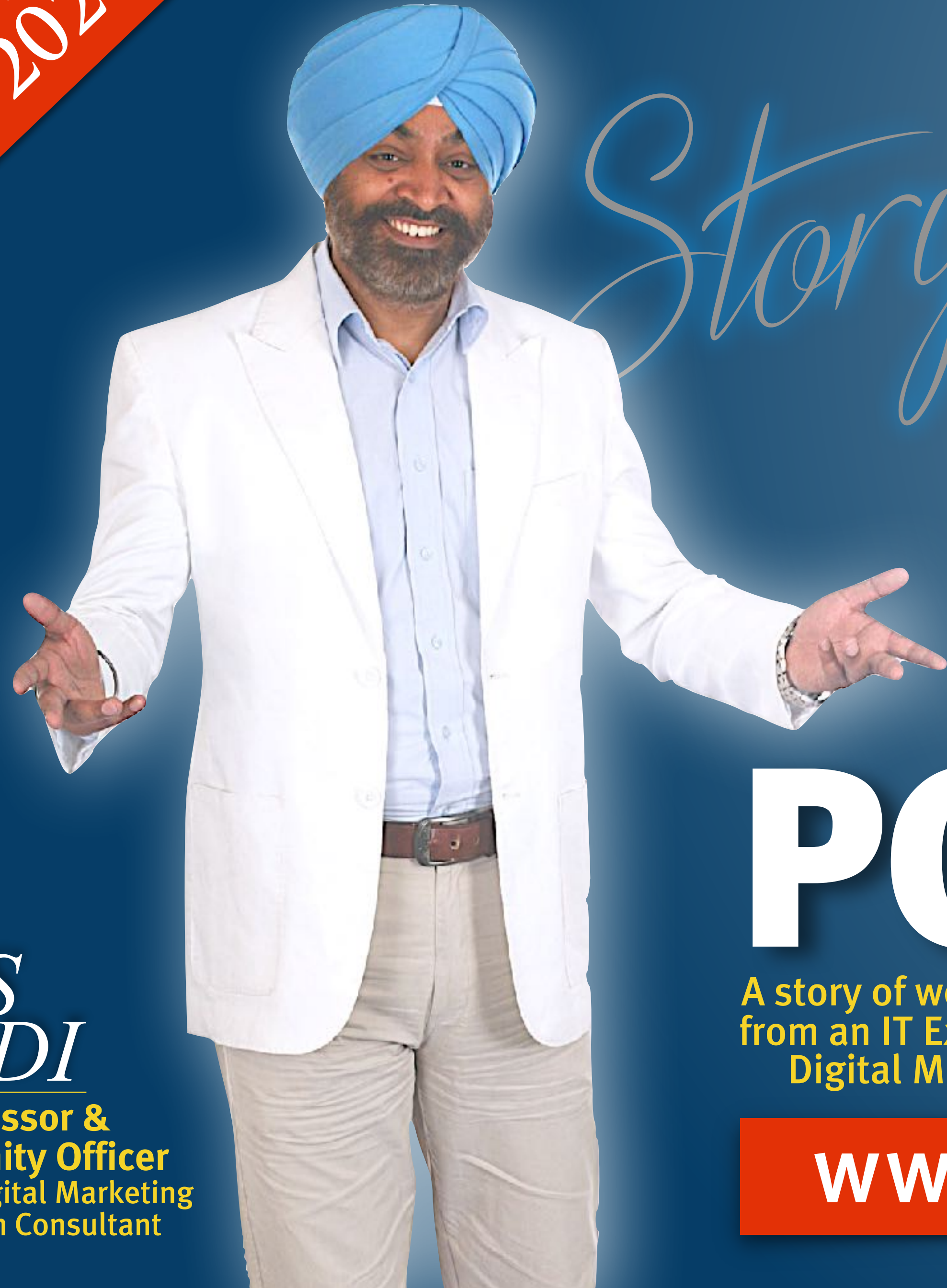


**CREATIVE  
RESUME 2026**



*Storyteller*

**CUMULATIVE  
Knowledge,  
Experience &  
Expertise!**

# A VISUAL PORTFOLIO

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!

**GS  
VIRDI**

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

[www.gsvirdi.magworld.in](http://www.gsvirdi.magworld.in)

# 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.)

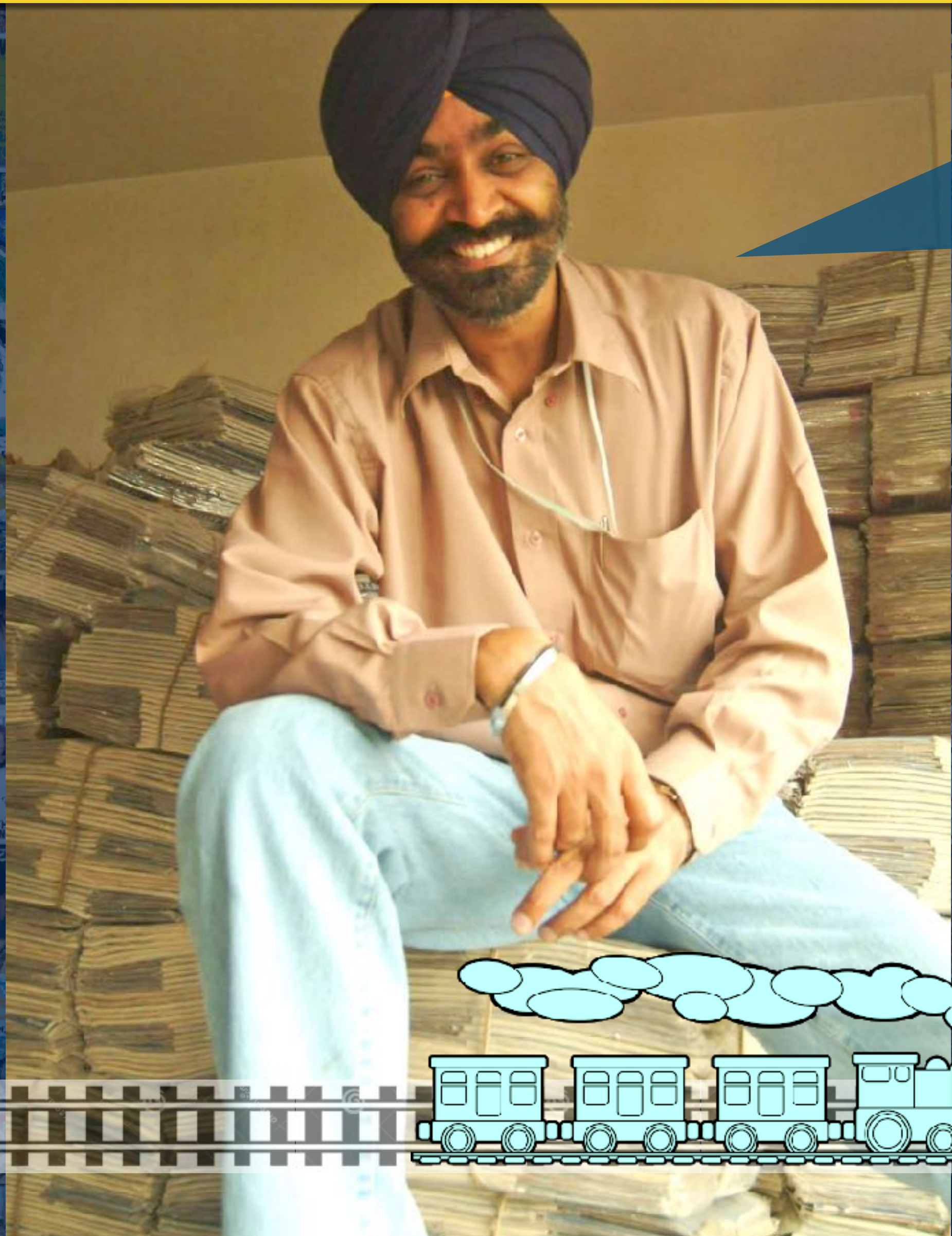
# Once there was a BILLA SIR in Ajmer

- 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!***

मुंबई सेंट्रल, मुंबई सेंट्रल  
MUMBAI CENTRAL

May  
1999

# Headed many B2C & B2B Magazines

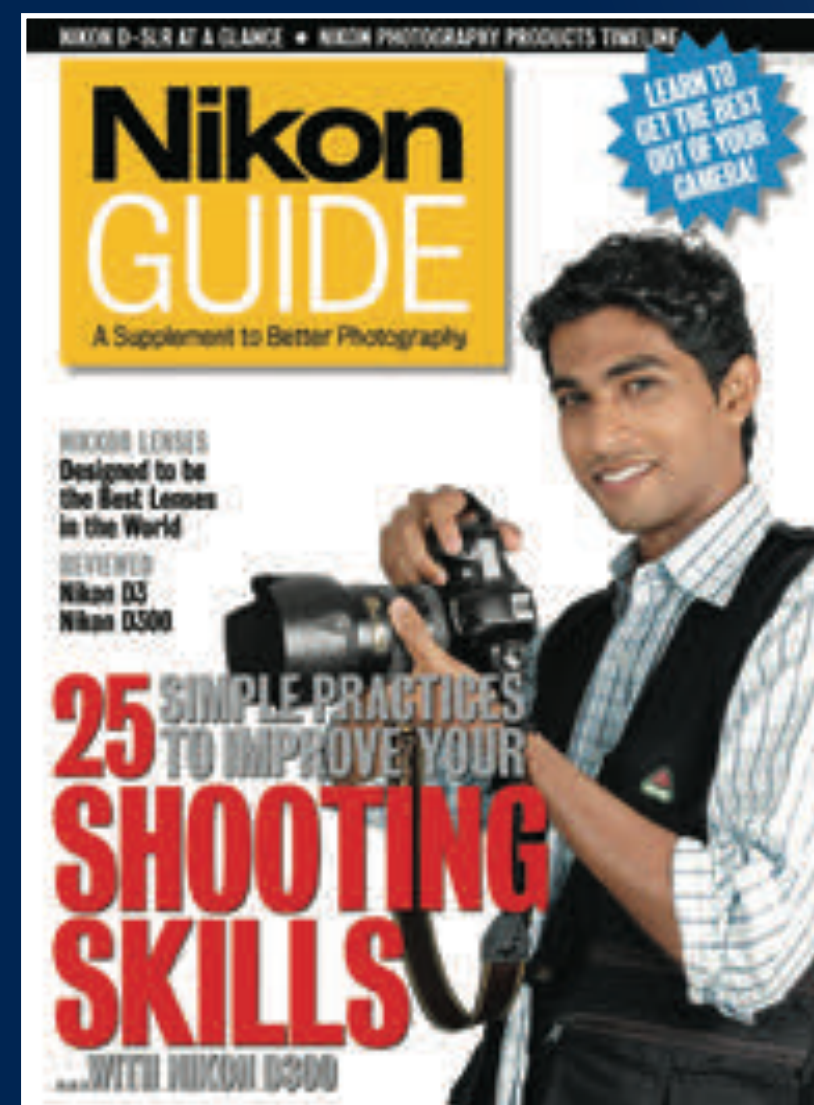
**16 years in Mumbai:** Launched, Edited, Redesigned, Managed several **Consumer** and **Business** magazines from a wide range of genres including **IT, Computing, Auto, Photography, Business, Imaging, Entrepreneurship, Realty, Franchising** etc. in English and **Hindi** languages.



# 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**.







# Consulting Editor for many Magazines

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

ऑटो समाचार

वीएमडब्ल्यू इंडिया ने 2022 में की अपनी सबसे अधिक बिक्री

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

हुडई इंडिया ने वर्ष 2022 में बिक्री के स्थापित किए गए कीर्तिमान

विशेष समीक्षाएं

टोयोटा इलेवा इलुमिना: फर्स्ट ड्राइव की समीक्षा  
Dec 7, 2022 • 609

वीएम एनबीएड इंटर 350 का सींग टर्न का अपडेट: 667 किमी  
Nov 21, 2022 • 369

रेव रोवर डी350 एलडब्ल्यूवी ऑटो बायोडिज़ल: फर्स्ट ड्राइव की समीक्षा  
Nov 18, 2022 • 248

ऐटलस मॉडिन डीबीएस707: फर्स्ट ड्राइव की समीक्षा  
Nov 17, 2022 • 337

जारा 42 बीएच: फर्स्ट ड्राइव की समीक्षा  
Nov 14, 2022 • 502

ऑडी Q3: फर्स्ट ड्राइव की समीक्षा  
Dec 15, 2022 • 209

ऑडी Q3: फर्स्ट ड्राइव की समीक्षा  
Dec 15, 2022 • 209

टोयोटा इलेवा इलुमिना: फर्स्ट ड्राइव की समीक्षा  
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Nov 14, 2022 • 502

ऑडी Q3: फर्स्ट ड्राइव की समीक्षा  
Dec 15, 2022 • 209

विशेष

50 की जर्सी एम: एक जगमागामे सितारे के पवास सालों का सफर  
Dec 9, 2022

ज़िंदगी आ रहा हूँ मैं: हाली डेविडसन की आउटबैक फेस्टिवल  
Dec 9, 2022

राइडर मैगिज़ 2022 में हमने मचाया जो धमाल...  
Nov 29, 2022

नवीनतम पोस्ट

माराज़ि सुज़ुकी ग्रैंड विटरा एम-सीएनजी २. 12.85 लाख में उपलब्ध...  
Jun 6, 2023

ऑडी Q3: फर्स्ट ड्राइव की समीक्षा  
Dec 15, 2022

ओसा एल1 ड्री का सींग टर्न का अपडेट: 968 किमी  
Sep 9, 2022

ज़िंदगी आ रहा हूँ मैं: हाली डेविडसन की आउटबैक फेस्टिवल  
Dec 9, 2022

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

TOP 7 FRANCHISING IDEAS 'HOW TO' GET MORE OUT OF YOUR VC

## Entrepreneur

Want to be a Billionaire?

16 smoking hot sectors to be in

STARTUPS: A must-read for new ventures

INDIA

## Forbes

STARING DOWN THE ENEMY

Lakshmi Mittal just lost \$26 billion to the worst crisis of his career. But not his will to fight back

India's No.1 Car & Bike Magazine

## OVERDRIVE

RECESSION?

NEW BMW 7 SERIES TAKES ON MERC S-CLASS & AUDI A8

COMPARO SPECIAL XCD135 vs GLADIATOR & STUNNER LINEA 1.4 vs FIESTA & DZIRE I20 vs FABIA & SWIFT

NEW FOR '09 CHEVY SPARK

PEOPLE'S CHOICE XYLO TAKES ON REFRESHED INNOVA

DRIVEN CAPTIVA AUTO, SONATA TRANSFORM, PASSAT COMMON-RAIL

INDIA'S YOUNGEST AUTOMOTIVE PUBLICATION

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TVS APACHE RTR 310 DYNAMIC THRILLS NOW IN A NAKED PACY USE

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FRANCHISOR SPEAK R S Sodhi, MD, Anmol

www.realtyplusmag.com

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DEVELOPER SPEAK

PROPERTY GUIDE

NEWS FOCUS

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

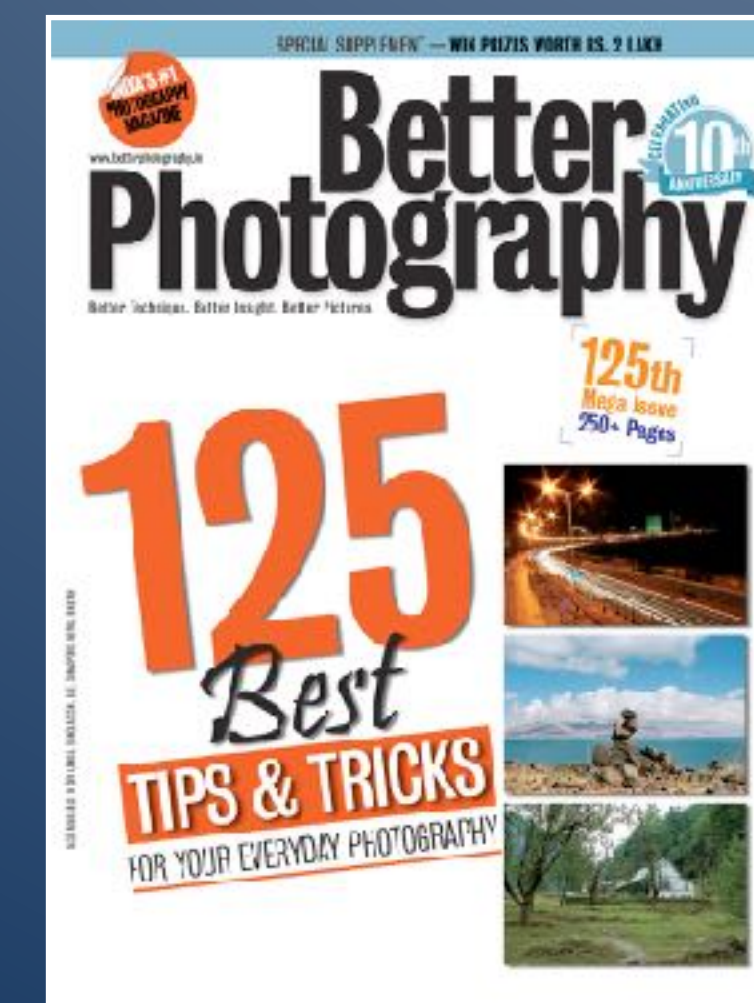
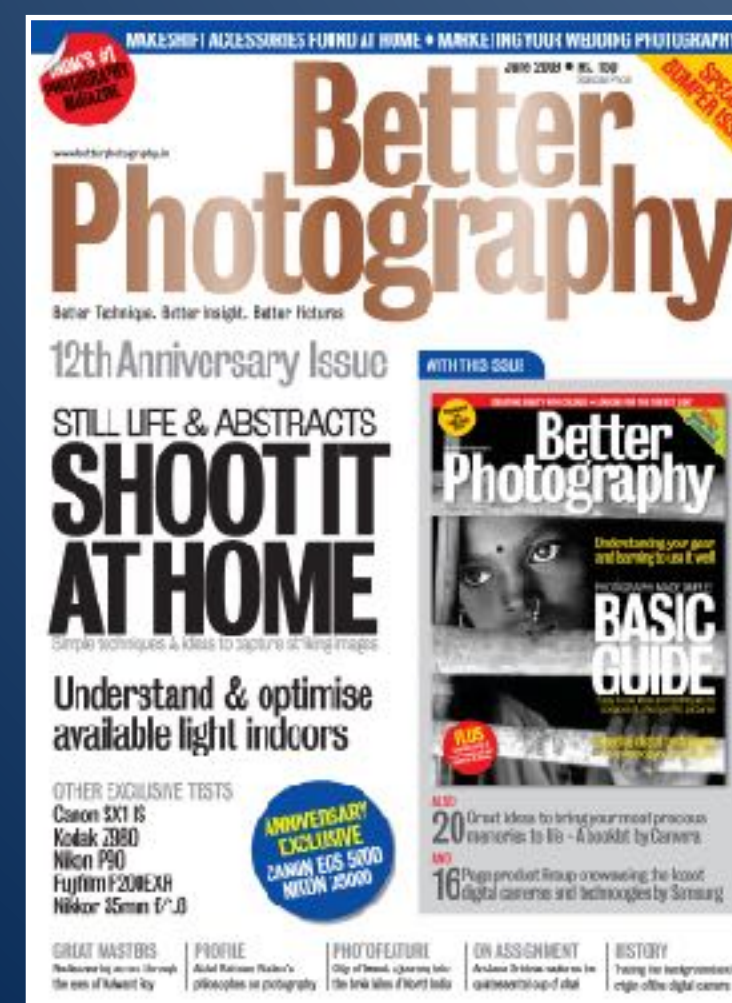
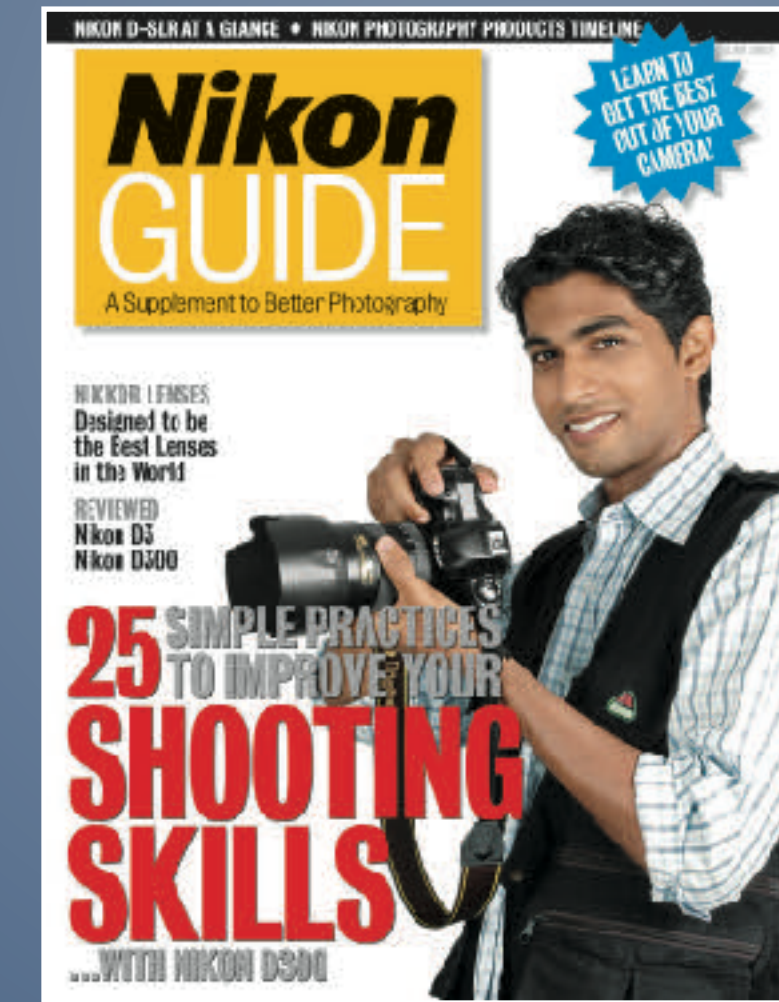
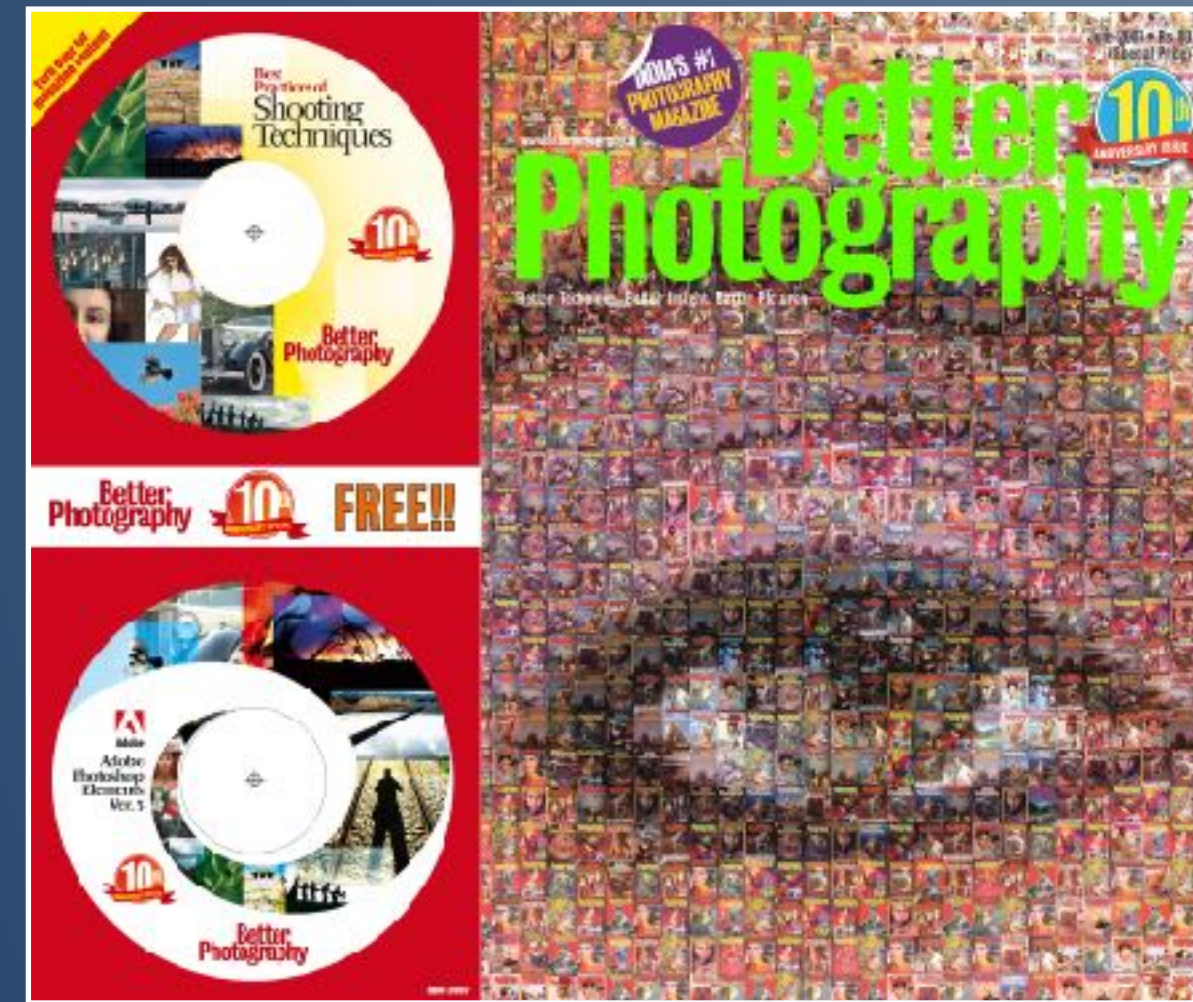
# Innovations & the Craziest Activities

