

**An Invitation for**  
**Author/ Research Scholars/**  
**Professors/ Intellectuals**

...from the *Editor's Desk*



## **About The Company**

Pratiyogita Darpan was incorporated in 1978, by Mr. Mahendra Jain (Editor-in-Chief) & Mr. Narendra Jain, with vision & mission dedicated to serve the youth of the country.

This 28 years young company is proud to have India's largest network of youth-oriented magazines. *Its flagship brand Pratiyogita Darpan - Hindi Edition has established itself among top 15 magazines of India, among all magazines, regardless of language.* Since the year 2000 it has retained its position (as per Indian Readership Survey, IRS).

*The company has, in fact, revolutionized the way the Hindi-medium aspirants look towards competitions.* It gave a sense of belonging, motivation and inspiration to the Hindi-medium youth aspirants.

Other brands include *Samanaya Gyan Darpan*, the largest selling general knowledge magazine & also *Competition Science Vision*, a specialized magazine for 10+2 Medical entrance aspirants, which have achieved pioneer positions in their respective fields.

To consolidate and expand our line of business, we recently introduced Pratiyogita Darpan - English Edition, a unique general awareness & competition magazine for the youth of English-medium.

With this, today we are *India's most admired career-oriented group of publications.*

Pratiyogita Darpan, has captured the market with the strategic support of Upkar Prakashan, India's leading publishing house for Competition and General Books and also an ISO 9001:2000 company with the Scope of Certification: **Publication of Competition and General Book.**

# **Our Product Line**

## **1) Pratiyogita Darpan (Hindi Edition)**

Our flagship brand, PRATIYOGITA DARPAN (Hindi Edition), launched in 1978 with a circulation of mere 80 copies a month, is today India's largest selling youth magazine, with a circulation of (approx.) 3,20,000 copies a month.

Also, since 2000, it has retained its position as India's largest read competition, general awareness and current affairs magazine (as per Indian Readership Survey - IRS)

## **2) Pratiyogita Darpan (English Edition)**

Introduced recently in June 2006, it is a highly innovative, reliable, authentic & up-to-date product for young aspirants of English Medium.

It is one of the most brain storming project in the history of our company. That's why it is started with a denting circulation of (approx.) 120000 copies per month. And this is just the beginning.

## **3) Samanya Gyan Darpan**

One of the largest selling general knowledge magazine of India. It caters to the aspirants of 2<sup>nd</sup> grade examinations like Railway, Bank, etc. Circulation (approx) 1,65,000 copies per month.

## **4) Competition Science Vision**

One of its kind, a niche product, specialized monthly magazine for medical entrance and 10 + 2 aspirants. Circulation (approx.) 65,000 copies per month.

# **Come, and Share your experience with the youth!**

- From the *Editor-in-Chief*

Pratiyogita Darpan, the most trusted name among the youth, probably needs no introduction to you.

In last 3 decades, it has silently worked towards creating consciousness and self-confidence among the Hindi speaking youths. Its usefulness had attracted even the English medium aspirants who were immensely benefited with its strong contents.

In August 1978, when we commenced publication of Pratiyogita Darpan-Hindi, the market was fully dominated by English magazines and practically there was no space for making entry in Hindi. But our commitment of providing useful, relevant and authentic text made us achieve mile-stones one after the other. Today, Pratiyogita Darpan-Hindi edition is the only youth magazine among top 15 magazines in India (among all languages) as per latest Indian Readership Survey (IRS) 2006 report, a position which we have been continuously maintaining for last 6 years.

A persistent demand for Pratiyogita Darpan in English forced us to come out with Pratiyogita Darpan-English edition which has really kept the promise and has won the hearts of English medium aspirants. The year 2006 has seen many new launches in various genres and Pratiyogita Darpan-English has been among the best performer among all.

It had been a long and fruitful journey which we have fully enjoyed and have learnt to mould with changing times and constantly work for the youth and their ever expanding and ever changing needs.

We have been really fortunate to have a company of Author/ Research Scholars/ Professors/ Intellectuals who have contributed with dedication and commitment towards making Pratiyogita Darpan a one step solution for career related needs.

We begin our day with a feeling that 'it is just the beginning and we have to go far'. This has been our success mantra and we sincerely hope that a personality like you can really help us in continuing this mission.

Pratiyogita Darpan group is a big canvas to paint the youth of the country in your colours. A wide gamut of educated and aspiring youth are eagerly waiting to be benefited by Pratiyogita Darpan group magazines and books published under Upkar Prakashan banner.

