quality footage for production projects.
2. **Editing Skills:** I had the opportunity to sharpen my editing skills by working on editing software tools and platforms. I learned how to assemble raw footage, add visual effects, transitions, and audio elements, and create cohesive narratives that resonate with the target audience.
3. **Scriptwriting:** I delved into the art of scriptwriting, learning how to craft compelling narratives, develop characters, and structure storylines for video projects. I gained insights into the importance of storytelling in engaging and captivating audiences through visual media.
4. **Targeted Project Management:** Under the guidance of my mentor, Vandana Pant, I was assigned specific targets and projects related to video production. This structured approach enabled me to set goals, plan strategies, and execute tasks efficiently, while also fostering a sense of accountability and responsibility.



Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Functional Exposure Report

SJJM357

Submitted

In partial fulfillment of the requirements of the degree of
Bachelor of Arts (Journalism and Mass Communication)

By

PRATEEK SHARMA
Roll No. 1709200016

Under the supervision of

Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K R Mangalam University



SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

October 2019

Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)


School of Journalism & Mass Communication

K.R. Mangalam University


**Sohna Road
Gurugram**

DECLARATION

I, **Prateek Sharma**, Roll No. 1709200016, Batch (2017-20) certify that the Functional Exposure Report contains original work done by me and it has a detailed report of authentic work carried out by me in BA(JMC) program.


Signature of the Student

Date: 18th October 2019


Dr. Manasvi Maheshwari
Assistant Professor


School of Journalism and Mass Communication

K. R. Mangalam University, Gurugram, Haryana, India


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Final Exposure Report is an academic work done by **Prateek Sharma**, Roll No. 1709200016, Batch (2017-20) for the partial fulfillment of the requirement for the award of degree of Bachelor of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

Acknowledgment

Guidance, Inspiration and motivation have always played a key role in the success of any venture. I would like to pay my sincere regards to all those who guided me in my project work.

I would like to express gratitude and thanks for providing me such a wonderful opportunity to widen the horizons of my knowledge to my Dr. Manasvi Maheshwari. Also thanks to him for giving all support, guidance and encouragement throughout the work.

Last but not least I would like to thank my parents, family and friends who have directly or indirectly contributed in making this project a success.

Place: Gurugram

Date: 18th October 2019


Student Name: Prateek Sharma

Roll Number: 1709200016


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

EXECUTIVE SUMMARY

As a part of the BA(JMC) curriculum and in order to gain practical knowledge in the field of media, we were required to make a report on the internship done including its course followed by the day-to-day schedule and information. The basic objective behind doing this report is to get knowledge about the different aspects of media and especially the production department of any organization.

In this report I have included various works done during the course of the internship with a copy of work published.

Doing this helped me to enhance my knowledge regarding the work done in the production of an organization and also to gain new knowledge regarding different subjects when working on their projects. Through this report I have come to know about the role of devotion towards professional work and professionalism.



Registrar
K.B. Mangalam University
Sohna Road, Gurugram, (Haryana)

INTERNSHIP CERTIFICATE



Certificate of Internship

This certificate is presented to

Prateek Sharma

for their rewarding work as an intern at the

FOLKLOGUE STUDIOS Pvt. Ltd.

The internship was conducted between June 2019 to
July 2019 as a part of the Summer Internship Program.

A handwritten signature in black ink, appearing to read "Vandana Pant".

Vandana Pant

Founder, NCD

A handwritten signature in blue ink, appearing to read "Jnt".

Registrar

H.R. Mangalam University
Sonia Road, Gurugram, (Haryana)

Functional Exposure Report

Introduction

This Functional Exposure Report documents my enriching internship experience at Folklogue Studios Pvt Ltd, where I had the privilege to delve into the world of video production. As an intern, I gained invaluable insights and practical experience in various aspects of video production, including shooting, editing, scriptwriting, and other production tasks.

Objectives

The primary objective of my internship at Folklogue Studios Pvt Ltd was to enhance my skills and knowledge in the field of video production. Through hands-on projects and mentorship, I aimed to refine my expertise in shooting, editing, scriptwriting, and other production-related tasks, while also exploring new avenues within the industry.

Learning and Experiences

1. **Video Production Techniques:** During my internship, I immersed myself in learning and applying various video production techniques. I gained practical experience in camera operation, lighting setup, sound recording, and other aspects of shooting videos, ensuring high-quality footage for production projects.
2. **Editing Skills:** I had the opportunity to sharpen my editing skills by working on editing software tools and platforms. I learned how to assemble raw footage, add visual effects, transitions, and audio elements, and create cohesive narratives that resonate with the target audience.
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4. **Targeted Project Management:** Under the guidance of my mentor, Vandana Pant, I was assigned specific targets and projects related to video production. This structured approach enabled me to set goals, plan strategies, and execute tasks efficiently, while also fostering a sense of accountability and responsibility.



Registrar
K. P. Mangalam University
Gurgaon, Gurugram, (Haryana)

Functional Exposure Report

SJJM357

Submitted

In partial fulfillment of the requirements of the degree of
Bachelor of Arts (Journalism and Mass Communication)

By

MUKUL KAMBOJ

Roll No. 1709200023

Under the supervision of

Dr. Manasvi Maheshwari

Assistant Professor

School of Journalism and Mass Communication

K R Mangalam University



SCHOOL OF JOURNALISM AND MASS COMMUNICATION (SJMC)

K. R. MANGALAM UNIVERSITY, GURUGRAM, HARYANA, INDIA

October 2019


Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

**School of Journalism & Mass Communication
K.R. Mangalam University
Sohna Road
Gurugram**

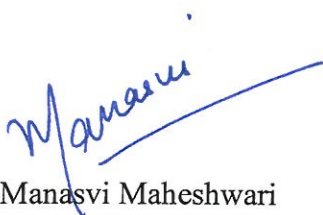
DECLARATION

I, Mukul Kamboj, Roll No. 1709200023, Batch (2017-20) certify that the Functional Exposure Report contains original work done by me and it has a detailed report of authentic work carried out by me in BA(JMC) program.