*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.***

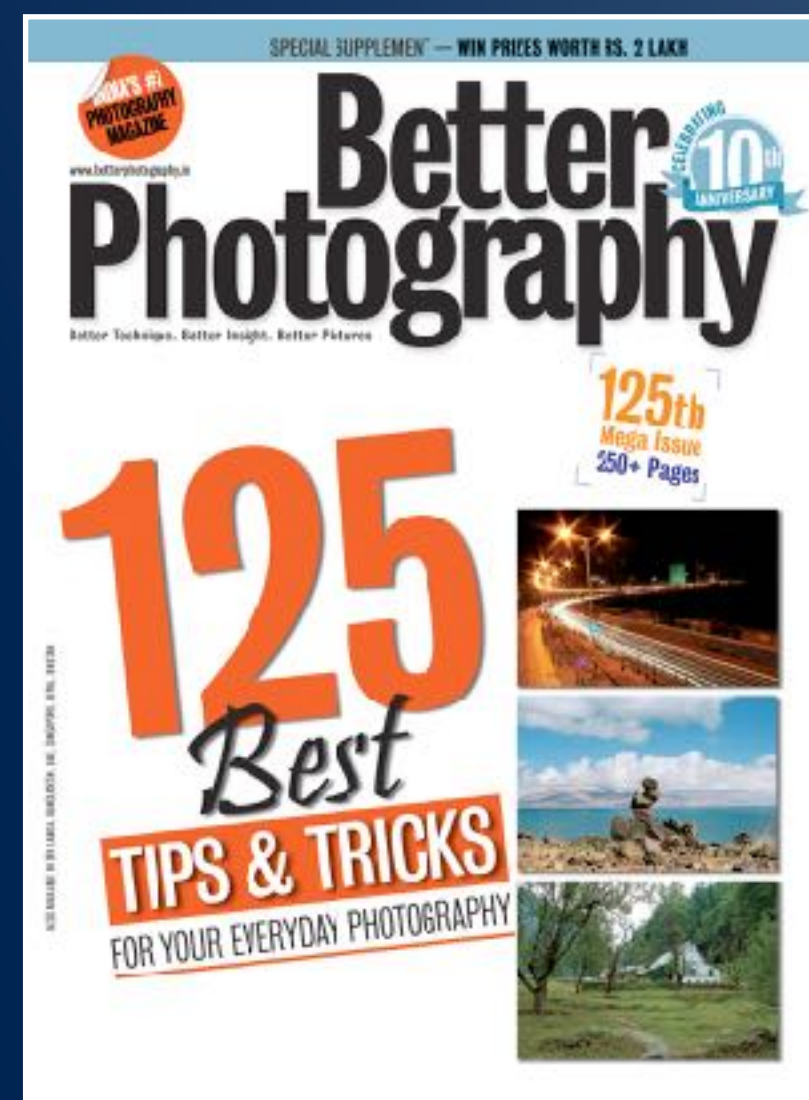
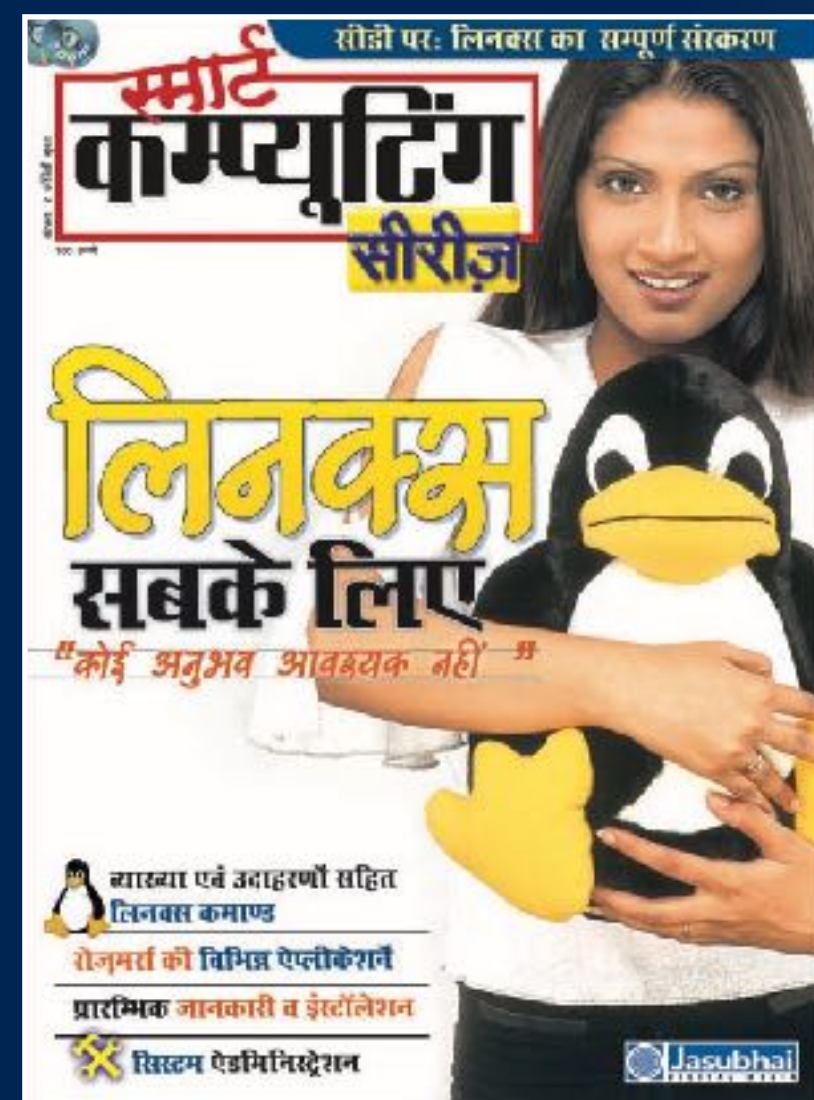
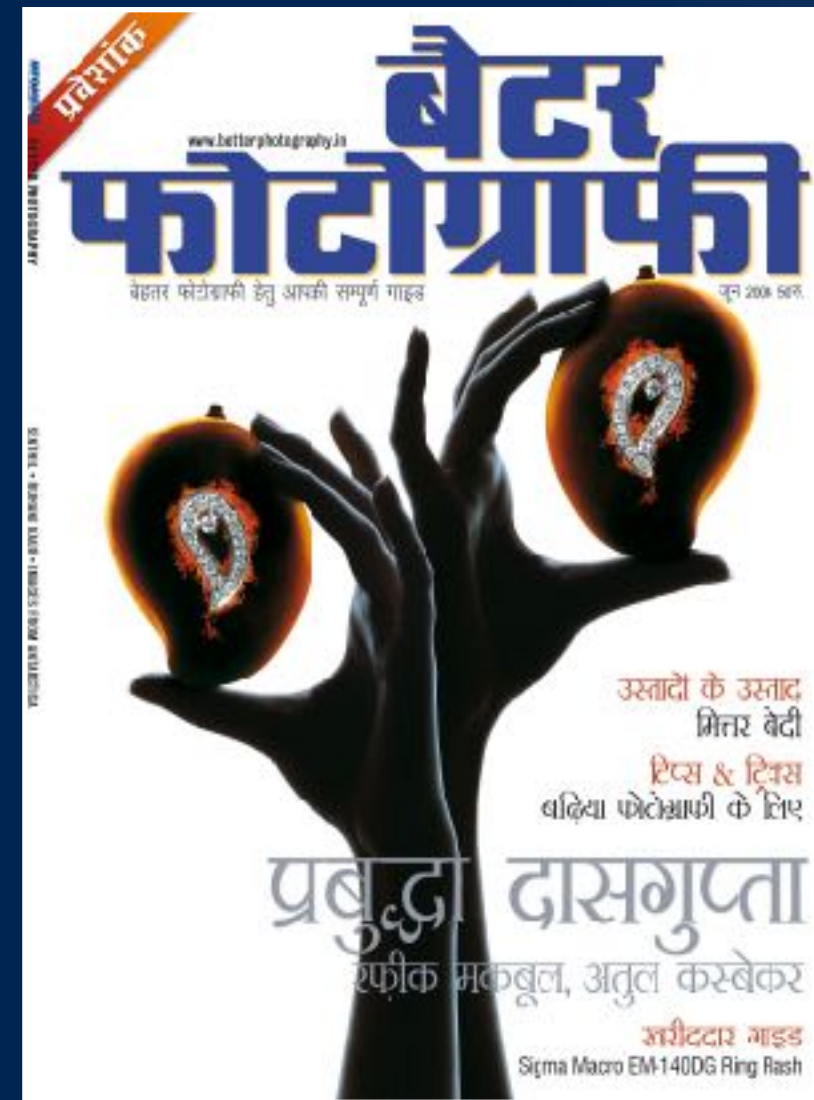


# They say- 'Think out of the box', I did it.

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!

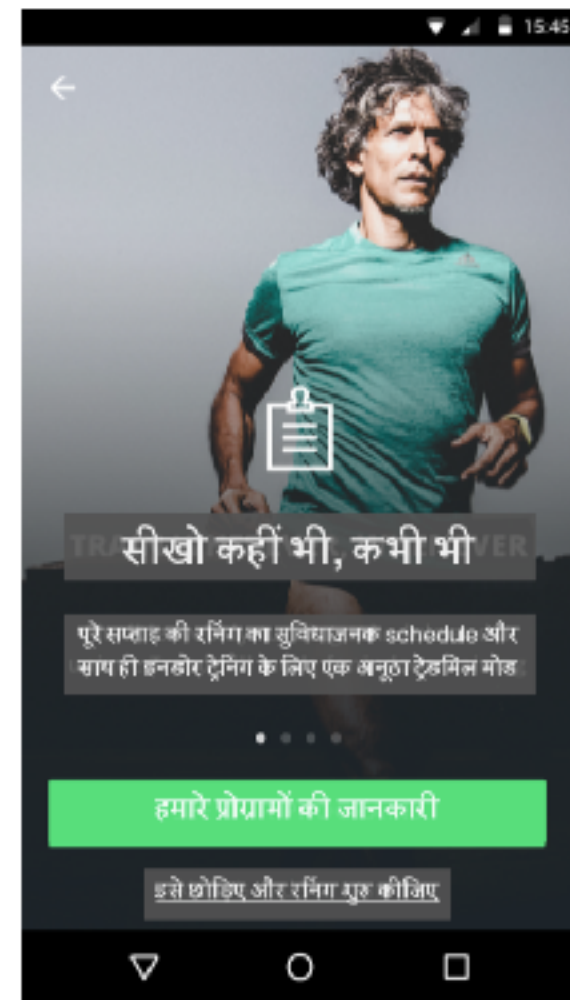
*I realised that I had more **bandwidth** to contribute to the industry, so I started **Freelance and Personal Projects**.*

Jan  
2004



# Content Services to several projects

 **naukriguru.com**  
The Guru of all Jobs



360°

*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](http://www.MAGworld.in).*

**MAGWORLD**

**MAGWORLD**

Excellence  
Awards 2014



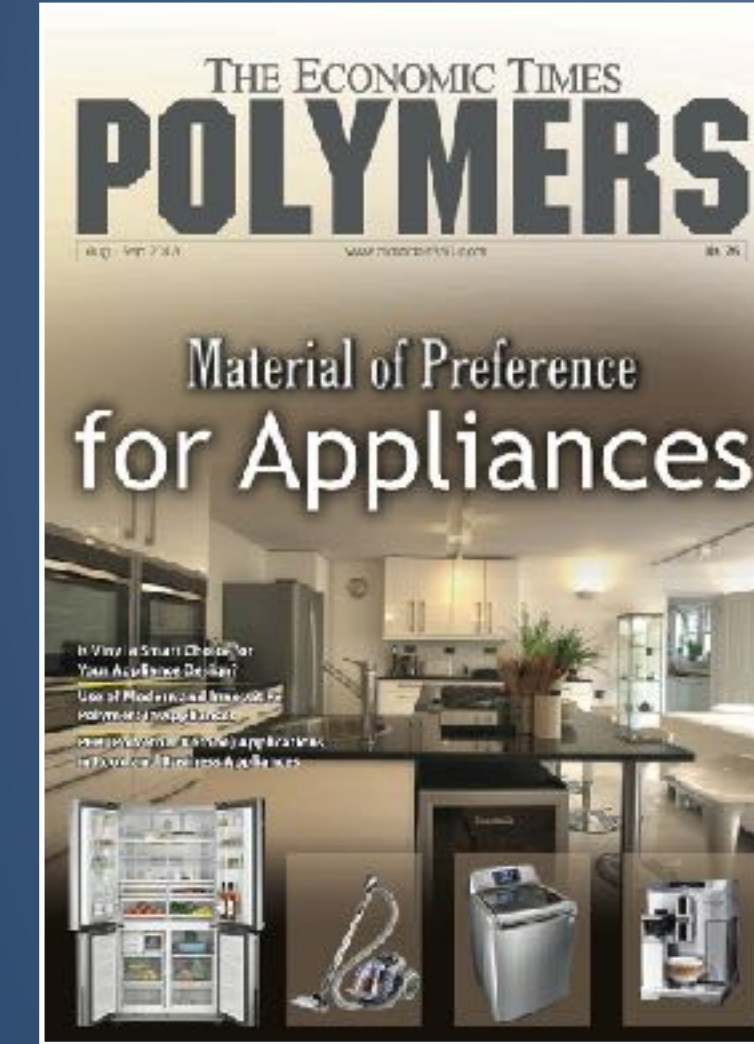
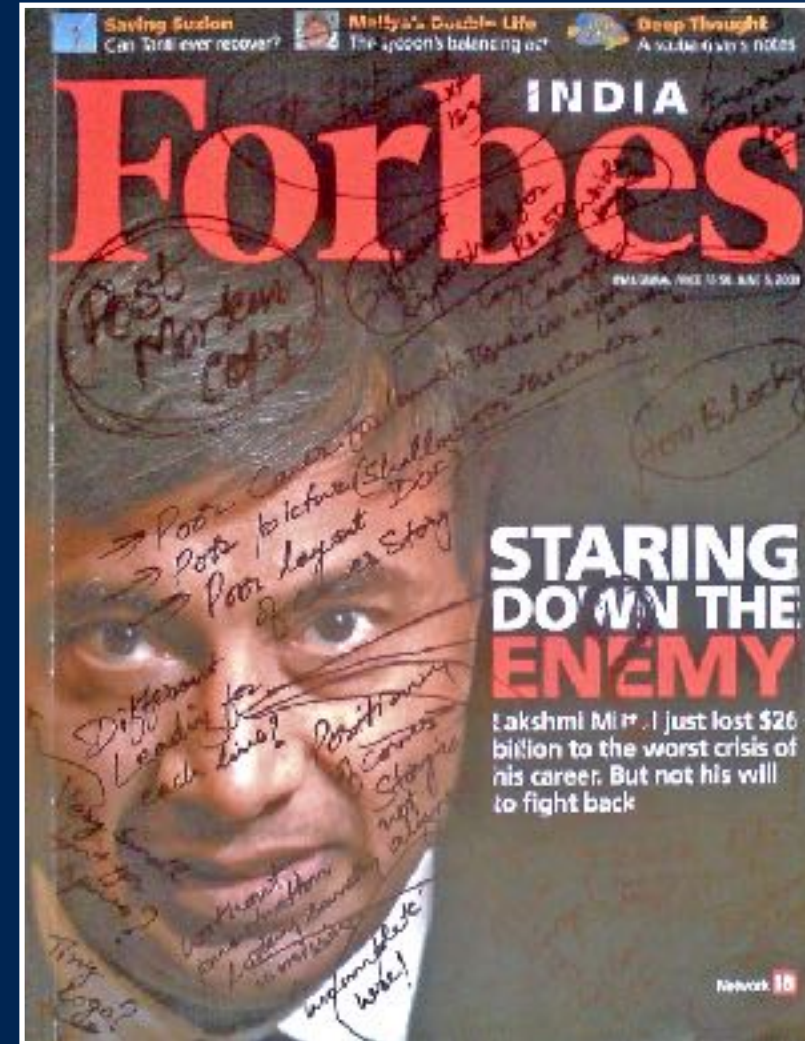
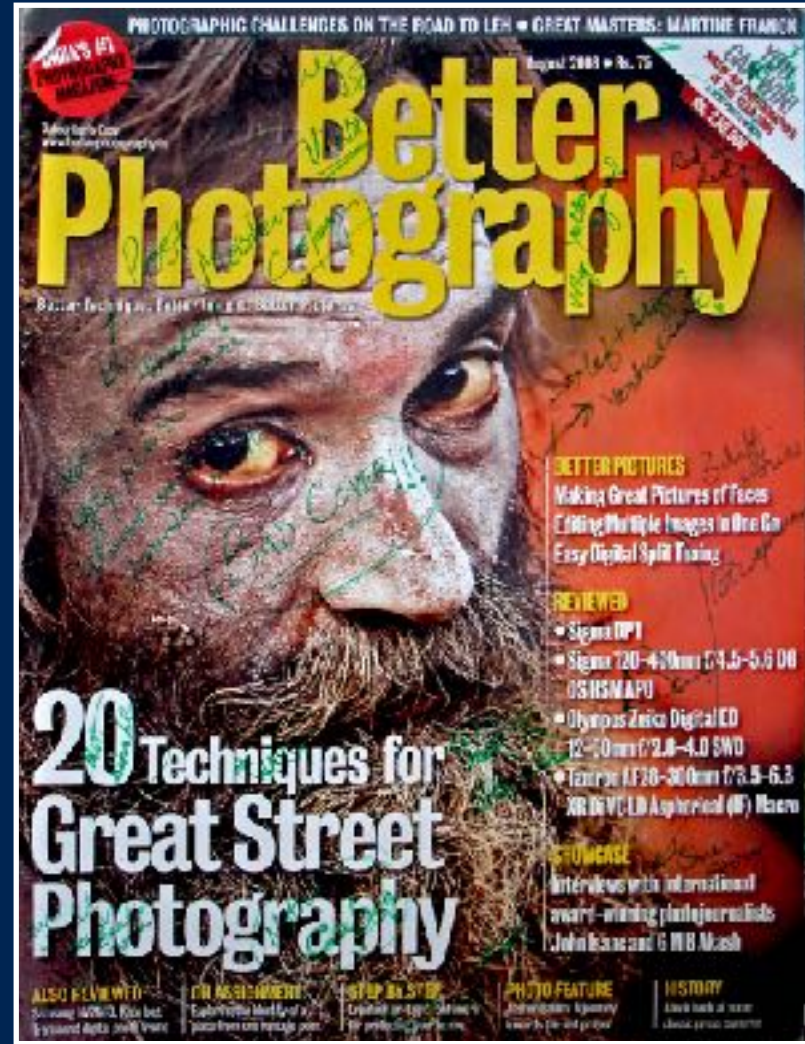
पाठक.  
लेखक.  
प्रकाशक.  
आप इनमें से कोई भी हैं तो अभी आइए

 Kalaage

जहाँ आपको बाकी के दोनों भी मिल जाएंगे

[www.Kalaage.net](http://www.Kalaage.net) - दुनियाभर के पाठकों, लेखकों और पत्र-पत्रिकाओं को एक-दूसरे से जोड़ने वाला इकलौता मंच.

# Critical feedback and Post-mortems



### Carwale की हिन्दी, Google... ओह, भगवान भरोसे!

पिछले लगभग 30 वर्षों में अनकों हिन्दी/अंग्रेजी, राष्ट्रीय/अंतर्राष्ट्रीय, कन्ज्यूमर/बिजनेस मैगजीनों के संपादन एवं प्रबंधन के दौरान, और उससे भी बहुत पहले से अनकों पत्र-पत्रिकाओं को पढ़ते-बेखते, भाषा और पाठ्यसागरी का इतना गिरा हुआ स्तर मैंने कभी नहीं देखा। कनटेंट मीडिया के बिजनेस में रहते हुए कोई व्यक्ति इस प्रकार की निम्न स्तर की सामग्री को लेकर क्या उम्मीद रख सकता है यह तो www.Carwale.com के शीर्ष पर बैठे प्रबंधक ही बता सकते हैं या फिर वे भी अनजान हैं कि उनकी वेबसाइट पर पिछले 6 माह से कितनी घटिया सामग्री परोसी जा रही है।

New-gen Mahindra Thar BS-VI variant spied on test with a soft-top roof

Carwale

carwale New Cars - Used Cars - Reviews & News - Search - Enter your location

Car News

नवीन ग्लोवा 2022 का शोह इतना ही है	नवीन ग्लोवा को सिर्फ पैसे ₹ 11,499 पर ही खरी लें	जबत तक महार नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें
नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें
नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें
नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें	नवीन ग्लोवा को खरी लें



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**





# Engagement on Social Media Platforms



facebook

**CONTENT, COMMUNICATION & DIGITAL MARKETING EXPERT**  
Gurjender Singh Viridi +91-98193-00669 Gurjender@gmail.com

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**हिन्दी**  
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**MAGWORLD**  
www.MAGworld.in

**PHOTOGRAPHY**

**Gurjender Singh Viridi**  
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Add to story Edit profile



Apni Smart City Life



Apni Smart City Life



INDIA'S TOP 100 MAGAZINE COVERS



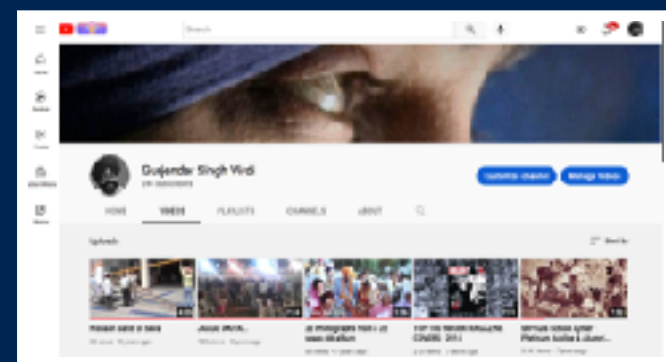
Gurjender Singh Viridi



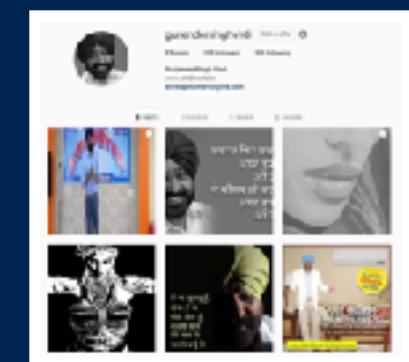
Gurjender Singh Viridi



Gurjender Singh Viridi



Gurjender Singh Viridi



Gurjender Singh Viridi



Gurjender Singh Viridi



Gurjender Singh Viridi



Gurjender Singh Viridi



[gurjender@gmail.com](mailto:gurjender@gmail.com)

# Regularly Active in Blogging Since 20 Years

**MEDIA JUNCTION**

[www.mediajunction.blogspot.com](http://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

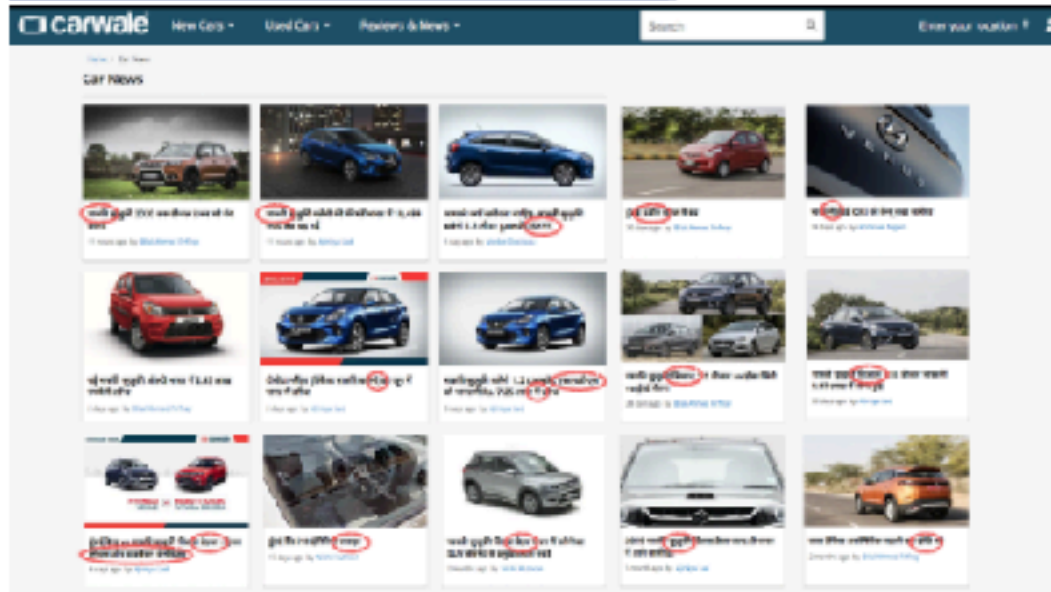


aka MAGAZINE SINGH 'VIRDI'CT

300+ magazines reviewed so far..