We welcome you on board and become a part of Pratiyogita Darpan family. Your experience, thoughts in shape of small suggestions and other contribution can work wonders for the young generation.

We are enclosing, herewith the complete profile of our group for your kind perusal.

Looking forward to have your co-operation and valued comments.

With regards,

Sincerely yours,

Mahendra Jain  
(Editor-in-Chief, Pratiyogita Darpan Group)

## **An invitation from Pratiyogita Darpan**

To expand our network of Author/ Research Scholars/ Professors/ Intellectuals, we hereby invite you to join our intellectual team and help me to serve the career-oriented youth better day by day, month by month & year by year.

We would welcome your efforts/ contributions in terms of value added articles & other study material, relevant to competition examinations that are held across India, like Central and State Civil services, SSC, Defence, Railway, MBA, UGC/NET and other equivalent examinations.

This examination-oriented matter should be precise & to-the-point. The length may vary depending upon its nature, topic, content, presentation, etc.

A really useful contribution will fetch honorable honorarium, which will be decided by the Editorial Board.

At the end, with the help of our Intelligence Marketing Team, the Pratiyogita Darpan family assures you out-of-the-box marketing and advertising efforts to make sure that your contributions for these magazines reach the masses.

# A brief About Our Magazines

## **Pratiyogita Darpan – English Edition**

(Regular features)

- **Editorial** – one of its kinds, a helpful, motivating editorial content, specially written to give a feeling of relaxation and inspiration to the youth so that he/she can face the cut-throat competition with full enthusiasm.
- **News & Events** – National, International, regional news and updated events & issues of the entire month. Special ‘News Diary’ for briefings of what’s happening round the month in the Nation and World
- **Current Affairs** – Get the best of the current affairs. News from sports, memorable points and economic scenario.
- **Career News** – What’s latest for your bright future? Find all about career and employment.
- **World Panorama** – A very informative section, from examination and general awareness point of view, which deals with a number of topics that are news-makers across the world.
- **Inspiring Youth** – As the name suggests, this is one topic that helps an aspirant to do his best in the best way by utilizing his inner conscience and self-motivation.
- **Articles** – These articles contain comprehensive knowledge related to Current Affairs, World/ Indian economy, History, Agriculture, International/ National relations and much more. It includes a vast number of different topics every month.

M/s Pratiyogita Darpan,

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- **History of the Month** – Equips you with the knowledge of events and news-makers in the history of this month.
- **Vividha** – This contains miscellaneous topics like compendium, terminology of different subjects/ fields, At-a-glance knowledge of different state and country every month, a number of value-added and examination-oriented features. It also includes features for your personal interest.
- **Annual Report** – briefing of the Annual Reports of various ministries/ departments/ divisions with authentic facts and figures.
- **Question Papers** – Examination-oriented solved papers, extracted from the various examinations that are held across the country.
- **Your Pages** – Needless to mention that these pages are focused for the personal knowledge enhancement and also to express your views on different topics. These pages include essay and debate contest, knowledge test, general awareness, concentric quiz and much more for the readers.

## प्रतियोगिता दर्पण (हिन्दी संस्करण)

(नियमित विशिष्टताएं)