Signature of the Student

Date: 20th October, 2019



Dr. Manasvi Maheshwari

Assistant Professor

School of Journalism and Mass Communication

K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

CERTIFICATE

This is to certify that this Final Exposure Report is an academic work done by **Mukul Kamboj**, Roll No. 1709200023, Batch (2017-20) for the partial fulfillment of the requirement for the award of degree of Bachelors of Arts in Journalism and Mass Communication from K R Mangalam University, Gurugram.



Dr. Manasvi Maheshwari
Assistant Professor

School of Journalism and Mass Communication
K. R. Mangalam University, Gurugram, Haryana, India



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

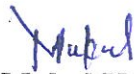
Acknowledgement

Guidance, Inspiration and motivation have always played a key role in the success of any venture. I would like to pay my sincere regards to all those who guided me in my project work. I would like to express gratitude and thanks for providing me such a wonderful opportunity to widen the horizons of my knowledge to my guide Dr. Manasvi Maheshwari. Also thanks to him for giving all support, guidance and encouragement throughout the work.

Last but not the least I would like to thank my parents, family and friends who have directly or indirectly contributed in making this project a success.

Place: Gurugram

Date: 20th October, 2019


Student Name: Mukul Kamboj

Roll Number: 1709200023

EXECUTIVE SUMMARY

As a part of the BA(JMC) curriculum and in order to gain practical knowledge in the field of media, we were required to make a report on the internship done including its course followed by the day-to-day schedule and information. The basic objective behind doing this report is to get knowledge about the different aspects of media and especially the public relation department of any organization.

In this report I have included various works done during the course of the internship with a copy of work published.

Doing this helped me to enhance my knowledge regarding the work done in the public relation department of an organization and also to gain new knowledge regarding different subjects when working on their projects. Through this report I have come to know about the role of devotion towards professional work and professionalism.



Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

INTERNSHIP CERTIFICATE



CERTIFICATE OF COMPLETION

A student of K.R. Mangalam University has successfully completed his/^{her} internship from June 2019 to July 2019 at FOLKLOGUE STUDIOS Pvt. Ltd. under the careful guidance of Ms. Vandana Pant.

Mukul Kamboj was able to successfully participate in and accomplish shooting and Recording Folk Stories throughout which he/^{she} was able to showcase his/^{her} great Work Ethic, Punctuality, Creativity, Hard work and Team Spirit.

We at FOLKLOGUE STUDIOS Pvt. Ltd. have thoroughly enjoyed having him/^{her} as an Intern and we wish him/^{her} all the best in his/^{her} future endeavours.

A handwritten signature in black ink, appearing to read "Vandana Pant".

Vandana Pant

Founder, NCD

Date- 2nd August, 2019

A handwritten signature in purple ink, appearing to read "Jit".

Registrar

K.R. Mangalam University
Sehna Road, Gurugram, (Haryana)

Functional Exposure Report

Introduction

This Functional Exposure Report encapsulates my enriching internship experience at Folk Studios, where I immersed myself in the nuances of videography, photography, and video editing. Under the guidance of my mentor, Vandana Pant, Founder, Folk Studios. I gained invaluable insights and practical experience in these domains. The internship provided me with an opportunity to improve my skills and explore the field of Journalism and Mass Communication.

Internship Objectives

The primary objective of my internship at Folk Studios was to gain hands-on experience and expertise in Of videography, photography, and video editing. Additionally, I aimed to explore the broader field of Journalism and Mass Communication to broaden my understanding and skill set.

Learning and Experiences

1. **Videography:** Immersed in the world of visual storytelling, I mastered the art of capturing compelling narratives through the lens of a camera. From mastering technical intricacies to harnessing the power of composition, I honed my skills to convey impactful stories through video content.
2. **Photography:** Armed with a camera and a creative vision, I explored the art of freezing moments in time. Through experimentation with lighting, angles, and perspectives, I learned to create captivating photographs that resonated with emotion and authenticity.
3. **Video Editing:** Armed with industry-standard editing tools, I delved into the realm of post-production, seamlessly weaving together footage to create cohesive and engaging visual narratives. From cutting-edge techniques to meticulous attention to detail, I refined my craft in video editing, breathing life into raw footage.
4. **Production Dynamics:** From pre-production planning to post-production execution, I gained a comprehensive understanding of the production workflow. Collaborating with talented professionals, I navigated through the intricacies of scripting, shooting, and editing, contributing to the seamless execution of various projects.


Registrar

K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)

The Indian EXPRESS

July 02, 2019

Internship Certificate

This is to certify that Aditi Kar, student of KR Mangalam University, has undergone an internship with us from June 02, 2019 to July 02, 2019.

She did her internship in the InUth department of The IE Online Media Services (P) Ltd. at Noida.

During her internship she was under the guidance of Mr. Premankur Biswas, Editor, InUth.

Enclosed below is the feedback of her performance during the internship:

"In this one month she has shown diligence towards her work and willingness to try out different forms of storytelling, including videos stories."

We wish her well in his future endeavors.

Yours sincerely,
For IE ONLINE MEDIA SERVICES (P) LTD.


for Authorized signatory




Registrar
K.R. Mangalam University
Sohna Road, Gurugram, (Haryana)