## TRIAL & ERRORS... EK BAAR PHIR SEI



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

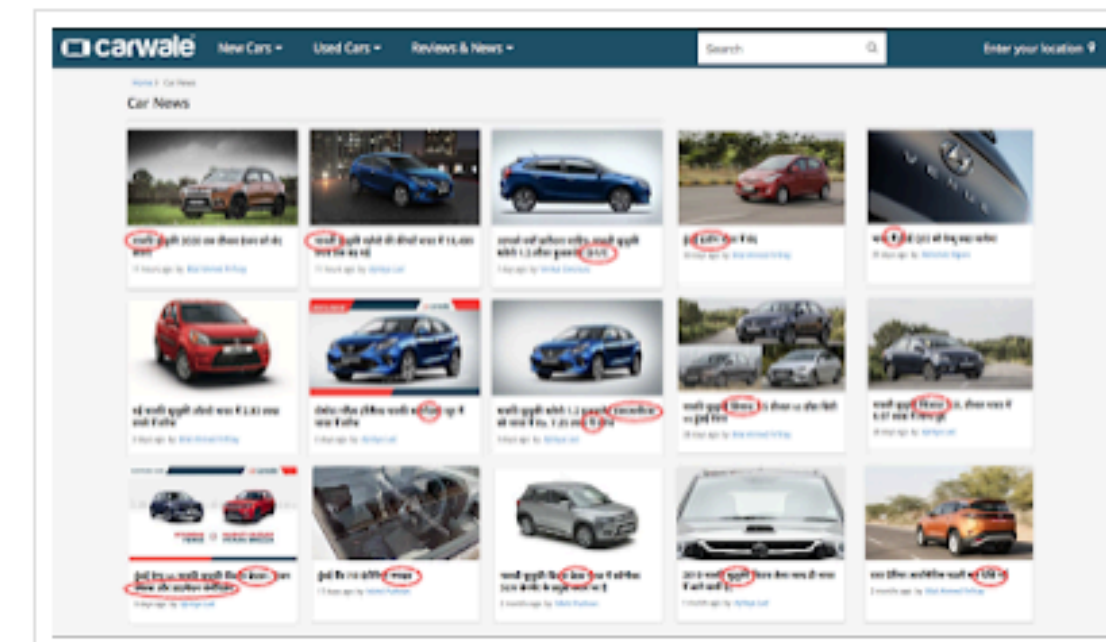
**MEDIA JUNCTION**

Views and Observations on Print Media in India (Powered by [www.MAGworld.in](http://www.MAGworld.in))

Search This Blog

Thursday, April 25, 2019

## TRIAL & ERRORS... EK BAAR PHIR SEI



“  
'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 ekdm 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

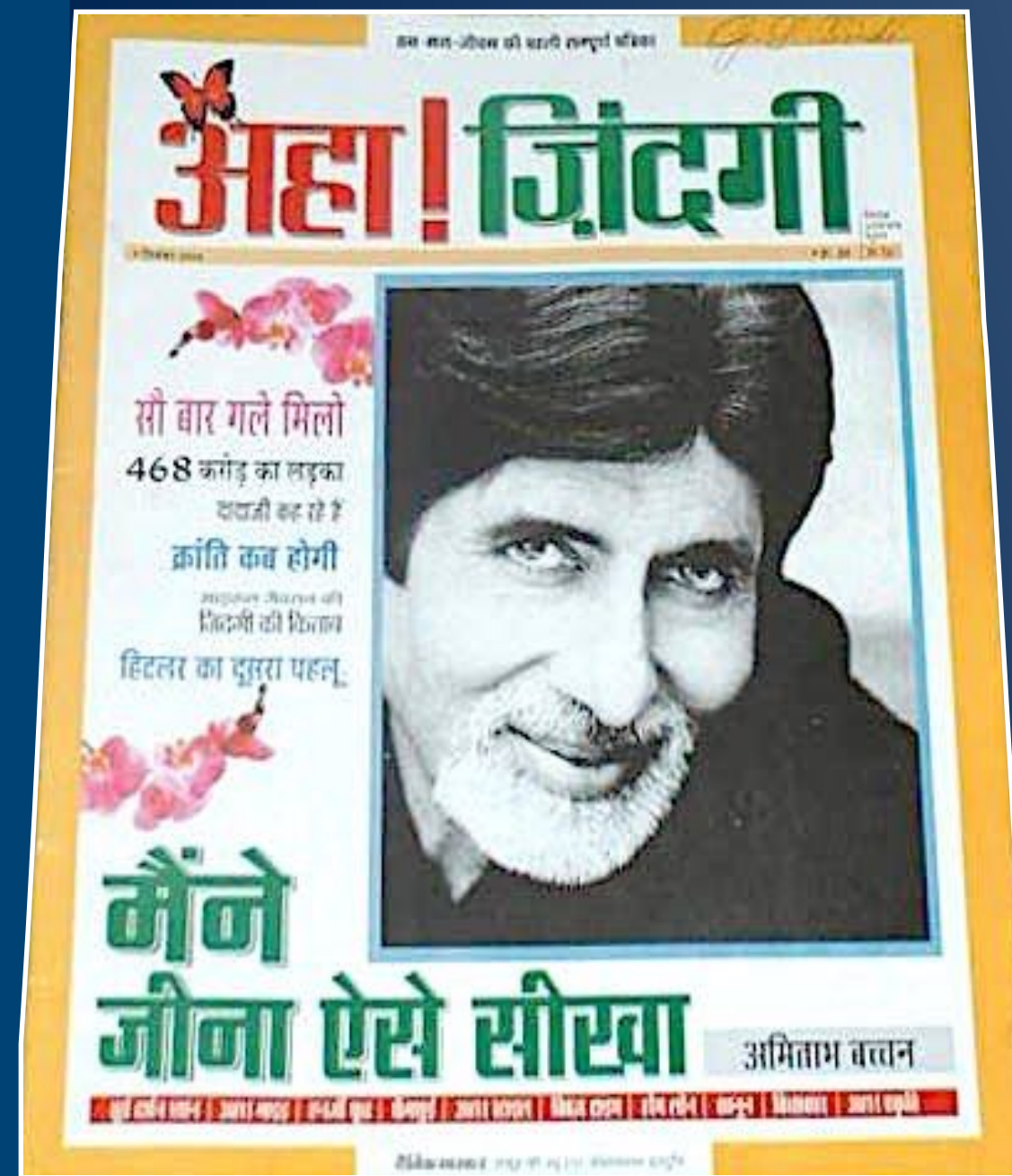
Apr  
2005

*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 .....	●●○○○
<b>'VIRDI'CT .....</b>	<b>●●○○○</b>

*How to use 'VIRDI'CT..??*

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

[WWW.MEDIAJUNCTION.BLOGSPOT.COM](http://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 through 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.magazine.com](http://www.magazine.com) 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

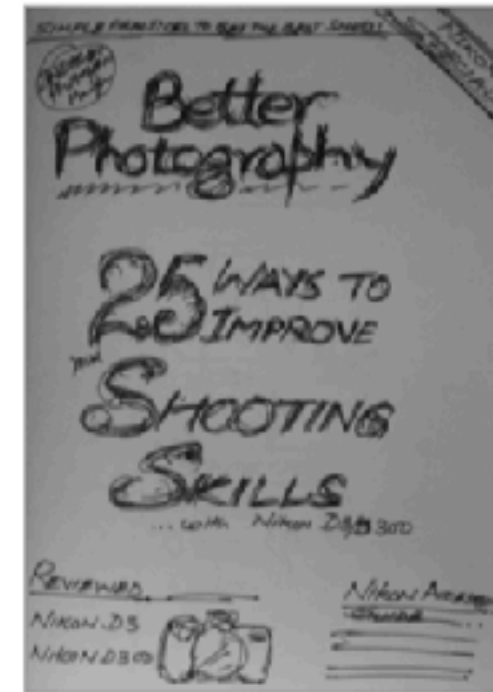


*Mentoring has been the best way of learning for me. It not only enhanced my skills, but also helped me to build a strong and better team and that has resulted in our performance.*

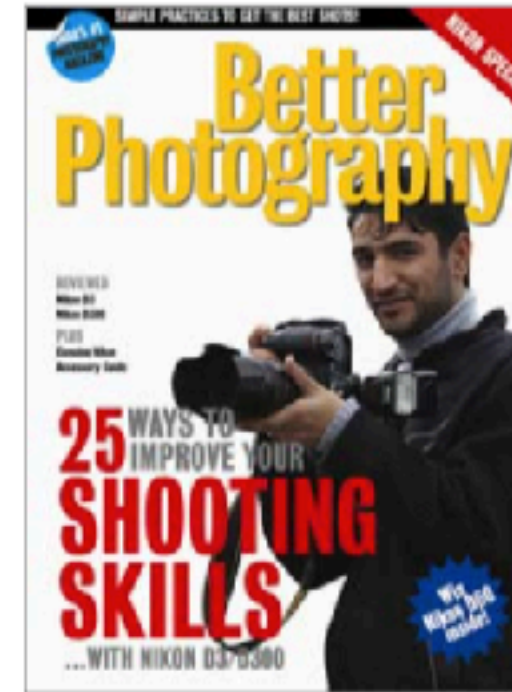
# Train your team, get multiple benefits

- 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**

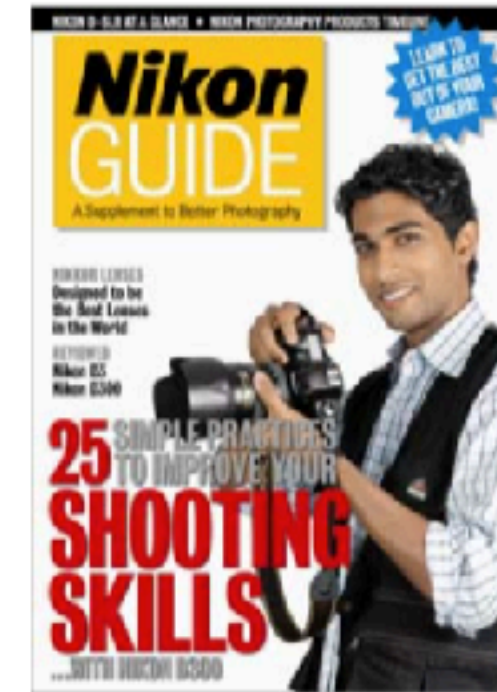
## Case1: Making of cover for a booklet for Nikon



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...

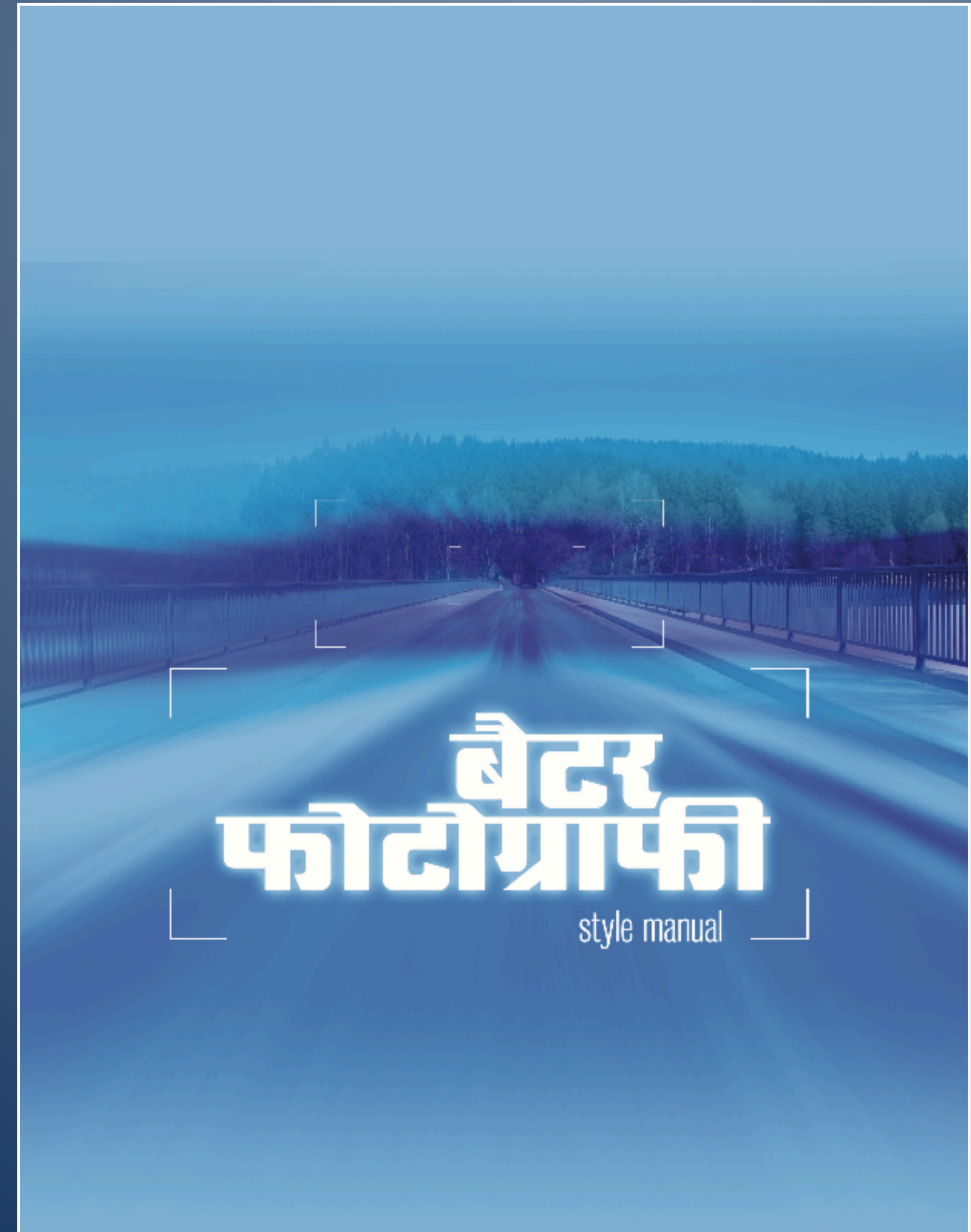
11 years ago, 12 slides

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 spread elements of the story to be covered.  
(My, Editor, Writer)
- 3 Writing/Shooting**  
Writers will get ready Scribble, Text, Elements, Photographs, Illustrations and submit text to Copy Desk & Images/Scribble to My, Designer.  
(Writer)
- 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, Writer)
- 5 Layout**  
Along with the story writer, Designer will layout the allocated pages as per the scribble provided to him in advance.  
(Writer, Designer)
- 6 1st Proof**  
Writers will get black & white printout to check Title, Intro, Main text, Photographs, and all elements carefully. Writer will sit with designer to make corrections if required.  
(Writer)
- 7 2nd Proof**  
My, Editor will get new black & white printout to check all the elements, images, caption, 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 stability. 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, foto, page numbers as per the pagination & will prepare PDF and takecolor printout for the press.  
(Designer)
- 10 Checking & Firing**  
My, Editor will check final prints for final elements like page number, slug, foto and sign etc. If all OK, Designer will upload the story in press's server & send printout to the press.  
(My, Editor, Designer)

BP Editorial Work Flow



# Knowledge sharing is my hobby now

शाप Smart Live स्मार्ट

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

**अजयमेख प्रेक्ष क्लब** की स्मार्ट सिटीजन वर्कशॉप में सरल भाषा में जानिए

आप जान लेंगे वो आप दूसरों को प्रभावित कर सकेंगे!

2016 में स्मार्ट शब्दावली और स्मार्ट शॉपिंग टिप्स

गुरजेंद्र सिंह विर्दी  
www.ApnSmartCityLife.com  
स्मार्ट कम्युनिटी, शिवा, वेटर फोटोग्राफी, डिजिटल, शीकटूटिंग और एडिटरशिप के पूर्ण संचालक

रोजाना अजयमेख प्रेक्ष क्लब के कार्यक्रमों के लिए बुधवार, 14 जुलाई 2020 | समय: 12:30 | अवधि: 45 मिनट

HOW TO CREATE A UNIQUE IDENTITY OF YOUR MAGAZINE

**MAGWORLD**

Mastering SCIENCE and ART of फोटोग्राफी

Absolutely No Experience Required

Make It Matter 23

HDFC ERGO Take it easy!

Date: 3<sup>rd</sup> 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

# Budding as a Visual Communicator



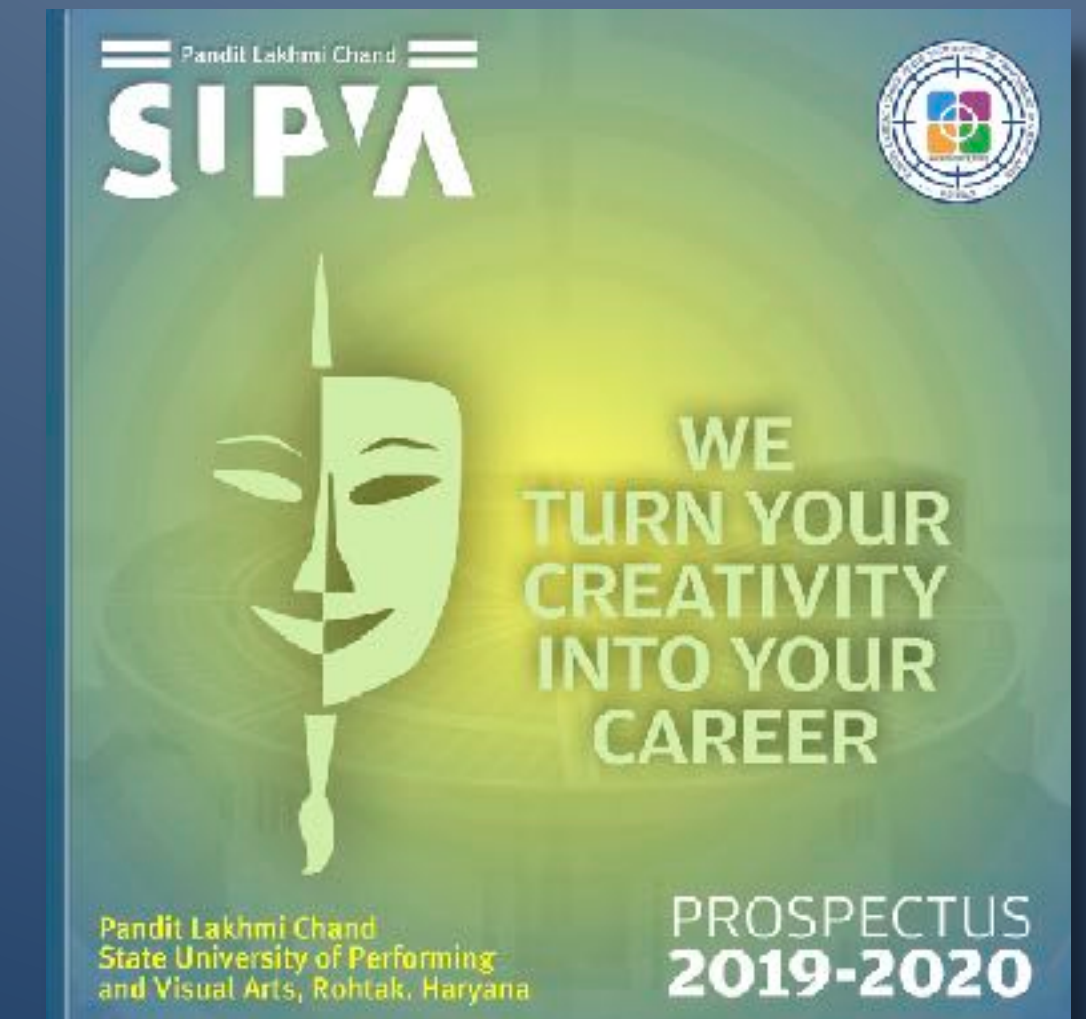
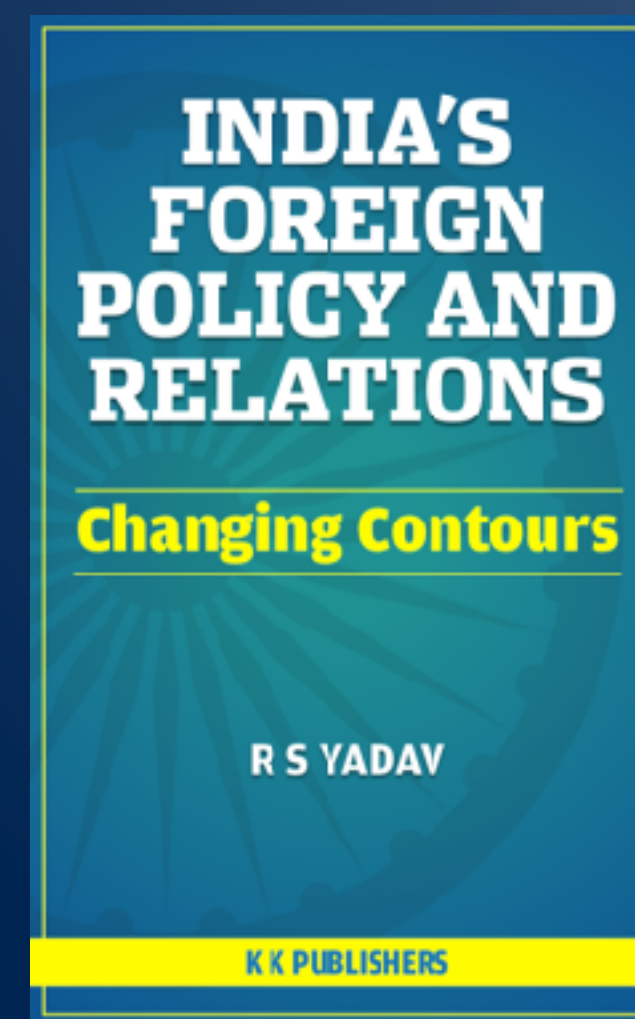
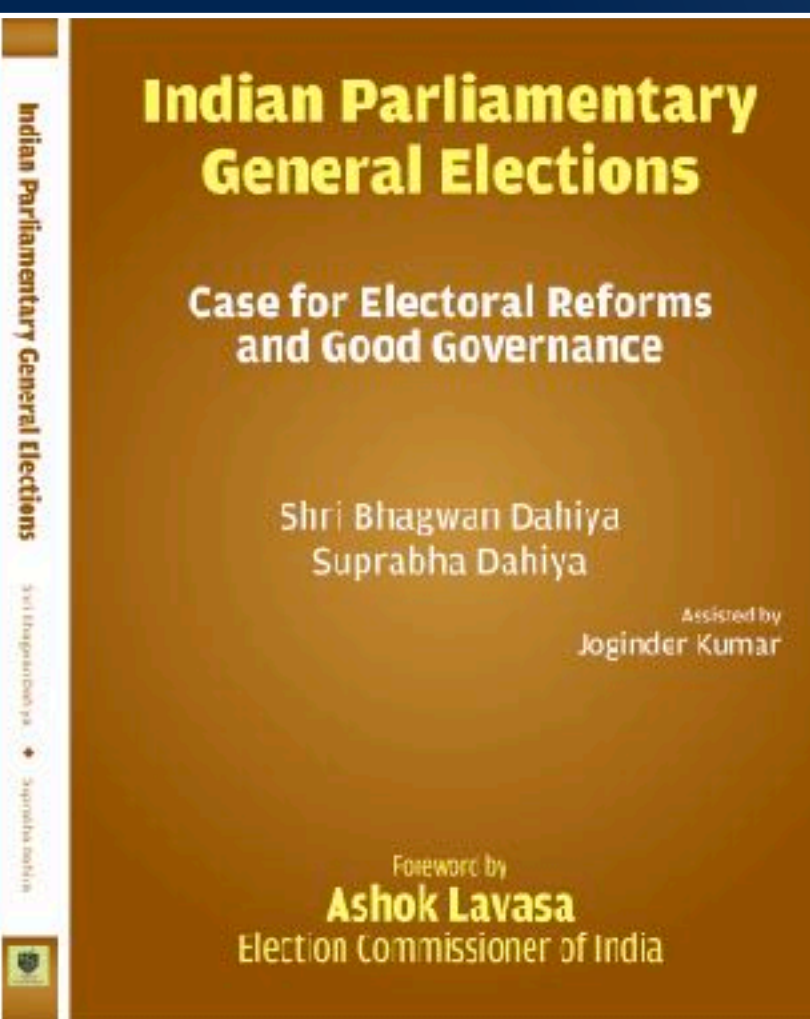
*I swear, I really don't remember exactly when & how I developed an eye for the details, design, colours, presentations, creatives etc. and started communicating through the Visuals.*

# Created Logos and Brand Identities



[www.ApniSmartCityLife.com](http://www.ApniSmartCityLife.com)