- **सम्पादकीय**—पाठकों को अनुप्रेरित करने के लिए सकारात्मक सोच एवं आशावादी दृष्टिकोण को उभारने के लिए अनुपम लेख. पढ़ने मात्र से ही नवरक्त संचार कर प्रोत्साहित करने वाले साहित्य से भरपूर.
- **राष्ट्रीय एवं अन्तर्राष्ट्रीय घटनाक्रम**—राष्ट्रीय एवं अन्तर्राष्ट्रीय घटनाओं का अद्यतन वर्णन. प्रमुख घटनाओं का विस्तृत एवं अधिकृत वर्णन.
- **आर्थिक-वाणिज्यिक परिदृश्य**—अद्यतन आर्थिक एवं वाणिज्यिक समस्याओं, सूचनाओं एवं घटनाओं का विस्तृत वर्णन. परीक्षोपयोगी दृष्टिकोण से बेजोड़.
- **नवीनतम सामान्य ज्ञान**—इसमें परीक्षा में उपयोगिता की दृष्टि से वर्गीकृत शीर्षकों के अन्तर्गत अद्यतन सूचनाओं का समावेश किया गया है यथा शब्द संक्षेप, नियुक्तियाँ, पुरस्कार/सम्मान, निधन, चर्चित व्यक्ति, चर्चित स्थान, पुस्तकें व उनके लेखक, समिति/आयोग, महोत्सव, सम्मेलन, विज्ञान, अन्तरिक्ष, दुर्घटनाएं तथा अन्य बहुत कुछ.
- **राज्य-समाचार**—राज्यों के प्रमुख समाचारों को सूचीबद्ध करने वाला स्तम्भ.
- **खेलकूद**—खेलकूद सम्बन्धी राष्ट्रीय एवं अन्तर्राष्ट्रीय गतिविधियों का संक्षिप्त, किन्तु पूर्ण लेखा-जोखा. परीक्षोपयोगी सामग्री से परिपूर्ण.
- **रोजगार समाचार**—उपलब्ध रोजगारों के विषय में परीक्षा सम्बन्धी पूर्ण विवरण का एकत्रीकरण.
- **विज्ञान एवं प्रौद्योगिकी**—विज्ञान एवं प्रौद्योगिकी के क्षेत्र की महत्वपूर्ण घटनाओं एवं उपलब्धियों का सविस्तार वर्णन.
- **अनुप्रेरक युवा प्रतिभाएँ**—विभिन्न परीक्षाओं के टॉपर्स एवं उच्च रैंक प्राप्त युवाओं के साक्षात्कार (मूलरूप में). आगामी प्रतियोगियों के लिए परीक्षा की तैयारी, साक्षात्कार में पूछे गए प्रश्न तथा अन्य उपयोगी सामग्री.
- **स्मरणीय तथ्य**—राष्ट्रीय एवं अन्तर्राष्ट्रीय घटनाक्रम से सम्बन्धित सन्दर्भ सहित महत्वपूर्ण जानकारी. स्मरणीय एवं सरलता से स्मरण रखने योग्य.

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- **विश्व परिदृश्य**—विश्व की किन्हीं दो ज्वलंत समस्याओं का उनके मूल से अद्यतन विश्लेषणात्मक वर्णन, स्वयं में बहुउपयोगी स्तम्भ.
- **निबन्ध/आलेख**—परीक्षाओं की दृष्टि से अत्यन्त उपयोगी, महत्वपूर्ण तथा समसामयिक विषयों पर वर्गीकृत लेख, सारगर्भित तथा विश्लेषणात्मक विषयों व्यापक आधार पर संगृहीत.
- **सार-संग्रह**—पाठ्यक्रम के प्रमुख विषयों—भारतीय इतिहास एवं संस्कृति, राष्ट्रीय स्वतन्त्रता आन्दोलन, भारतीय राजव्यवस्था एवं संविधान, भारत एवं विश्व का भूगोल, भारतीय अर्थव्यवस्था, सामान्य विज्ञान, कृषि, खेलकूद, विविधा तथा सामयिक घटनाओं का संक्षिप्त उत्तरों सहित अनुपम संकलन. स्मरण रखने में सरल एकउत्तरीय संग्रह.
- **सामान्य अध्ययन**—सिविल सर्विस मुख्य परीक्षा हेतु वर्णनात्मक प्रश्न एवं उनके सटीक उत्तर.
- **हल प्रश्न-पत्र**—पत्रिका के इस अति महत्वपूर्ण अंग में चयनित परीक्षाओं के प्रश्न-पत्रों का पूर्ण हल आवश्यक व्याख्याओं के साथ उपलब्ध कराया जाता है. उपयोगिता की दृष्टि से सिविल सर्विस एवं अन्य समकक्ष परीक्षाओं के लिए दुर्लभ सामग्री सहित.
- **वार्षिक रिपोर्ट**—चयनित मंत्रालयों के कार्यक्रमों की वार्षिक रिपोर्ट. भारत सरकार द्वारा प्रकाशित सामग्री से महत्वपूर्ण संकलन.
- **उद्योग व्यापार जगत्**—उद्योग व्यापार जगत् की महत्वपूर्ण एवं अद्यतन जानकारियाँ. परीक्षाओं में उपयोगिता की दृष्टि से बेजोड़ संग्रह.
- **परीक्षोपयोगी हल प्रश्न-पत्र**—
  - इस स्तम्भ में संघ एवं राज्य लोक सेवा आयोग एवं विभिन्न प्रतियोगिता परीक्षाओं के हल प्रश्न-पत्र दिए जाते हैं.
- **और भी बहुत कुछ**—
  - अपना ज्ञान बढ़ाइए,
  - प्रश्न आपके, उत्तर हमारे,
  - पुरस्कृत निबन्ध,
  - क्या आप जानते हैं ?,
  - वाद-विवाद प्रतियोगिता (पक्ष-विपक्ष में)
  - सामान्य ज्ञान प्रतियोगिता.

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