# Created many Covers and Catalogues



# Press Club's all Visual Communications

**अंधविश्वास, तर्कशीलता और विज्ञान**  
संगोष्ठी

मुख्य वक्ता  
**श्री गौहर रज़ा**  
वैज्ञानिक, शाहपुर, सामाजिक कार्यकर्ता एवं कृषिचिंतन मंडल

अध्यक्ष  
**श्री ओम थाववी**  
पूर्व संपादक, 'जन्मला', संस्थापक कुलपति, हरिद्वार जी.डी.एस. विश्वविद्यालय एवं पूर्व कुलपति एम.बी.एस. युनिवर्सिटी, अजमेर

11.00 बजे, रविवार, 20 अक्टूबर, 2024  
अजयमेरू प्रेस क्लब, पेट्रोल पंप के पीछे, वैशाली नगर, अजमेर

**मीट द प्रेस**  
अजयमेरू प्रेस क्लब,  
गाँधी भवन, अजमेर

**गुदगुदी** 🤗  
हास्य कवि सम्मेलन

संभव बरतल 🤗 रास विहारी गीतू 🤗 सुनें चतुर्वेदी 🤗 गोपाल गान्

अजयमेरू प्रेस क्लब  
गाँधी भवन, अजमेर

शुक्रवार, 11 अगस्त 2018  
समय 6.30 से 9.30 बजे  
जवाहर रंगमंच, अजमेर

अजमेर  
बादल मण्डली बाक

एक अनूठा आयोजन

**शिटी सैलिब्रिटी नाइट**  
(एक्टर कल्याण कोव सहायता)

जिसमें शीतों भरी प्रस्तुति देगे  
राज्य के मंत्री, विधायक,  
उच्च प्रशासनिक अधिकारी,  
वरिष्ठ पत्रकार, समाजसेवी एवं  
अनेक जानी-मानी हस्तियों।  
अवश्य पधारें।

रविवार, वि. 24 दिसंबर, 2017  
समय: सायंकाल 6.00 बजे  
स्थान: जवाहर रंगमंच

अजयमेरू प्रेस क्लब  
गाँधी भवन, अजमेर

(एक प्रवेश पास से व्यक्तिगत के लिए है।  
सीट की उपलब्धता: पहले आई, पहले पाई)

अजयमेरू प्रेस क्लब

**मानद सदस्यता पत्र**

श्री/श्रीमती अजयमेरू प्रेस क्लब को अपने असाधारण व्यक्तित्व, उच्च सरोकारों एवं कर्तव्यों के प्रति विशेष श्रेष्ठ भाव के लिए श्रद्धांजलि 2 दिसंबर, 2017 को अजयमेरू प्रेस क्लब की शानदार शरणावली प्रदान की जाती है। आगे के मानद सदस्यता पत्र न का अजयमेरू प्रेस क्लब का प्रत्येक सदस्य स्वयं को नैतिकता प्रकट कर रहा है।

मुद्रण मंत्रालय  
अजमेर

**गायक कलाकार**  
शिटी सैलिब्रिटी नाइट  
अजयमेरू प्रेस क्लब

अजयमेरू प्रेस क्लब  
गाँधी भवन, अजमेर

**शिटी सैलिब्रिटी नाइट**

24 दिसंबर, 2017  
जवाहर रंगमंच, अजमेर

वासुदेव देवनानी अनिता भदेल सुरेश रावत धर्मेन्द्र गहमील शिव शंकर हेड़ा  
वन्दना नोनिया मालिनी अग्रवाल पुनीत चावला गौरव गोयल  
रामचन्द्र चौधरी सुरेश सिधी ललित भाटी हेमन्त भाटी  
सुरेन्द्र सिंह शेखावत डॉ. रमेश अग्रवाल

अजयमेरू प्रेस क्लब  
गाँधी भवन, अजमेर

**Pedal for Life**

ऊर्जा पर्यावरण स्वास्थ्य

7am on 28th Aug 15  
Patel Ground, Ajmer

अजयमेरू प्रेस क्लब  
**CHAT GROUP**

**Ajaymeru Press Club**  
Gandhi Bhawan, Ajmer

**HOT WEATHER INVITATIONAL CARROM CHAMPIONSHIP 2018**

PARTICIPATION CERTIFICATE

For the successful participation as a player in Hot Weather Invitational Carrom Chess Championship - 2018. Congratulations to your success.

**अजयमेरू प्रेस क्लब**

**शिटी सैलिब्रिटी नाइट**

अजयमेरू प्रेस क्लब

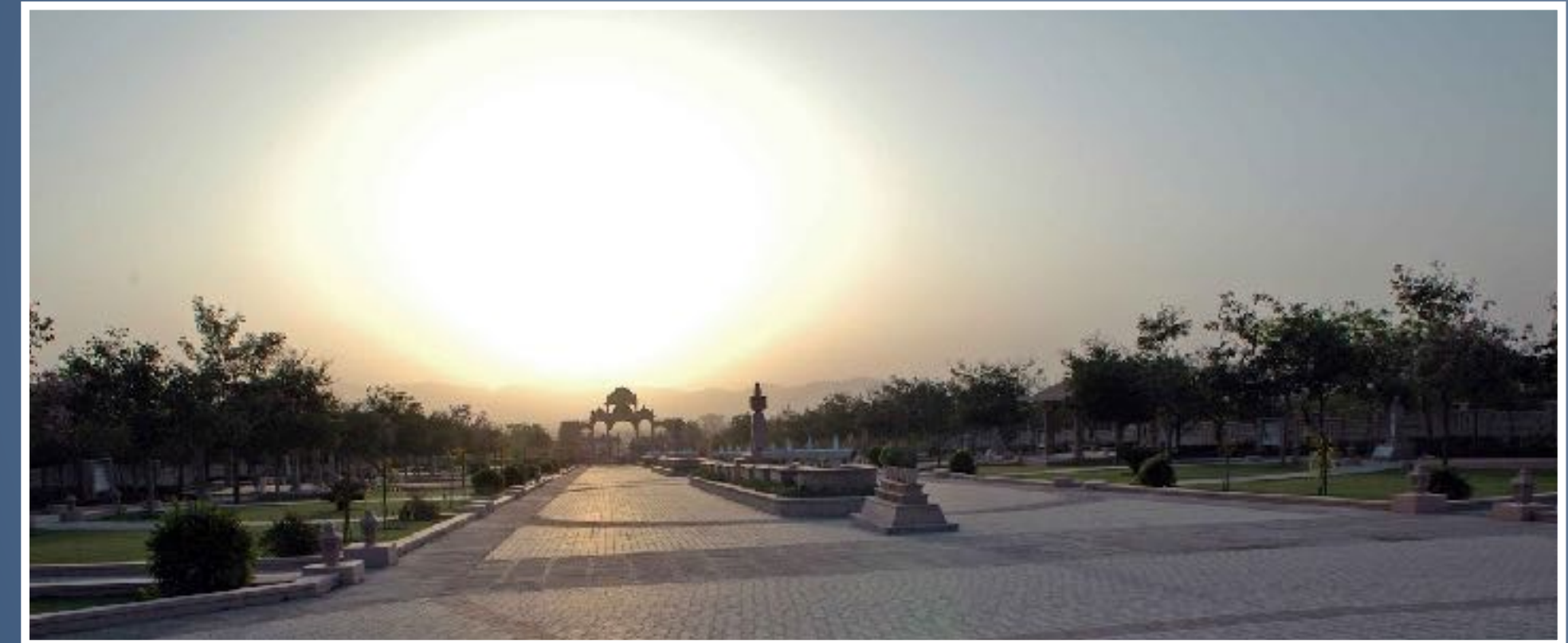
**स्वरांजलि**

अजयमेरू प्रेस क्लब  
गाँधी भवन, अजमेर





# 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!

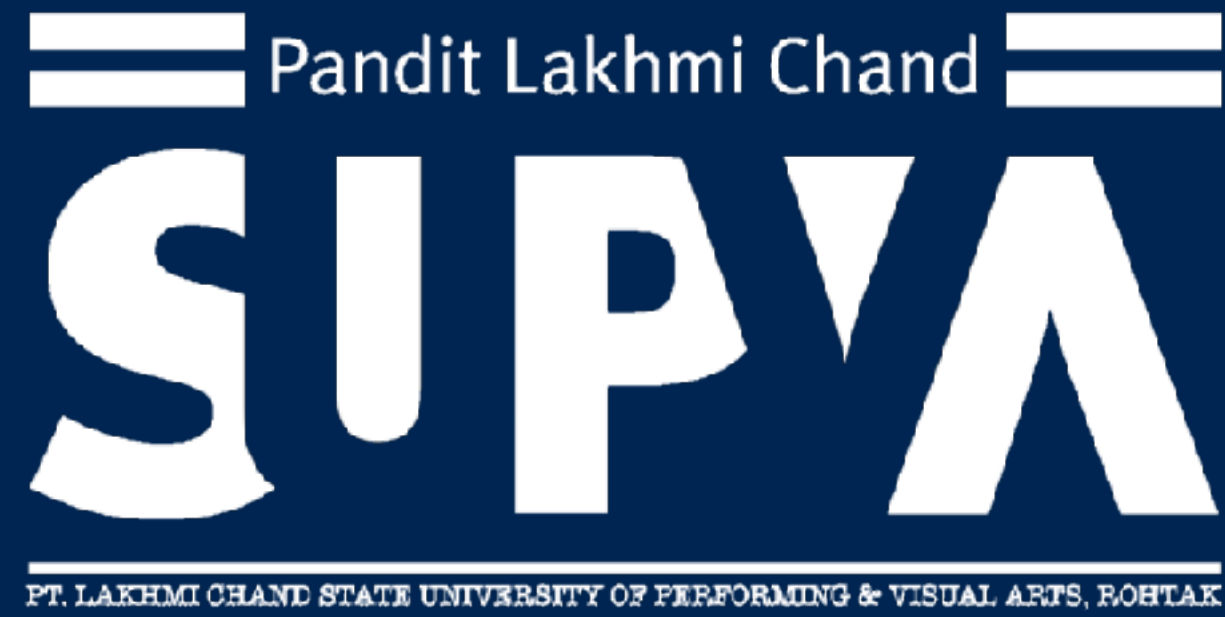
- Branding Ideas & Executions
- Advertising/Marketing Communication
- Visual Communication Projects
- Content Development & Design
- Digital Presentations (A/V & Slides)
- Social Media Marketing Activities
- Publications Conceptualisation
- Assistant Professor- Photography & Mass Comm.

### The World of Creativity

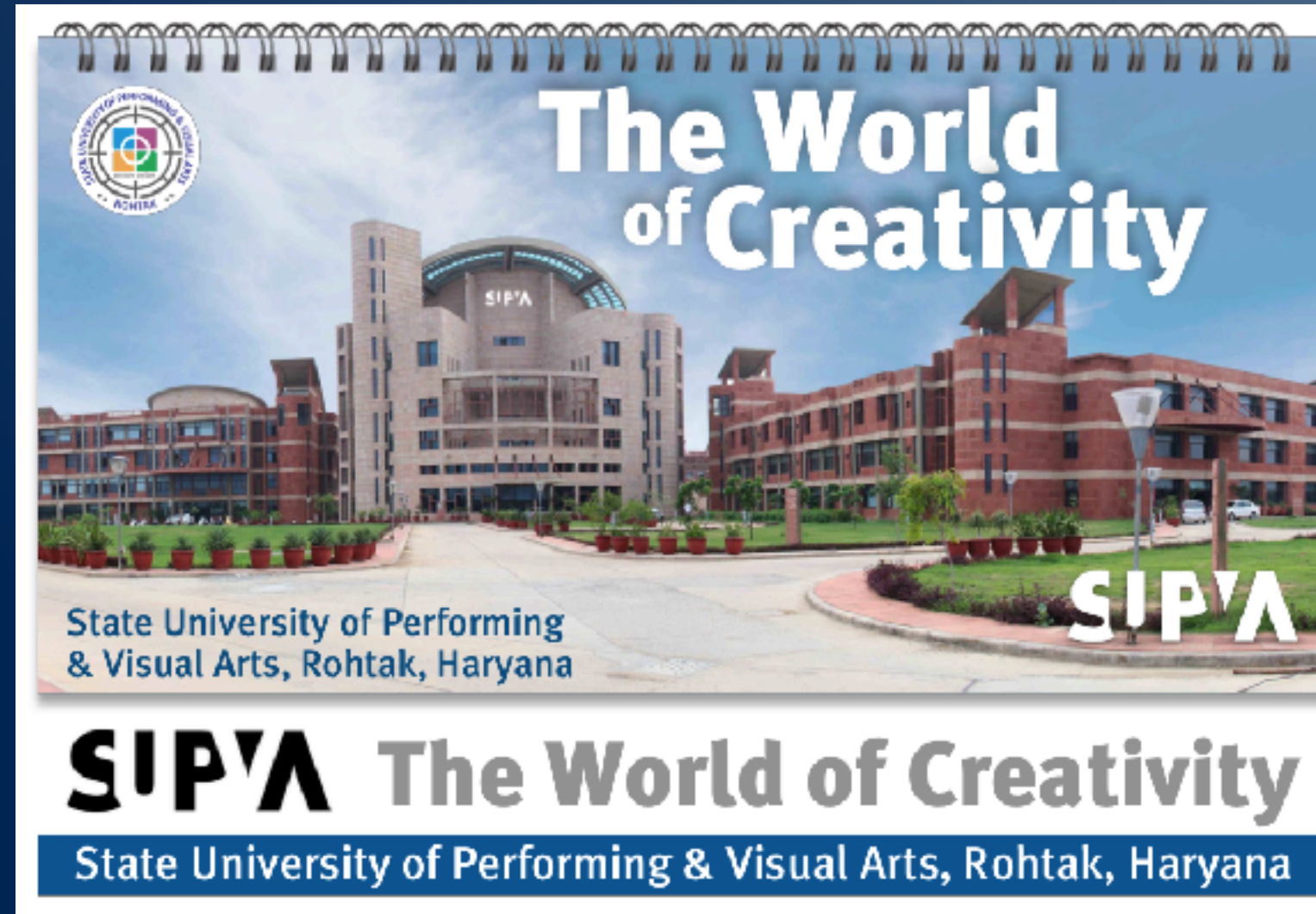
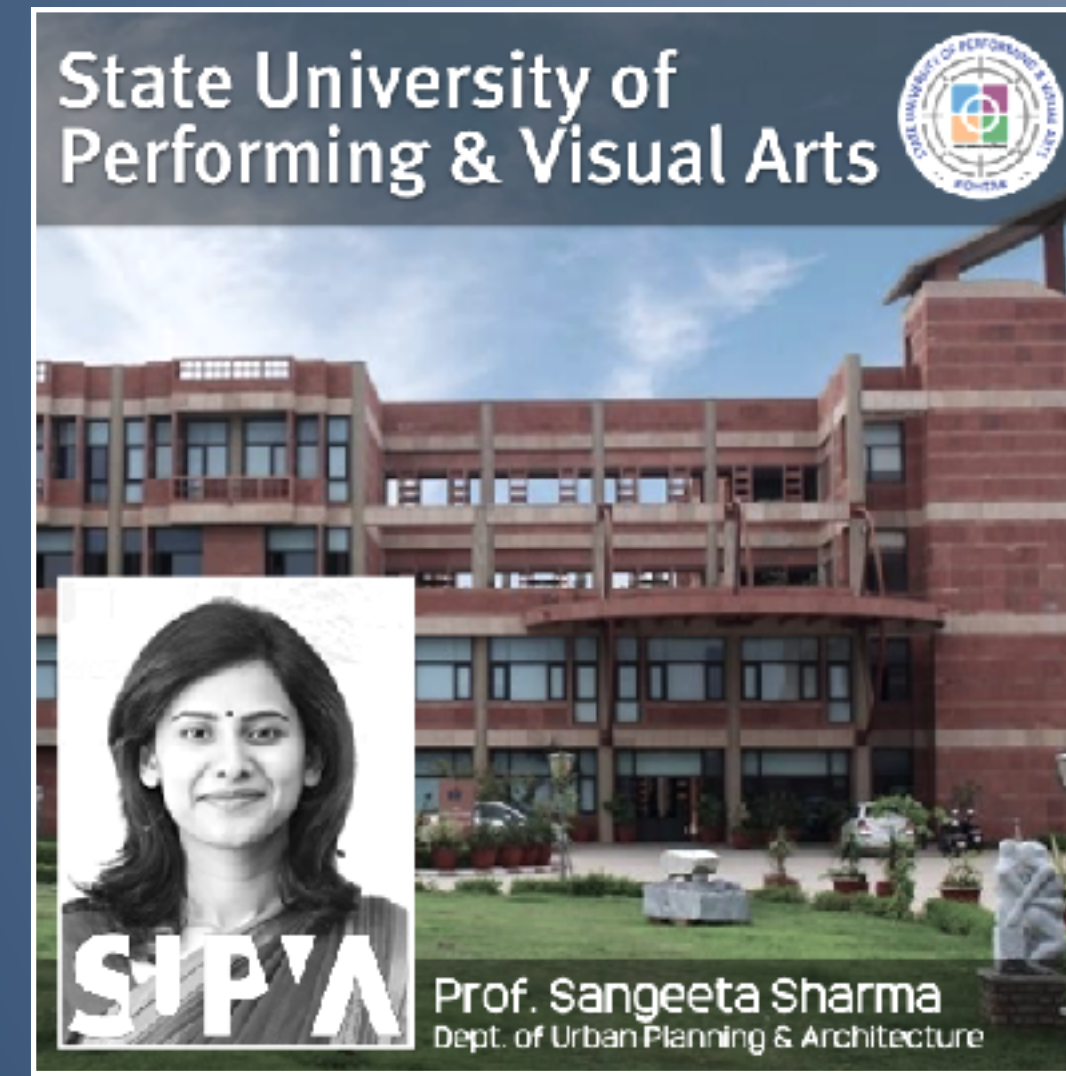
# SIPVA

## Assistant Professor - Visual Communication

# Branding Ideas & Executions @SUPVA



*The WORLD of  
CREATIVITY.*



**and  
many  
more!**



# Visual Communication Projects @SUPVA

Pandit Lakhmi Chand State University of Performing & Visual Arts, Rohtak

One Week Short Term Course

## RESEARCH ORIENTED PROJECT WORK

Faculty of Design

SIPVA

Co-ordinator: NITTR, Chandigarh

Dr. Arun Khandelwal, Dr. Pooja Singh, Dr. Shilpa Singh

Pt. Lakhmi Chand State University of Performing & Visual Arts, Rohtak

National Seminar

## INDIAN ART & LITERATURE

Chief Patron: Prof. Rajbir Singh

11th December, 2019

9:00 am - 5:00 pm

Welcome to The World of Creativity

## 5 DAY WORKSHOPS

4th - 8th June 2018

Explore the artist within!

You are at SIPVA

- Contemporary Dance
- Model Making
- Drawing & Painting
- Basic Photography
- Natural Dyeing & Block Printing
- Clay Modelling

6 day workshop SIPVA

## Revival Ancient Embroideries

Creek • Oriental • Egyptian • Byzantine • Persian

Our Veterans Experts: Mr. Nitin P. Lall, Mr. Akshay Kalmadi

Organised by: Niharika Singh, Sudhir Tiranga, Athar M

Meet the Eminent Experts

Discuss, Exchange and Uncover of Various Sessions during the Workshop

SIPVA

SIPVA

## COVID-19 Awareness

Poster Making Competition

जायज हत्यारे

SIPVA

SIPVA

## Revival of Ancient Embroideries

Creek • Egyptian • Persian • Oriental • Byzantine

LET'S GET CREATIVE @ SIPVA

## 5 DAY WORKSHOPS

Model Making, Natural Dyeing & Block Printing

Join for the TRIPLE BENEFITS...

1. Learn from the Faculty of PLCSUPVA

2. Meet the veterans of the industry

3. Certificate issued by PLCSUPVA

Register Now!

125वां विश्व बंधुत्व दिवस

SIPVA

स्यामी विवेकानन्द केन्द्र, कन्याकुमारी

Welcome to the inauguration of Faculty Development Programme/ Short term course

## COMMUNICATION SKILLS

SIPVA

महर्षि दयानंद युनिवर्सिटी

## रंग महोत्सव

28th Feb - 8th Mar, 2020

7 DAY WORKSHOP

Flower Festival

1, 2, 3: Literary Theatre & Musical

4, 5, 6: Folk Fest and Food Fest

Welcome to The World of Creativity

# SIPVA

Pandit Lakhmi Chand State University of Performing & Visual Arts

पंडित लखमी चंद स्टेट युनिवर्सिटी ऑफ परफॉर्मिंग एंड विजुअल आर्ट्स

Sector 6, Near Rajiv Gandhi Sports Complex, Rohtak, Haryana

## Folk Festival

Folk Literature and Performing Arts

Organisers: Prof. Rajbir Singh, Vice Chancellor, SUPVA & MDU

Chief Guest: Prof. Rajbir Singh

Folk Singers: Sh. Jyoti Singh, Sh. Pooja Singh

स्थापना दिवस 14 अगस्त 2014

प्रो. वेद प्रकाश

# SIPVA

वन महोत्सव

1000AM Tuesday, 17th July 2016

You are cordially invited for the tree plantation on the occasion of VAN MAHOTSAV organised by SUPVA at 10.00AM on Tuesday, 17th July 2016.

Registrar

LIME TRAINING WORKSHOP

SIPVA

Photo Story

SIPVA

5 DAY WORKSHOPS

OUR EMINENT EXPERTS

SIPVA

स्वच्छ भारत अभियान

QUIZ & PAINTING contest

15th Birth Anniversary of Mahatma Gandhi

SIPVA

एक दिवसीय कार्यशाला

## पाठ्यक्रम एवं जीविकोपार्जन

विशेष वक्ता: प्रो. वी.के. कुठियाला

अध्यक्षता: प्रो. राजवीर सिंह

SIPVA

Painting Competition on SOCIAL DISTANCING

SIPVA

## YOGA & MEDITATION

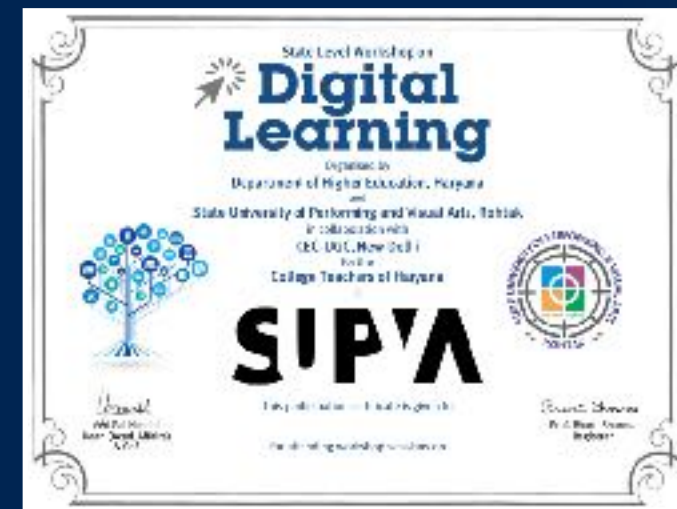
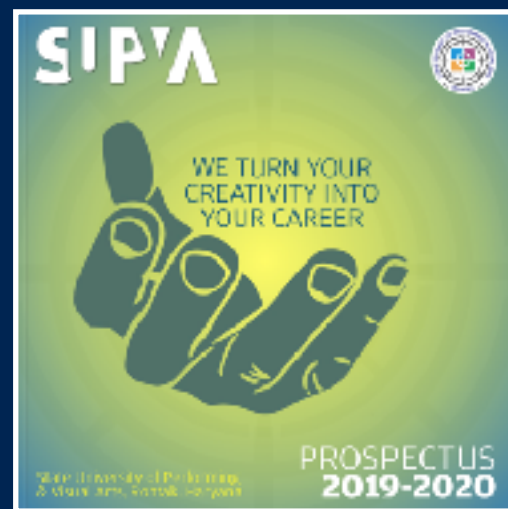
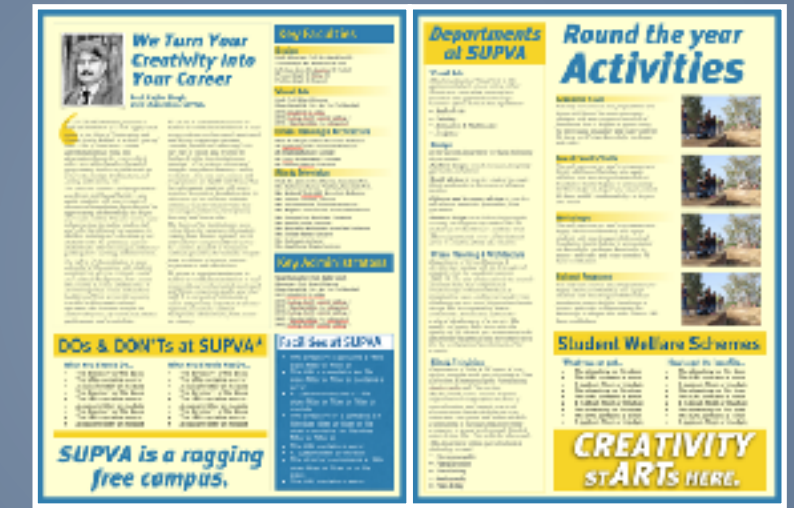
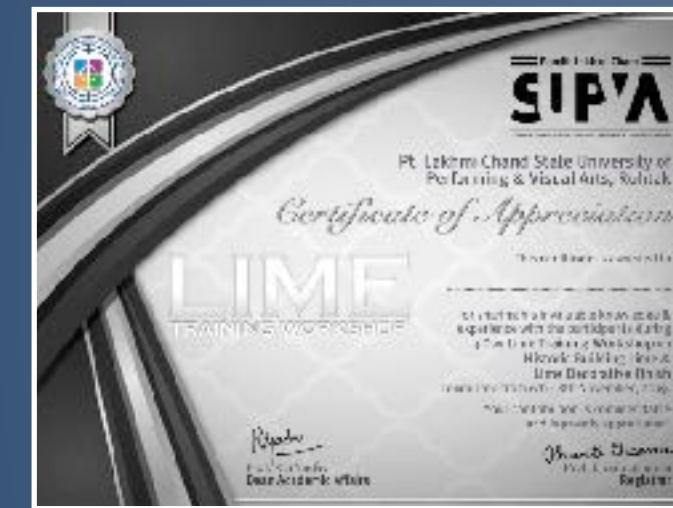
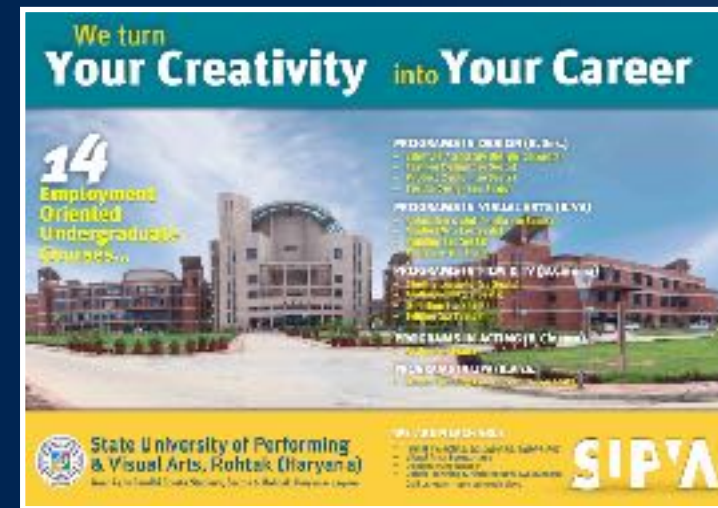
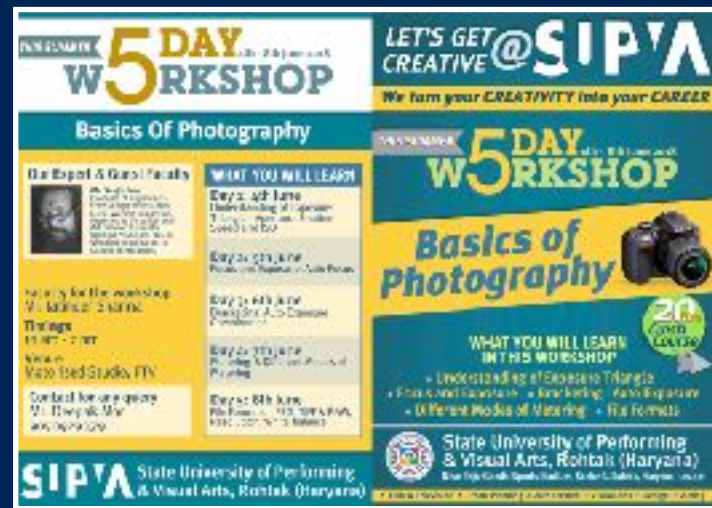
Reclaim a Healthy Lifestyle by these amazing Yoga & Meditation Sessions!

Maintain your Physical, Mental and Spiritual Health with Yoga Gurus Sapna & Navin

SIPVA

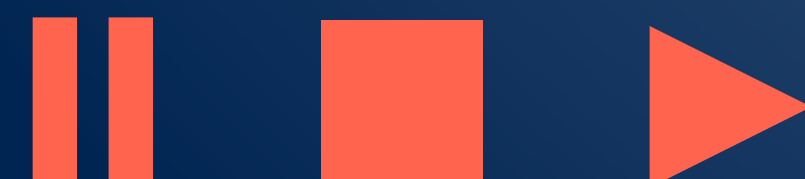
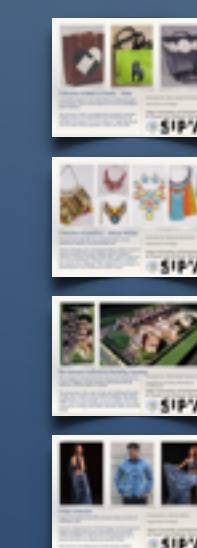
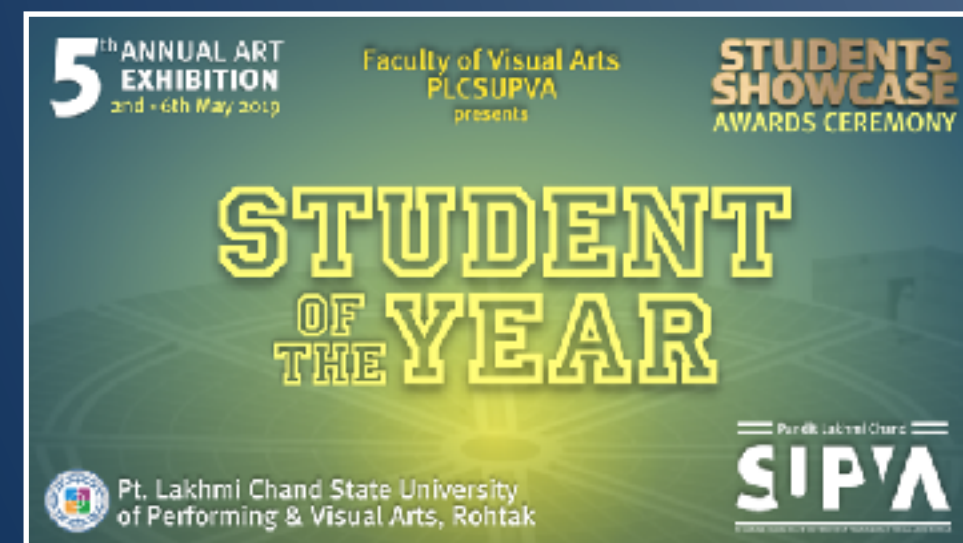
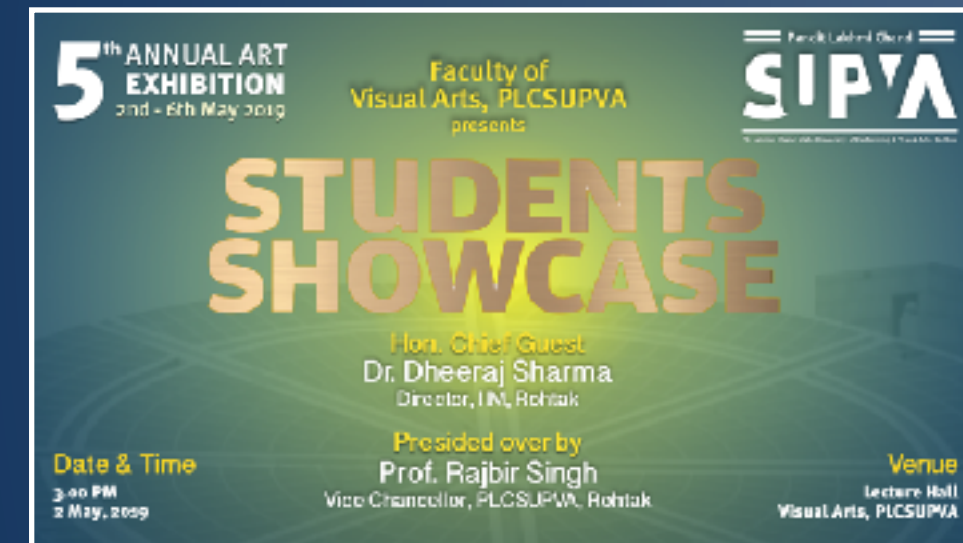
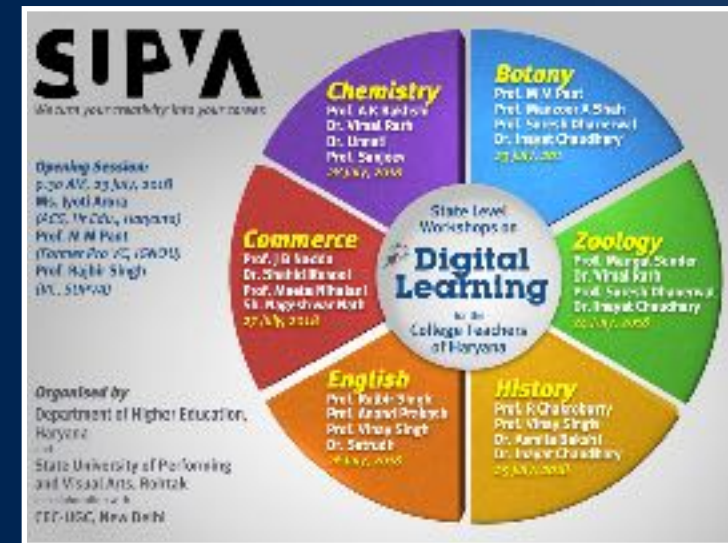
and many more!

# Content Development & Design @SUPVA



and many more!

# Digital Presentations (A/V & Slides) @SUPVA



and many more!

# Social Media Marketing Activities @SUPVA



State University of Performing & Visual Arts - SUPVA  
Published by Gurjender Singh Virci [9] · June 26 at 12:46 PM · G

**THE MOST EXPENSIVE PHOTOGRAPH IN THE HISTORY**  
Like any work of art, the story behind the image, the artist (themselves, supply and demand saw these 100 prints, or only 5 in the world?), and perceived value established by previous works being sold for large sums. All these factors will effect the overall cost of a Art-Share at auction.  
"Rain II" is a photograph made by German visual artist Andreas Dursky in 1999. In \$... See More

407 people reached

State University of Performing & Visual Arts - SUPVA  
Published by Gurjender Singh Virci [9] · June 19 at 12:07 PM · G

**HOW TO TAG THE 'RIGHT' PRICE FOR YOUR ART WORK?**  
So, you want to sell your art work but you don't know how much you should ask for it?  
First thing first, Do you know your target audience? This question should be answered before you go out to sell your art work. Unfortunately, it often seems that artists don't know the answers. In fact, most take a 'shotgun' approach to art marketing in general - they attempt to attract EVERYONE. The 'shotgun' approach, in this context, may wor... See More

466 people reached

State University of Performing & Visual Arts - SUPVA  
shared in album.  
Published by Gurjender Singh Virci [9] · July 12 · G

DRAWING PENCIL added 21 new photos to the album: Creative Art With Everyday Object by Victor Nunes -- with Dany Datta and 75 others. June 23, 2016

21 people reached

State University of Performing & Visual Arts - SUPVA is with Ritu Gill and 5 others at State University of Performing And Visual Arts.  
Published by Gurjender Singh Virci [9] · July 28 at 12:26 PM · Rehtak · G

एक चुकियाना संगीतमयी शम... श्री मदन गोपाल सिंह जी और सूक्ति बँट 'द चार यार' ने सुपवा परिसर में ऐसी हूक लगाई कि सभी सुनने वाले नंत्रमुग्ध हो गए। दो घंटे तक यहाँ इस अविस्मरणीय कार्यक्रम में उन्होंने 12वीं सदी से लेकर 21वीं सदी तक लगी हुई सूफीयाना 'गिहों' को समझाया और श्रोताओं को किसी दूसरे ही लोक में ले गए। चारों यारों ने अपनी आवाज़, सरोद, गिटार और तबले की लय से सम्मोहित कर श्रोताओं को नाचने तक पर मजबूर कर दिया। सिंह ने जब गुरु नामक देव जी की अस्तो 'गगन में धाला' की प्रस्तुति दी, हॉल में बैठा एक-एक श्रोता 'आनंद-आनंद' गाता हुआ मानो परमात्मा से जुड़ चुका था। रंगत खड़े कर देने वाले अलाप और सुरों से अभूतपूर्व अनुभव कराने वाली एक अनूठी शाम!

**गुप द चार यार ने 13वीं से लेकर 21वीं सदी तक की कविताओं को गीतों में ढालकर 4 भाषाओं में सुनाया**

1,347 people reached

9 Shares

State University of Performing & Visual Arts  
Remembering 'The Father of Indian Cinema' Dadasaheb Phalke.  
95Movies  
27Shortfilms  
SIPVA

Producer-Director-Screenwriter of 1st Indian film-Raja Harishchandra (1913)

State University of Performing & Visual Arts - SUPVA  
ADD A DASH OF COLOR TO YOUR KEEP SINGS, YOUR CHARACTERS, CHARACTERS, AND PALETTE WITH OUR GUJARATI SINGLES.

1,347 people reached

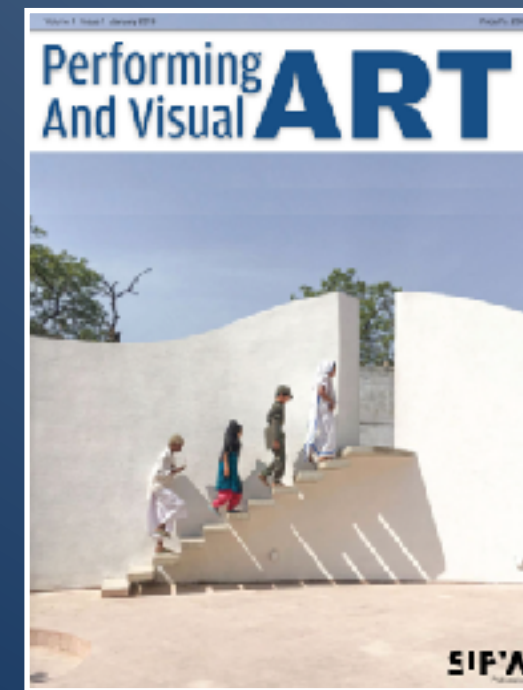
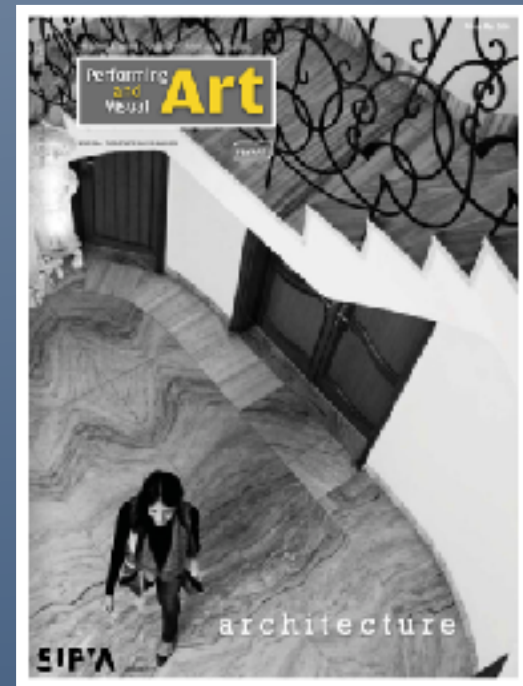
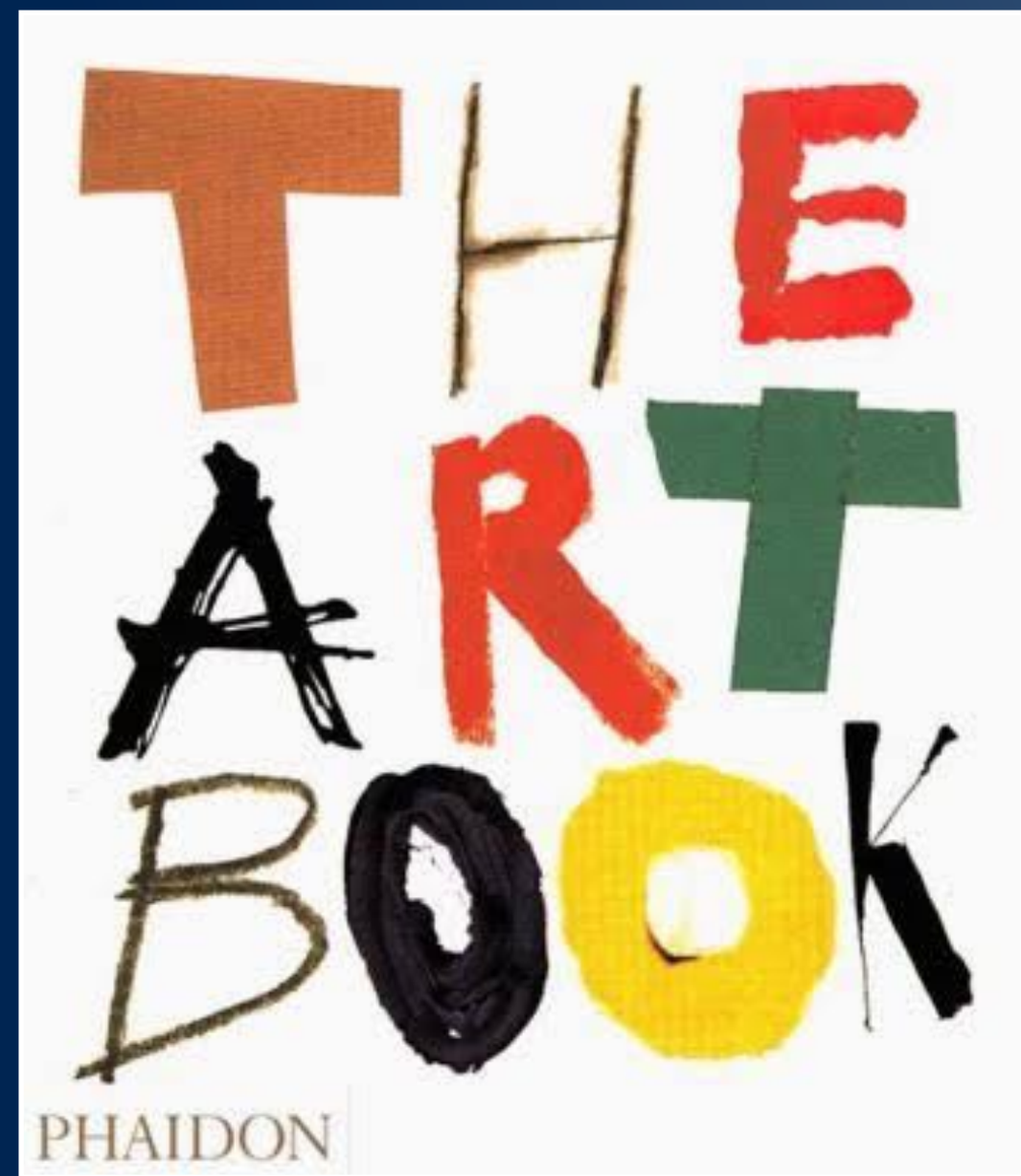
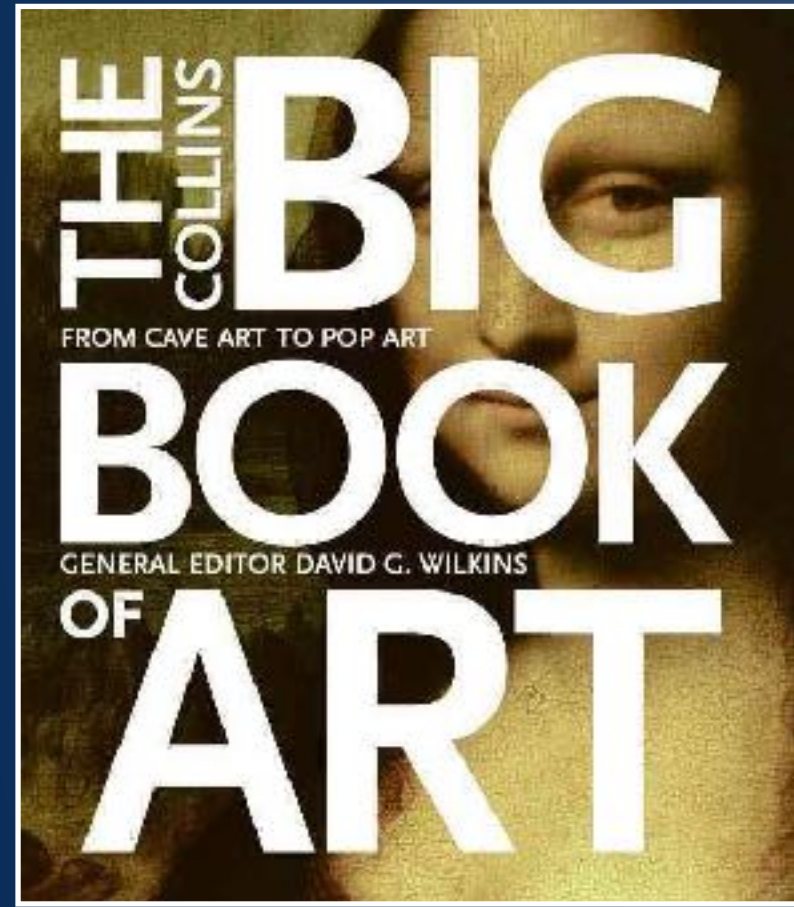


The success of different post types based on average reach and engagement.

Type	Average Reach	Average Engagement
Video	627	119
Photo	589	152
Link	288	22
Shared Video	162	27

**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)

Mastering **SCIENCE** and **ART** of **फोटोग्राफी**  
 Absolutely No Experience Required!

Learn with...  
**GS VIRDI**  
 Former Editor of few of Best Indian Magazines

## 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**  
 PLCSUPVA UNIVERSITY OF PROFESSIONAL & TECHNICAL EDUCATION

**Better Photography**  
 12th Anniversary issue  
 Contributing to the growth of BP  
 EXECUTIVE EDITOR, MENTOR AND A FRIEND  
**GS VIRDI**  
 101 Content business  
 How to start your magazine business

RECOMMENDED BOOKS FOR FURTHER READING...

**DIGITAL PHOTOGRAPHER'S HANDBOOK**  
 6TH EDITION OF THE BEST-SELLING PHOTOGRAPHY MANUAL

**Portrait Photography**  
 From Snapshots to Great Shots

**Street Photography**  
 Document Your World

**Digital Photography for Beginners**

**Lighting for Studio Photography DECODED**

**THE ADVANCED PHOTOGRAPHER**  
 DIGITAL PHOTOGRAPHY TO THE NEXT LEVEL

**‘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.

**अजमेर का स्मार्ट सिटीज़न और उसका स्मार्ट मिशन**  
**एम्बिवैली में दुनियाभर के टेक्नोक्रेट्स को संबोधित करेंगे अजमेर के विदर्ी**  
 विदर्ी रिपोर्ट/अजमेर

अजमेर के जीएस विदर्ी मुंबई के समीप लोनावला की ब्रह्मंड फेम एम्बिवैली में दुनियाभर के टेक्नोक्रेट्स को आमंत्रित कर रहे हैं। उन्होंने अपनी वेबसाइट की वेबसाइट और उपयोगिता को देखते हुए अजमेर में आमंत्रित किया गया है। वेबसाइट उन्होंने मात्र चार माह पहले ही लॉन्च की थी, लेकिन काम सफल में ही देश की सरकार पर कर गई और सिंगापुर की नामी कंपनी गेट्स के प्रबंधन को इतनी प्रसन्न आई कि उन्होंने विदर्ी को बकाला के रूप में आमंत्रित किया है। सिंगापुर की कंपनी गेट्स आने वाले माह में दुनियाभर के आईसीटी, इंफर्मेशन एंड कम्युनिकेशन टेक्नोलॉजी, उत्पादों के शिपमेंट, इटेलिंग और वैल्यू एडेड रिजल्ट्स के लिए तीन दिवसीय वार्षिक सम्मेलन का आयोजन करती जा रही है। मुंबई के समीप लोनावला में स्थित वैभवशाही रिसॉर्ट में आयोजित होने वाले इस आयोजन में भारत की लगभग तीन सौ आईसीटी चैनल कंपनियां, क्रोमा, विलानॉम डिजिटल, विजन सैल्स, अमेसन, फिलान्कर्ट, रनेपटील, ईसीवीएम, आरक पी बान्ना, अवेक्स, जेनियुवैल्ट आदि के एमडी और सीईओ स्तर के प्रतिनिधि सम्मेलन होंगे और व्यवसायिक चर्चाओं, प्रजेंटेशन और कार्यवाहियों आदि में भाग लेंगे।

अजमेर शहर के लिए स्वयं की बात यह है कि आईसीटी क्षेत्र के सबसे बड़े सम्मेलन में हमारे शहर के ही बुराह्मंड विदर्ी को भी आयोजनकारियों की ओर से विशेषता मिल रही है। वे भारत की स्मार्ट सिटीज़न में आईसीटी क्षेत्र के लिए चुनौतियों और व्यावसायिक संभावनाओं के साथ-साथ श्रेणी-2 व 3 के शहरों के कंसल्टर के शीफिंग टैंड और विदर्ीफर का विशेषज्ञता प्रदर्शन भी देंगे। इसके अलावा इस सम्मेलन के दौरान उच्च पुंजिका कंपनियों के उपकरणों के एक पैलस के तहत भारत में अग्रणी पैलस के अस्त और प्रकृति संभवताओं और चुनौतियों पर वर्ता में भी विदर्ी विश्वास लेंगे और वे भी इस वर्ता पर संवादका करेंगे। विदर्ी के वर्ता से अधिक ज्ञान से दर्जाभर लेखक व इंटरनेटवर्क स्तर की कंसल्टर एवं डिजिटल मैकेनिक, टेक्नोलॉजी सहफुलवइल, डिजिटल फोटोग्राफी, अंतर्गोबइल, विजनेस, रिपल प्रस्टेट, रिपल जॉब के संभावक, संभवतीय संभवक यह कुछ जीएस विदर्ी, अजमेरके पैलस का ही कार्यकारी के ज्ञान भी है। विदर्ी जस्टिस स्तर पर 250 से भी अधिक मेजबानों को एक आलोचक के रूप में श्रेय करके मैजरीन जगत में अजमेर प्रकृत बन चुके हैं। उन्ही गेट्स ने आईसीटी सम्मेलन के लिए उपयुक्त डिजिटल डिवाइसों के लिए अजमेर को आमंत्रित किया है और उन्ही इस पैलस को इस सम्मेलन के लिए अपना आधिकारिक मैडिया पार्टनर बन शिवा है।



नीरज हेबाउ  
इ-कॉमर्स जयरेक्टर  
rediff.com

पोलाव पी गारडा  
सीनियर मैनेजर-मार्केटिंग  
Toshiba Storage Devices

सुभाष चन्द्रा  
सीईओ  
Sangeetha Mobiles

चंपक राज गुर्जर  
प्रेसिडेंट  
FAITA - Creative Distribution

केतन पटेल  
सीईओ  
एसो वाइस प्रेसिडेंट  
inf.beam.com

केतन मेहता  
एसो वाइस प्रेसिडेंट  
inf.beam.com

गुरजेन्द्र सिंह विदर्ी  
पब्लिशर एंड एडिटर  
ApniSmartCityLife.com



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 Depth Serif **Typography** Hierarchy  
Size Shapes Textures Decorative Leading Line Spacing  
Balance Negative Space Mailers Kerning Sans Distortion  
Newspapers Posters 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 Palette Contrast Consistency Repetition



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

# 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.'

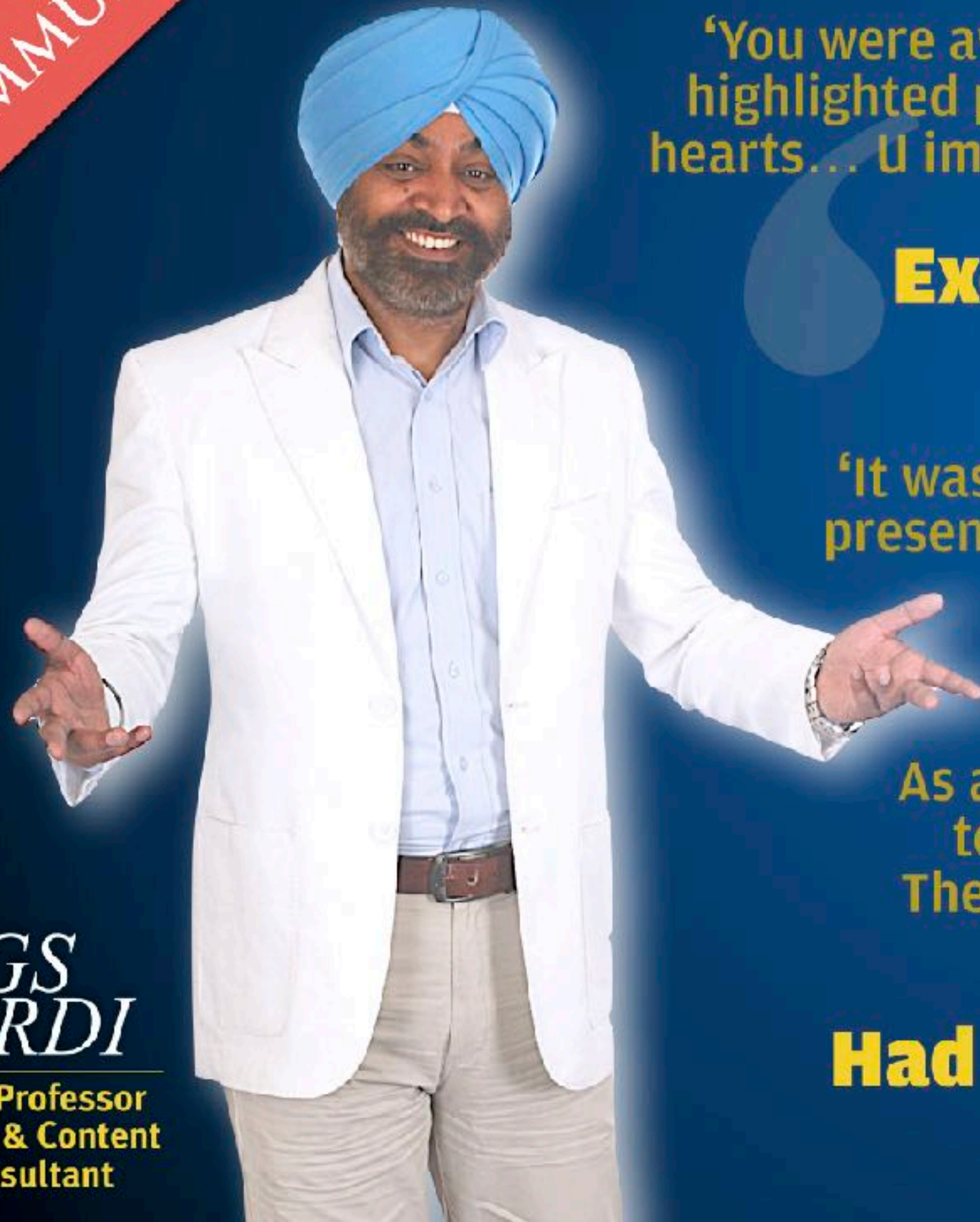
**Had a very insightful sessions today..  
great show!!... 😍**



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

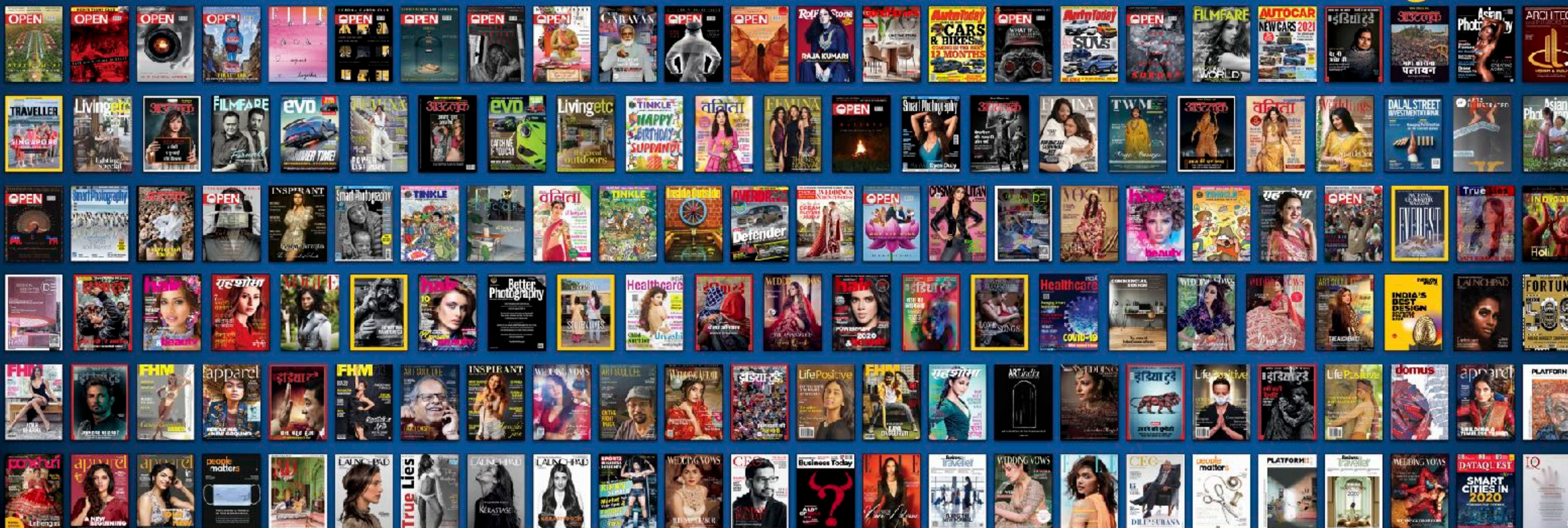




# For Social Media, I Created and Posted!



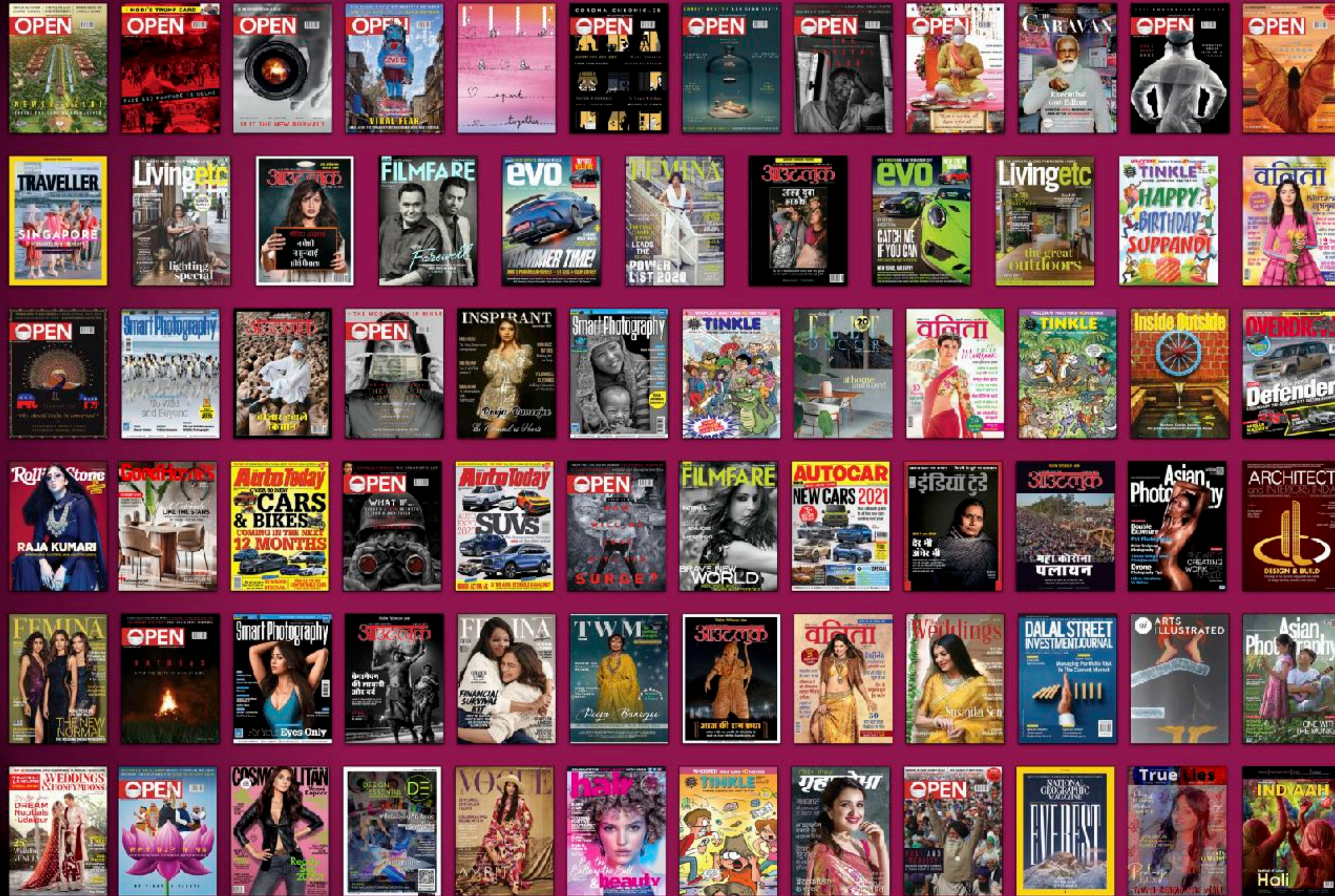
**200+ Finalists of- 12 Months... 36 Genres... 5000+ Issues... 400+ Magazines...**



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!

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



#10  
/10

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!



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

## TOP 100 MAGAZINE COVERS

WE LIKED FROM THE  
YEAR 2020 -GS VIRDI

**MAGWORLD**



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!

SPECIAL ISSUE  
PLANNING &  
BRAND  
EXTENSIONS

MONTHLY &  
ANNUAL EDIT  
PLANNING

MAGAZINE  
STRUCTURE  
& REDESIGN

MAGAZINE  
REPOSITION  
& BRAND  
REVAMP

MAGAZINE  
FRONT COVER  
& PACKAGING

MAGAZINE  
CRITICAL  
REVIEW &  
'VINDICT'

EDITORIAL  
QUALITY  
ASSURANCE

EDITORIAL  
GUIDELINES &  
STYLE SHEET

DETAILED  
MAGAZINE  
POSTMORTEM

CONTENT  
PREPARATION  
& VERSIONING

BEST EDITORIAL  
SYSTEM &  
PROCESSES

BEST EDITORIAL  
PRACTICES &  
TRAINING



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**<sup>IN</sup>



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!

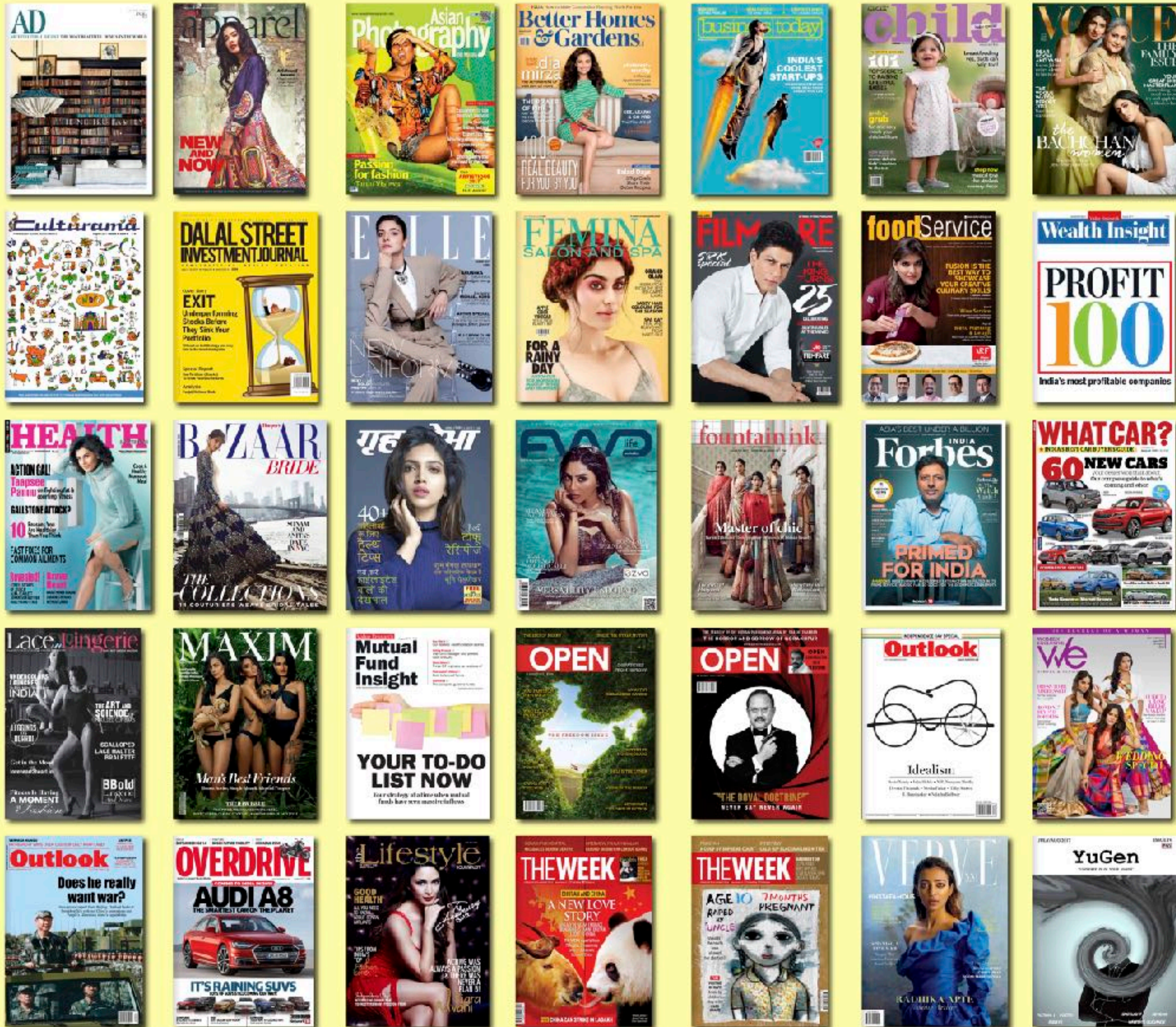


I studied more than 5000 covers of magazines released in 2016 and shortlisted TOP 200 INDIAN MAGAZINE COVERS out of 400+ magazines from 24 categories!

200 Indian Magazines Covers we noticed & liked from 2016

**MAGWORLD** IN

# 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

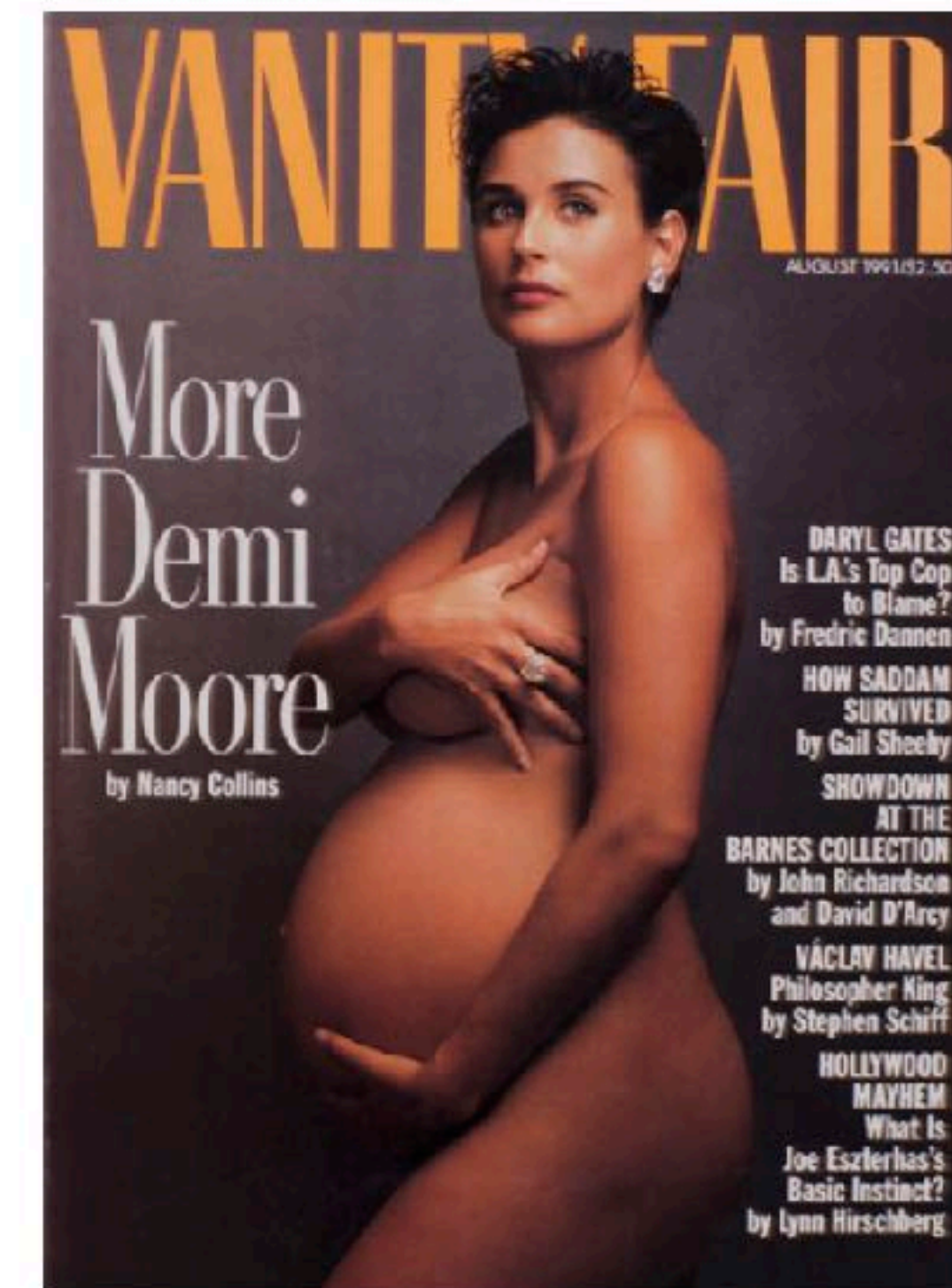
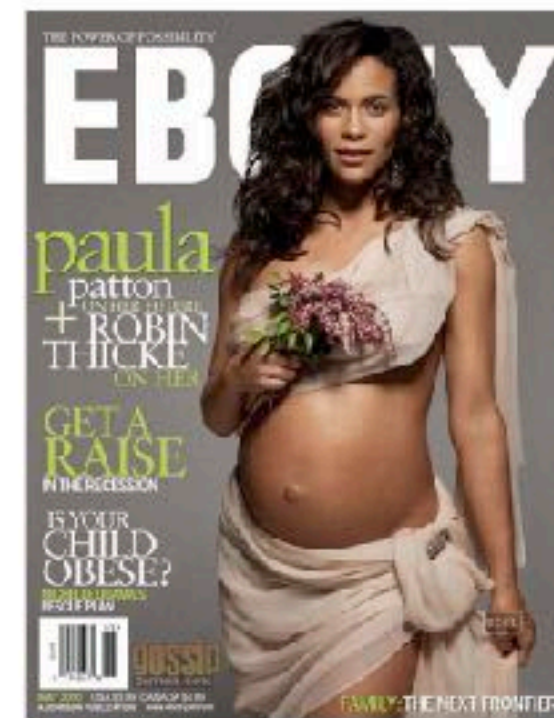
“b’coz a magazine is judged by its cover.”  
-G S Viridi, www.MAGworld.in

**MAGWORLD**.IN



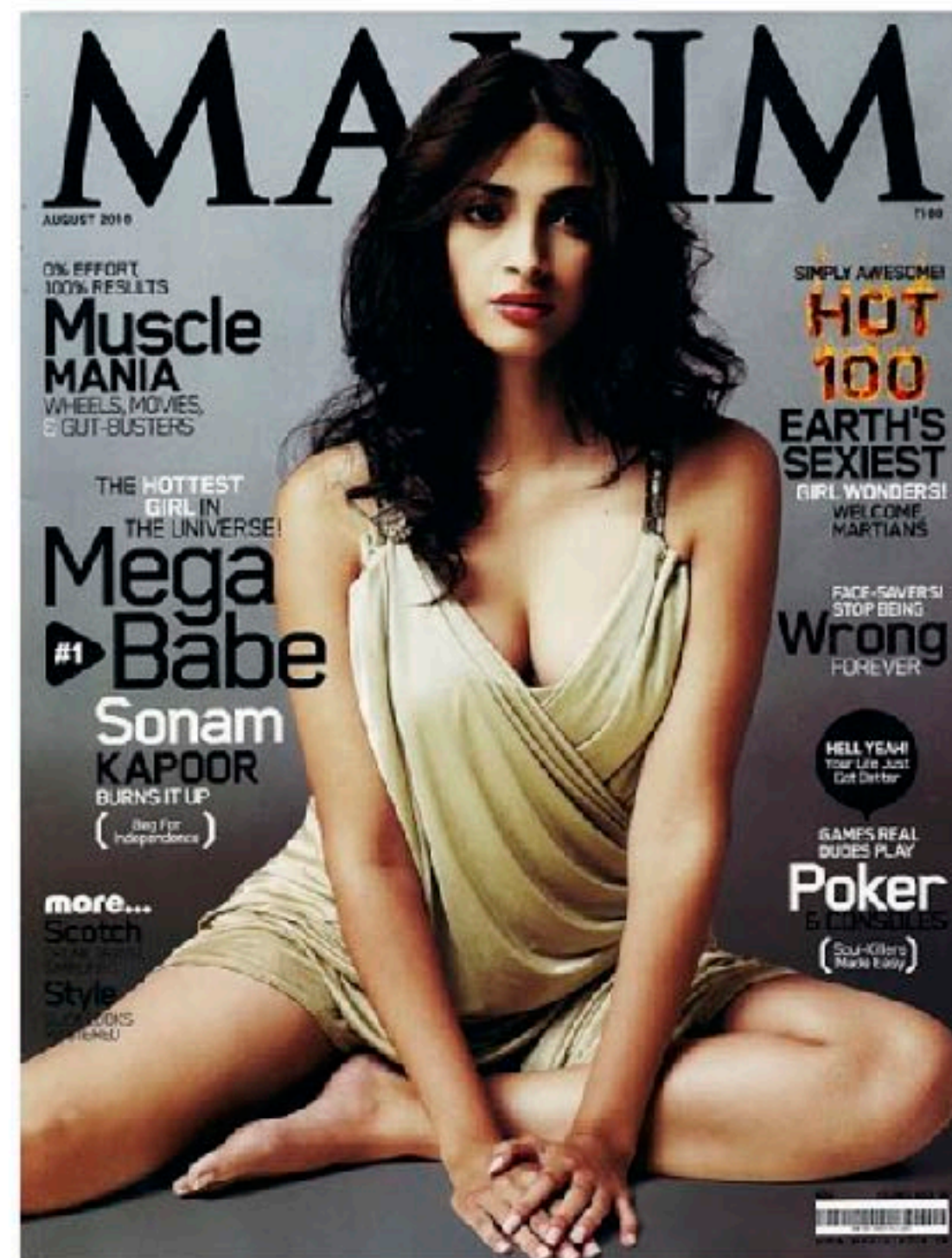
I studied more than 300 covers of magazines released in Aug 2017 and shortlisted TOP TEN & FLOP FIVE magazine covers from various categories!

# 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<sup>IN</sup>



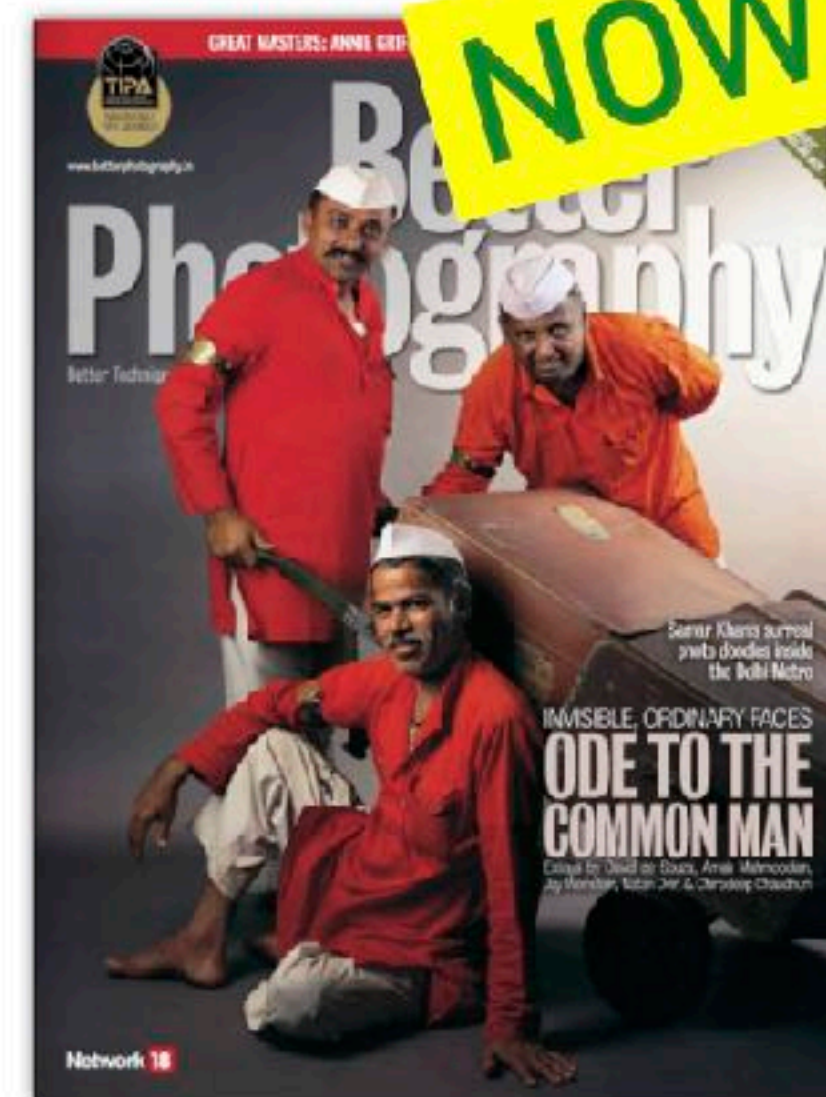
I shared a teaser in Hindi about TOP 100 INDIAN MAGAZINE COVERS OF 2017 out of 400+ magazines from 24 categories!

# 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 2018      December 2017      November 2017      October 2017



January 2019      December 2018      November 2018      October 2018



September 2017      August 2017      July 2017      June 2017



September 2018      August 2018      July 2018      June 2018



May 2017      April 2017      March 2017      February 2017



May 2018      April 2018      March 2018      February 2018



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](http://www.MAGworld.in)



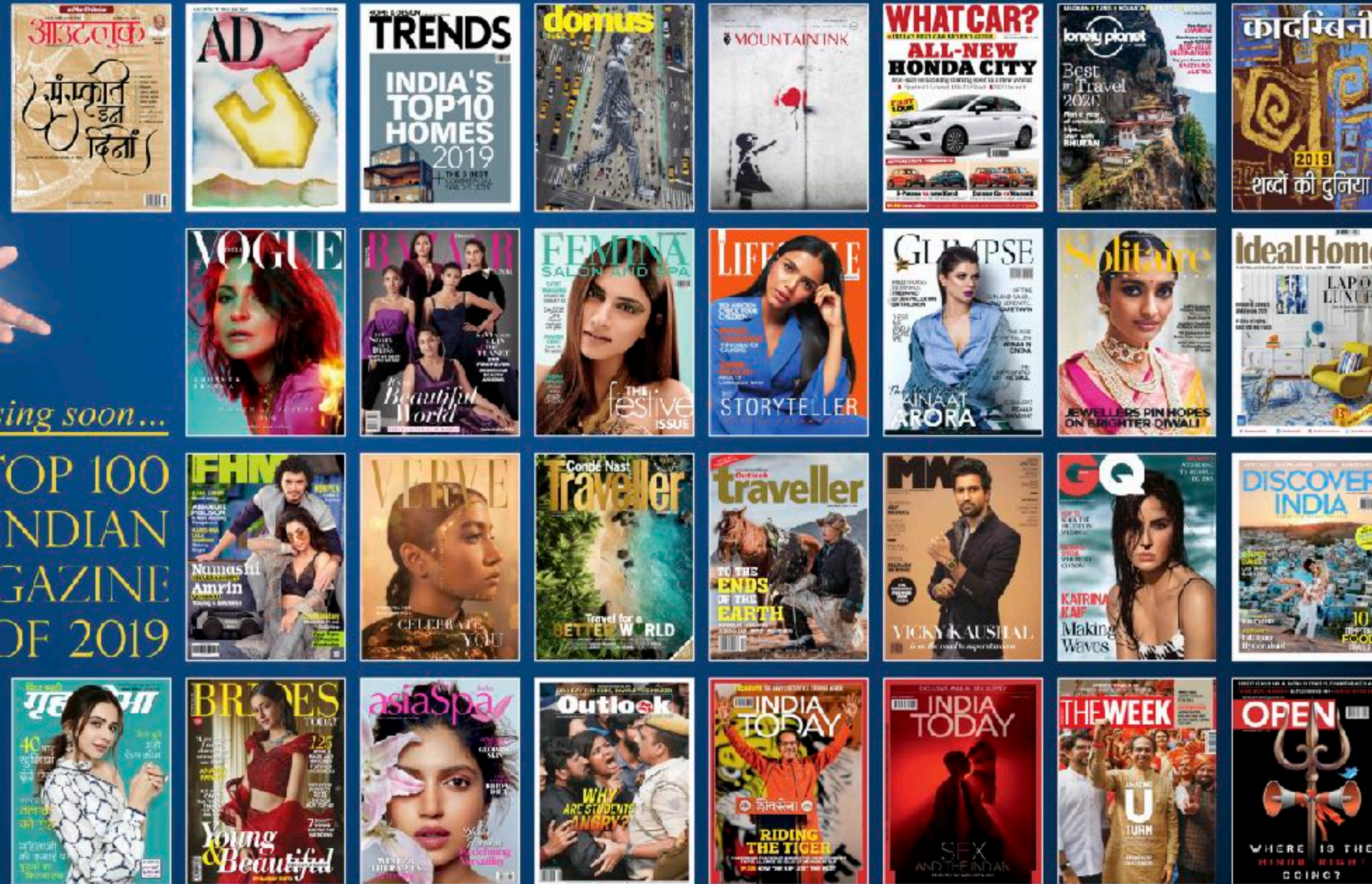
I studied MUKTA magazine covers for 3 years and analysed the change appeared in the personality of brand in terms of Title, Main Visual, Stories, Layout etc.!

# 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



*Releasing soon...*

## TOP 100 INDIAN MAGAZINE COVERS OF 2019

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

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!

GS VIRDI

www.MAGworld.in

# 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!**



**1000+**  
Magazine  
Collection!

**300+**  
Launch  
Issues!

**200+**  
Special  
Issues!

**350+** Magazine Titles REVIEWED!

[www.magworld.in](http://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!

**GS  
VIRDI**

Asst. Professor  
Media & Content  
Consultant

# For Social Media, I Created and Posted!

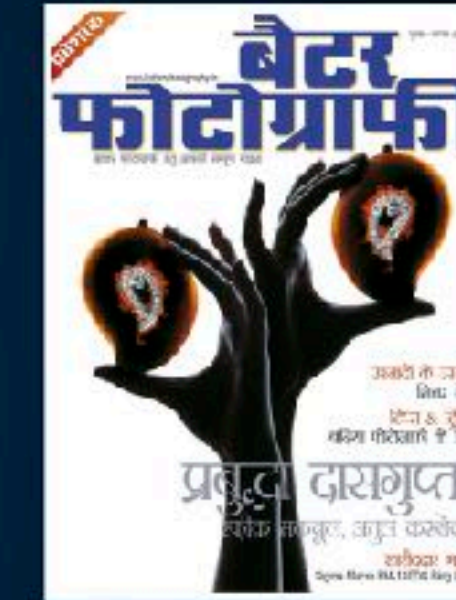
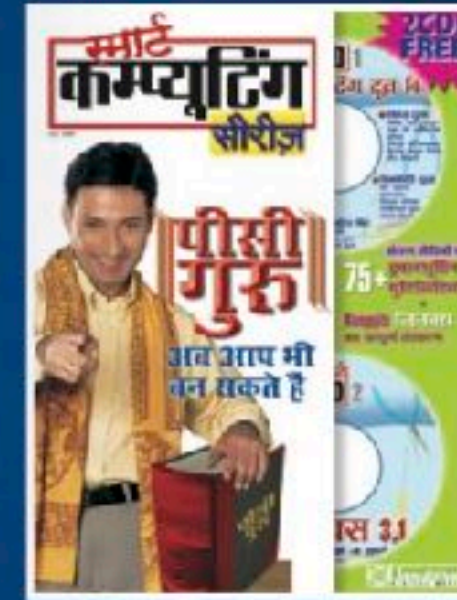
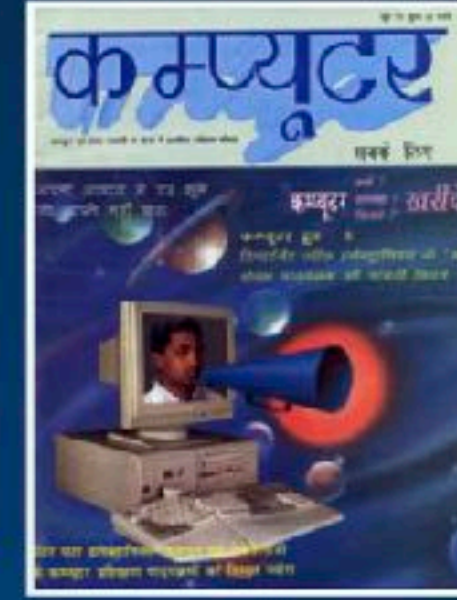
## हिन्दी दिवस

\*\*\* 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।

देश की एकमात्र स्मार्ट शॉपिंग और लाइफस्टाइल गाइड - हिन्दी में

अपनी स्मार्ट सिटी *Life*

[www.ApniSmartCityLife.com](http://www.ApniSmartCityLife.com)



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!**

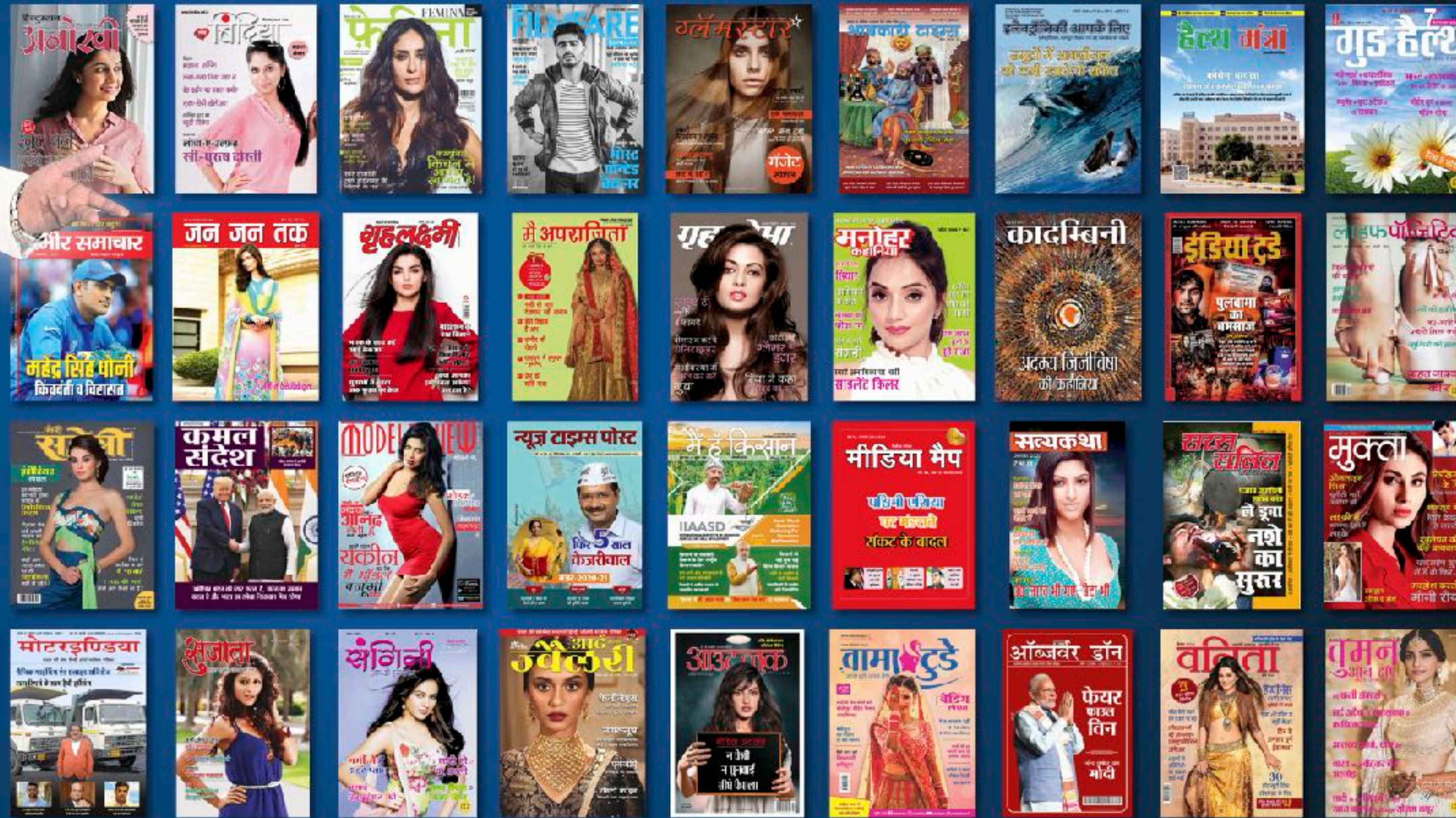


**GS VIRDI**  
Asst. Professor  
Media & Content  
Consultant

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!



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<sup>IN</sup>

हिन्दी  
मीडिया जगत में  
मेरे द्वारा स्थापित  
मील के पत्थर!



GS  
VIRDI  
Asst. Professor  
Media & Content  
Consultant

इन सबके  
बाद अब  
प्रस्तुत है  
2020

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

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

स्मार्ट  
कम्प्यूटिंग

आप हिन्दी

अपनी  
स्मार्ट सिटी Life

ओवरड्राइव

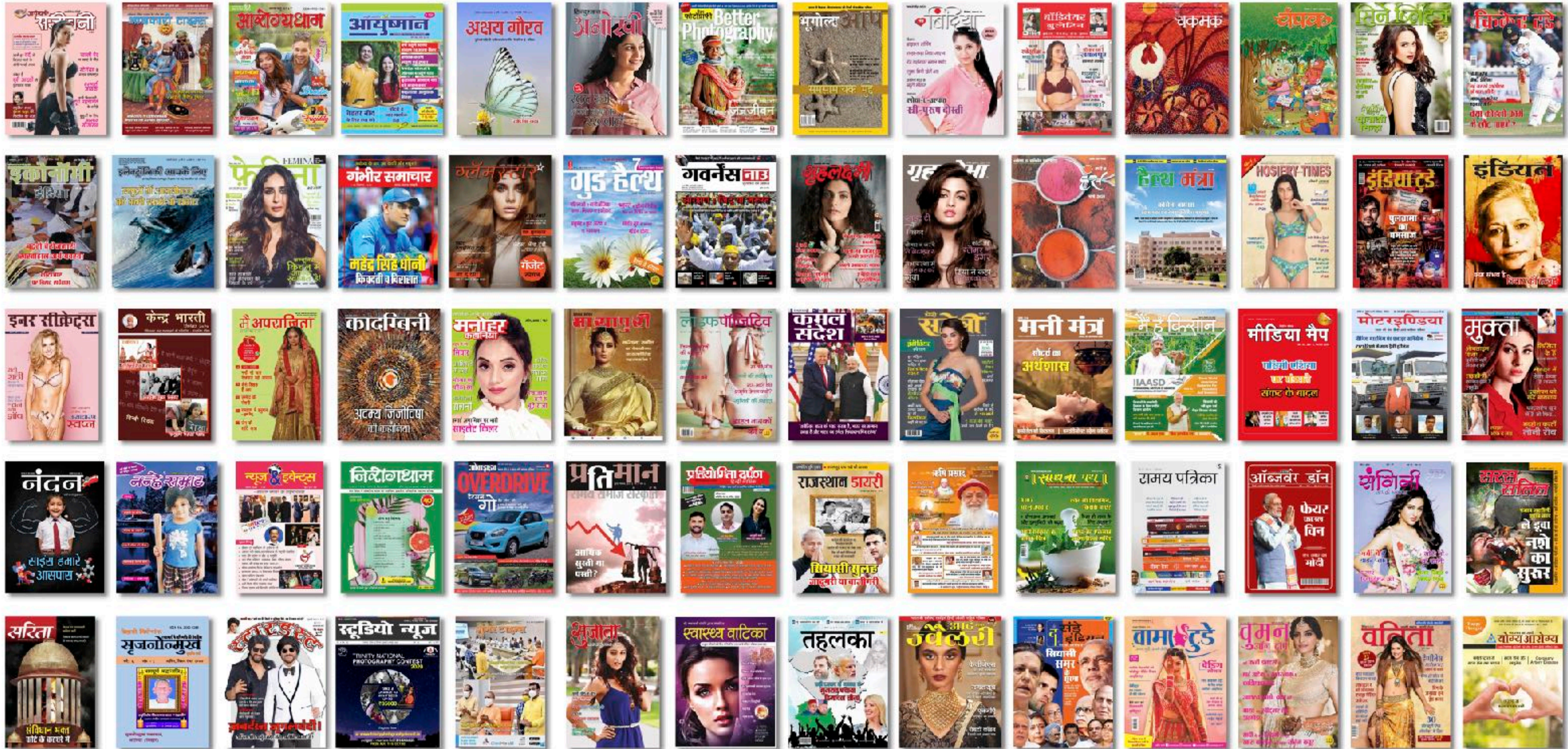
बेटर  
फोटोग्राफी



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

# For Social Media, I Created and Posted!

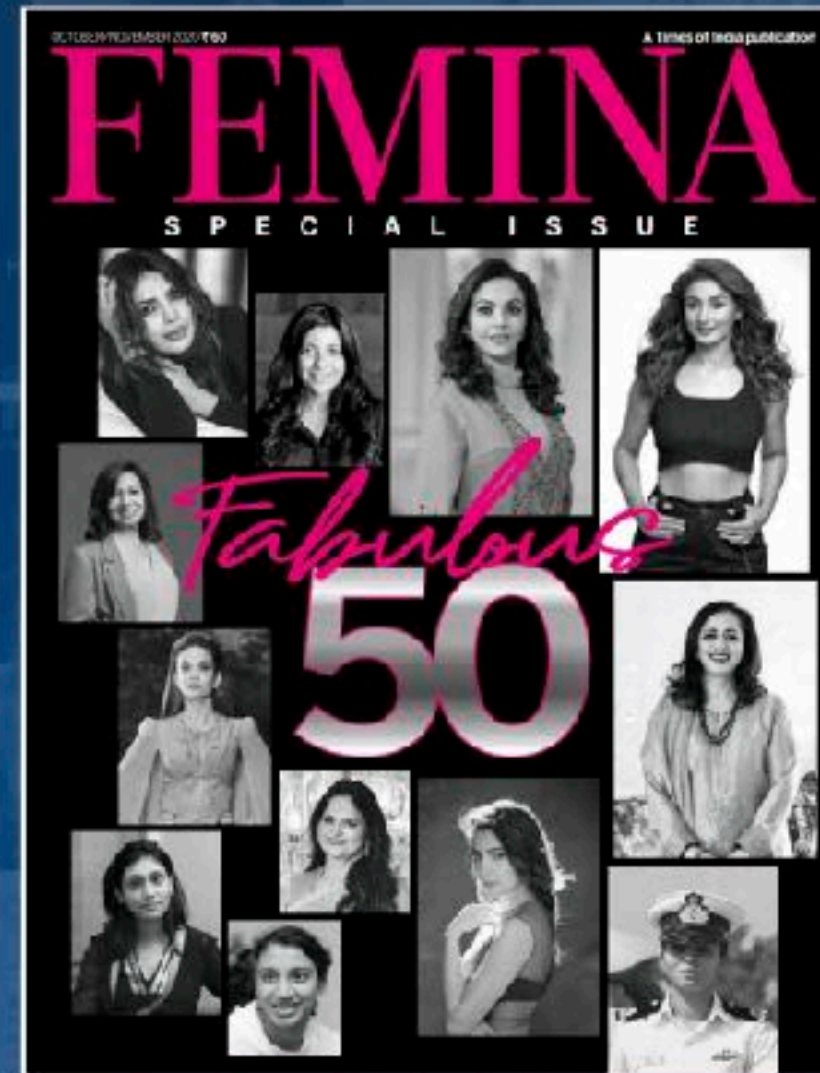
**70** हिन्दी की मैगज़ीनों के 1000 से अधिक अंकों के कवर्स का एक अनूठा विश्लेषणात्मक अध्ययन - **GS VIRDI** **MAGWORLD**<sup>IN</sup> (इनमें से कुछ पत्रिकाओं का प्रकाशन अब बंद हो चुका है)



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



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

[www.magworld.in](http://www.magworld.in)

**MAGWORLD**

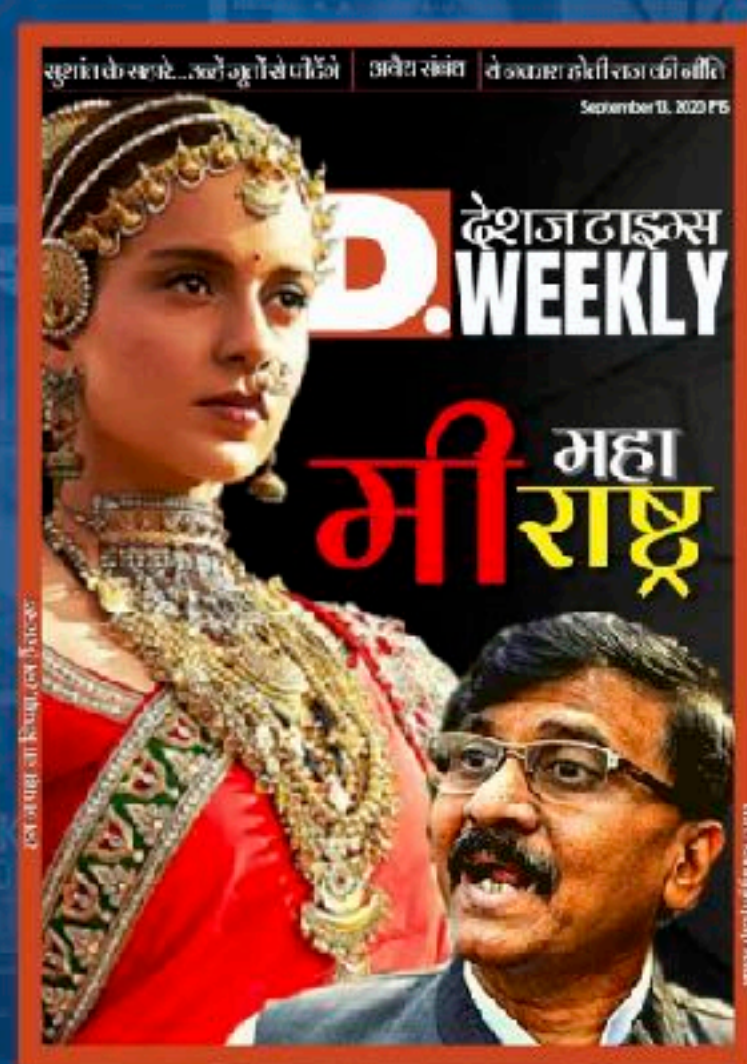


Sometimes I observe some interesting facts or coincidences when I keep browsing lots of magazines!

GS  
VIRDI  
Asst. Professor  
Media & Content  
Consultant

# For Social Media, I Created and Posted!

EXPERIMENTS  
OR LACK OF VISION?



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

[www.magworld.in](http://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!

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

# 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!



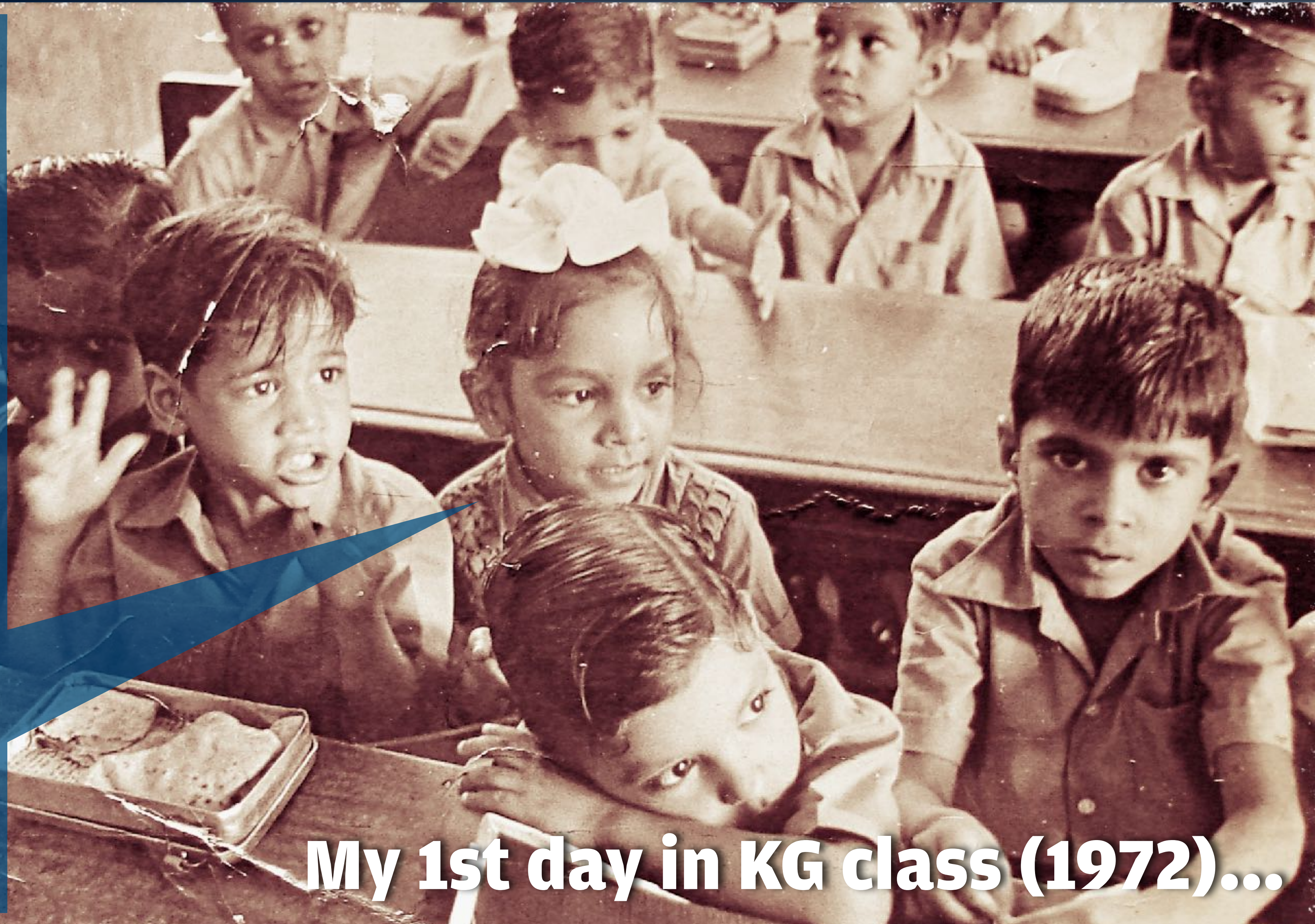
I studied COSMOPOLITAN INDIA magazine covers for several years and analysed the change appeared in the personality of brand in terms of Main Visual, Stories, Layout etc.!





# 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)...**

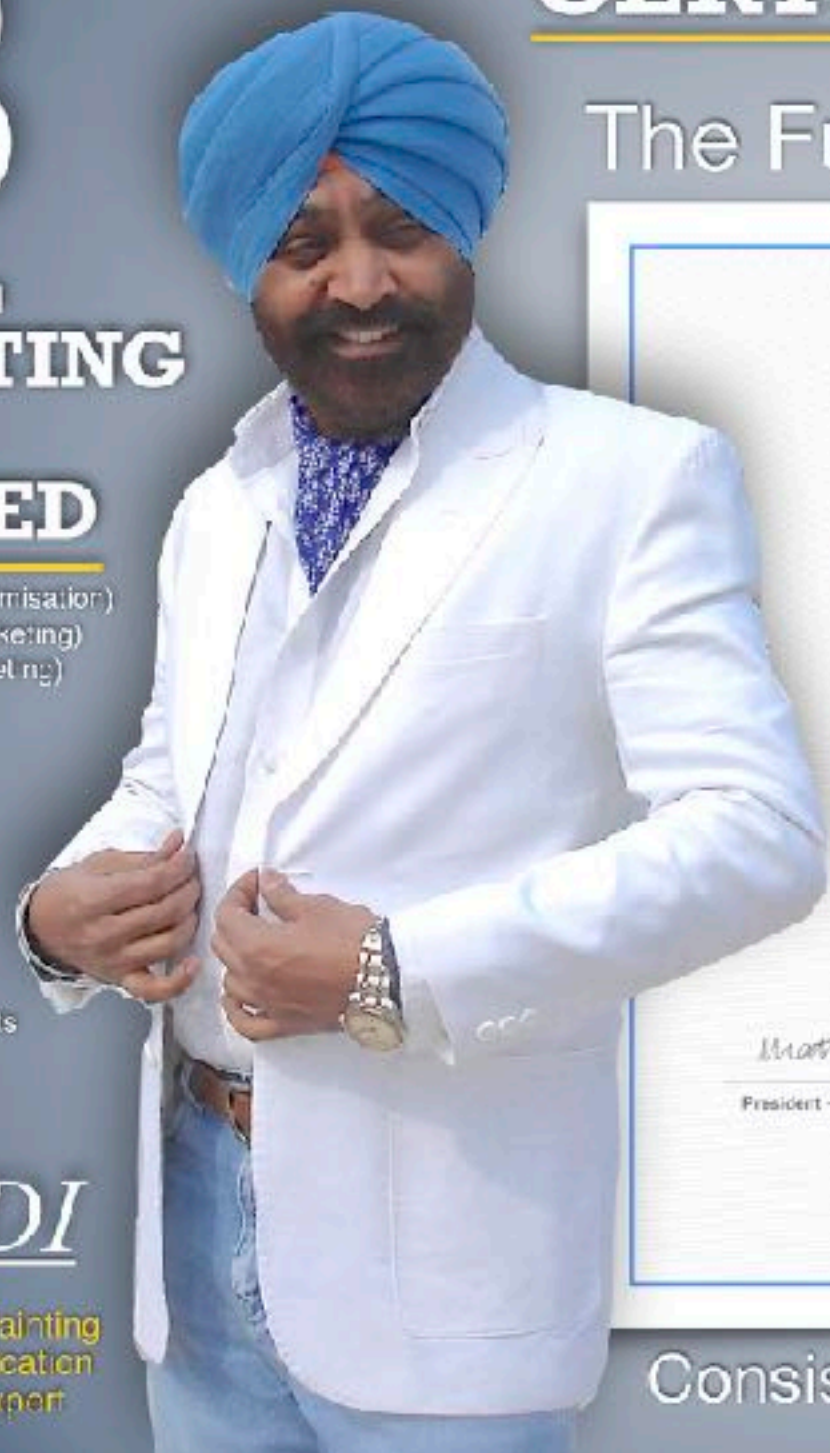
# I know, I'll not stop learning till I die!

## 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

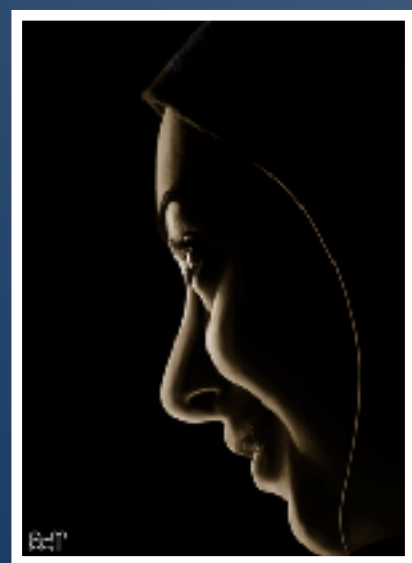
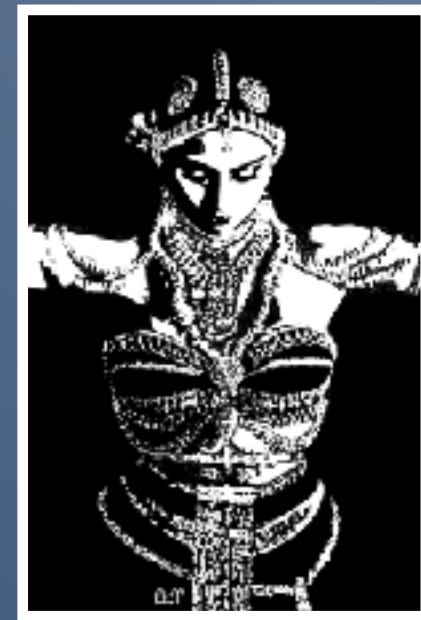
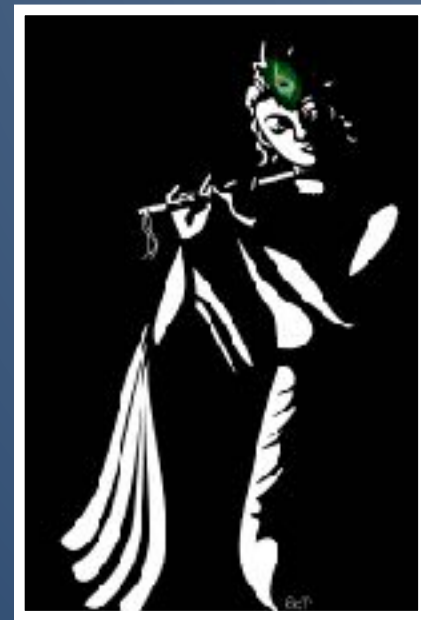
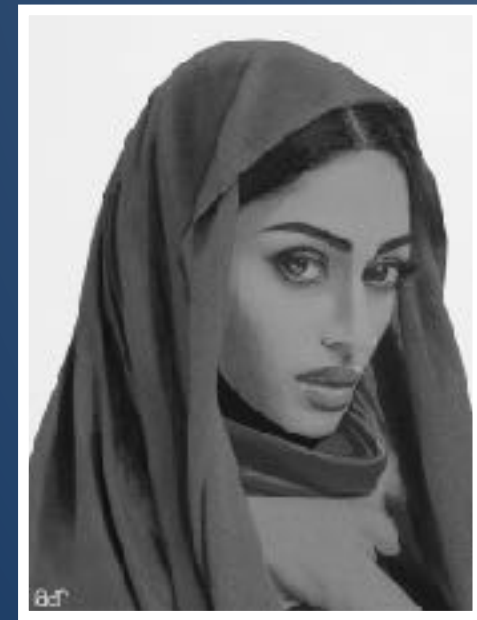
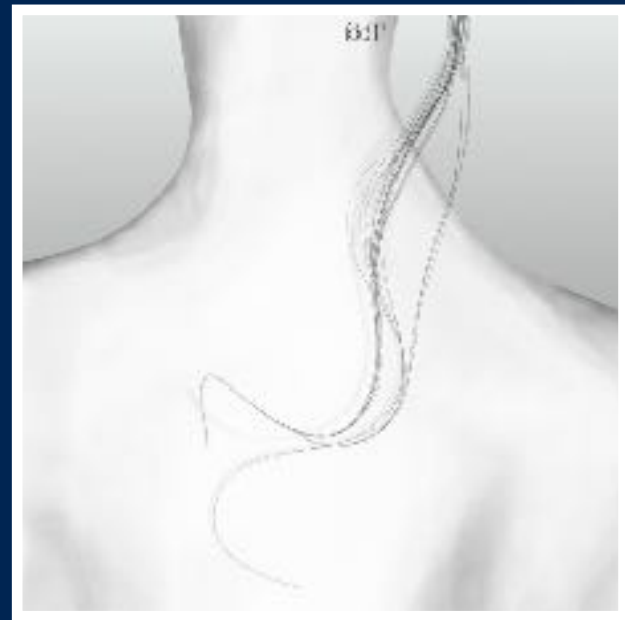
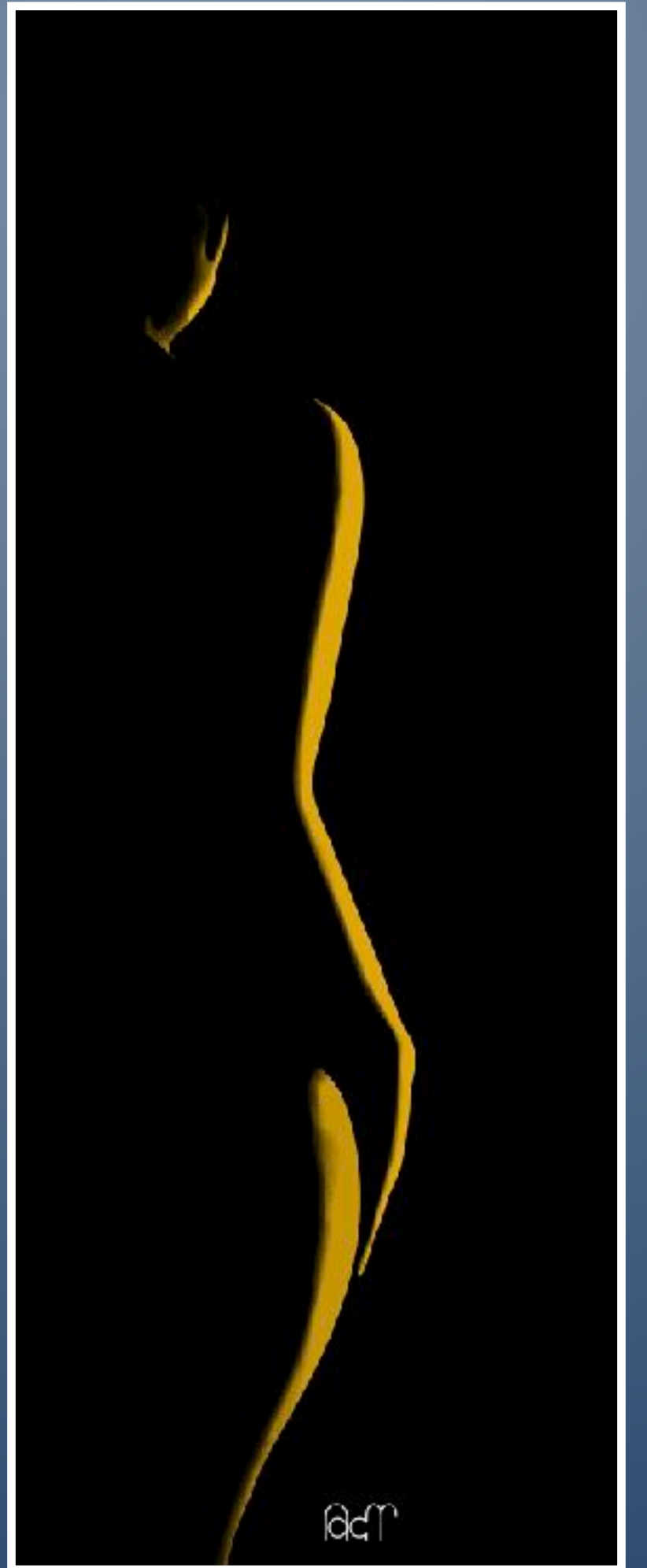
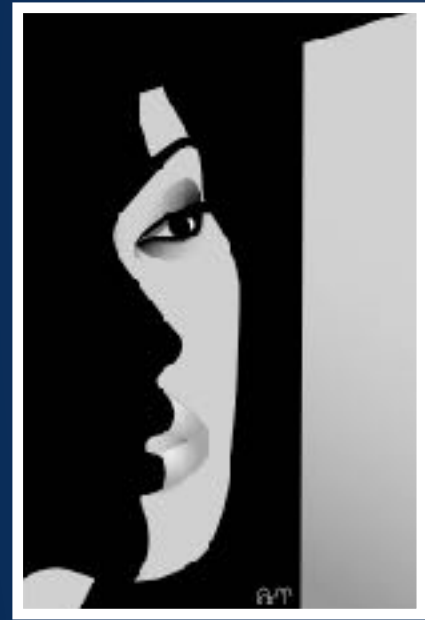
## GURJENDER SINGH VIRDI

has completed the Reuters Training Course:  
Introduction to Digital Journalism



## 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 शैलविदी नाड



तानी अनिता भोसले धर्मेन्द्र गहलीत शिव  
नोगिया मालिनी पुनीत चावला गौरव  
न्द्र चौधरी सुरेश त भाठी हेमन्त भाठी  
सुरेन्द्र सिंह श्री. रमेश अग्रवाल



# Just in case, If you appreciate numbers

**30**

+ YEARS OF  
PASSION,  
HARD WORK &  
ACHIEVEMENTS

**20**

+ YEARS IN  
MEDIA &  
CONTENT  
BUSINESS

**10**

+ CONSUMER  
MAGAZINES  
LAUNCHED

**10**

+ BLOGS &  
WEBSITES UP  
& RUNNING

**12**

+ TOPICAL  
BOOKZINES  
PUBLISHED



**30000**

+ ARTICLES  
EDITED &  
PUBLISHED

**20**

+ MAGAZINES  
& EDITORIAL  
CONSULTING

**10**

+ CUSTOM  
MAGAZINES  
PUBLISHED

**350**

+ MAGAZINES  
CRITICALLY  
REVIEWED

**10**

+ YEARS IN  
IT AND  
SOFTWARE  
TRAINING

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

CHIEF  
COMMUNITY OFFICER

CONSULTING  
EDITOR

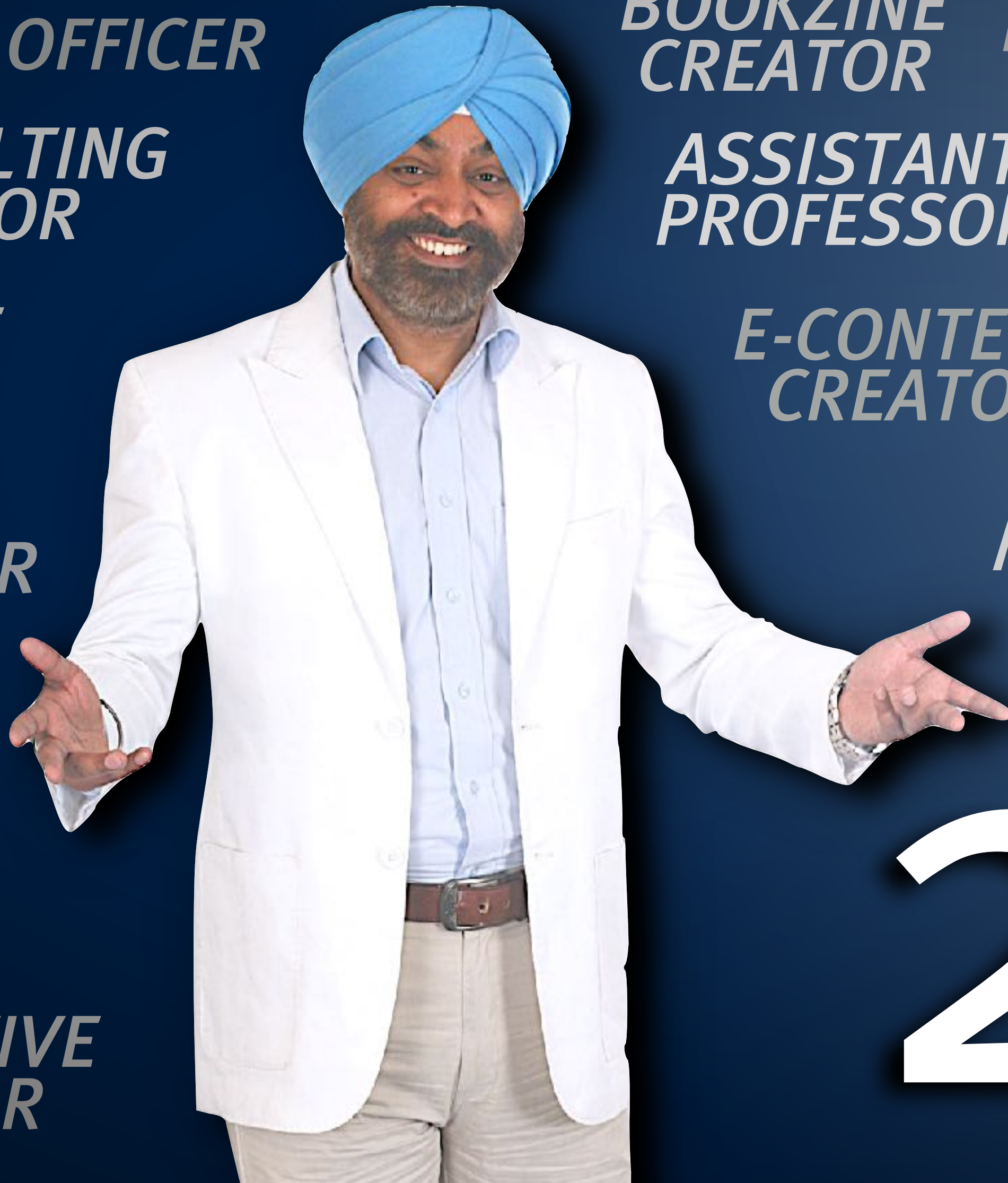
CONSISTENT  
LEARNER

WEBSITE  
DEVELOPER

MENTOR  
SPEAKER

CONTENT  
DEVELOPER

EXECUTIVE  
EDITOR



BOOKZINE  
CREATOR

ASSISTANT  
PROFESSOR

E-CONTENT  
CREATOR

VIDEO  
MAKER

EDITOR

BRAND  
BUILDER

VISUAL  
COMMUNICATOR

PHOTO  
ARTIST

CREATIVE  
WRITER

CONTENT  
REVIEWER

LOGO  
CREATOR

HOBBYIST  
SINGER

DIGITAL  
MARKETER

DIGITAL  
ARTIST

30<sup>+</sup>  
YEARS  
20<sup>+</sup>  
AVATARS

Different roles in different situations  
with different skills!

# CONTENT, COMMUNICATION & DIGITAL MARKETING EXPERT

Gurjender Singh Viridi

[www.gsvirdi.magworld.in](http://www.gsvirdi.magworld.in)

[Gurjender@gmail.com](mailto:Gurjender@gmail.com)



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

**SPECIALIST**

# हिन्दी

**COMMUNICATION**

EDITORIAL, MARKETING, ADVERTISING, MARGCOMM. 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



**WEBSITES & BLOGS**

अपनी  
स्मार्ट सिटी *Life*

[www.ApniSmartCityLife.com](http://www.ApniSmartCityLife.com)



**MAGWORLD**

**REVIEWED**  
**350+** INDIAN  
MAGAZINE  
TITLES!!!

[www.MediaJunction.blogspot.com](http://www.MediaJunction.blogspot.com)

**GS VIRDI**  
Asst. Professor &  
Chief Community Officer  
Content, Media, Digital Marketing  
& Communication Consultant  
[www.gsvirdi.magworld.in](http://www.gsvirdi.magworld.in)



**PICTURE ABHI  
BAKI HAI!**