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2018-19



Record Holder for MOST PEOPLE USING MOUTHWASH AT MULTIPLE VENUES

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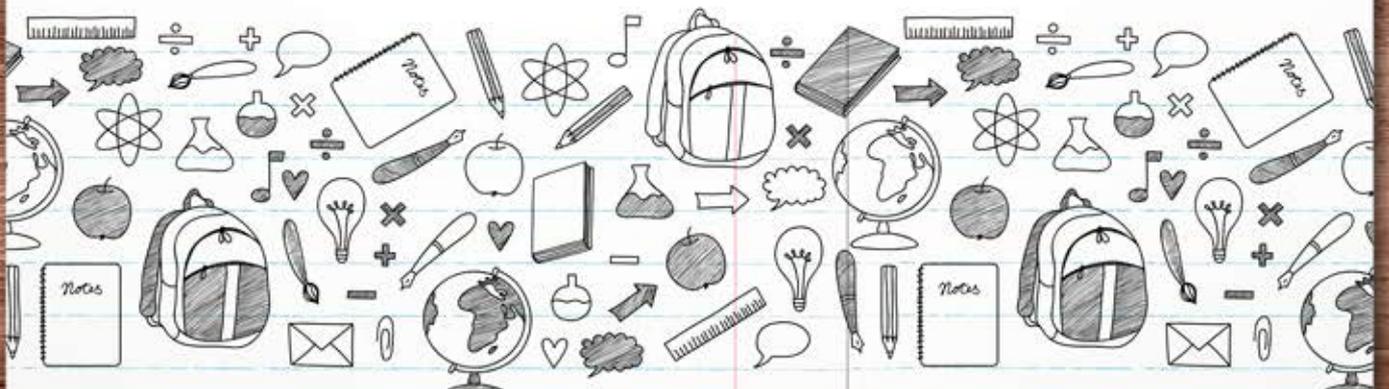
THE TATVA



Inception

Welcome to the I.T.S- The Education Group. I.T.S Group was founded in 1995 and now it has 4 campuses, with 8 institutes and 20 courses. I.T.S laid the foundation of I.T.S UG courses with BBA, in the year 1996 and BCA in the year 1997, with the mandate of providing management and technical education of the highest quality and to become a center of excellence in value-based management and technical education, training, research and consultancy. It is NAAC accredited A Grade Institute which strives at developing tomorrow's business leaders. It promotes development through integrated learning and industry-academic partnerships. As an institute, I.T.S stands committed to retaining flexibility and responsiveness to management and corporate needs.

I.T.S believes in holistic development of the students, by inculcating in them professionalism, ability to work hard, take decisions and develop higher thinking order. The institute also exposes the students to all aspects of the economy and to various facets like environment, societal values, social responsibility and human value system.



FROM EDITOR'S DESK

Dear Readers,

“One cannot do the wonders in a day but One can be the wonder one day for the world” by ones creativity, persistent efforts and hard work. “

We at ITS initiate to give new wings to our students who have hidden talent and are the new hopes to the world by providing them opportunities in form of Dance, Literary, Sports, Theatre, Communication Skills Enhancement and many more activities through Various Clubs.

This magazine shows the glimpse of some activities held at ITS (UG Campus).On behalf of the entire editorial member for TATVA, I publicise this issue of magazine, which serves as an attempt not only to record the events that have taken place during the semester, but also to highlights the achievement of every ITSIANS .

As lot of efforts have been gone into making this issue. The ultimate purpose of the magazine is to engage and strengthen its readers' association with the College. I would like to thank all student writers and Student volunteers involved, for their hard work and devotion. I do hope our readers enjoy this wonderful edition of ITS UG Campus Magazine “TATVA”:

Anubha Srivastava
Assistant Professor
(Management)
Editor

FROM EDITOR'S DESK

Dear Readers,

We are really proud and enthusiastic to share that we are all set with new hopes and hues to release this issue of "TATVA". In this issue, you will get one stop information on different topics, what's new in I.T.S and lots more! The exuberant articles of our young writers are undoubtedly appreciable enough to hold the interest of the readers.

This magazine is indeed a sincere effort to shape the creativity of our budding talents and inculcating the art of being aware about the on- going changes in the economy.

We are sure that positive attitude, continuous efforts and ingenious ideas of our blooming writers will definitely excite the readers and take them to the dreamlike world of real joy and enjoyment.

So relax, sit back and enjoy your copy of magazine. So, on behalf of whole TATVA Magazine team I wish all the readers a Happy Reading!!

Dr. Yamini Negi
Assistant Professor
(Management)
Editor



Giving Words
To Thoughts

STUDENT EDITOR



SALMAN
(BCA 2017-2020)



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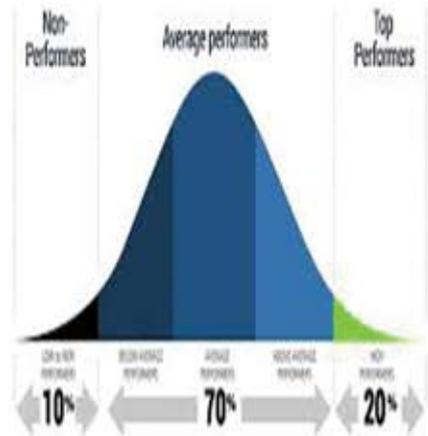
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REVERSE PERFORMANCE EVALUATION

Typically, managers and business owners conduct performance evaluations as a way to assess an employee's job performance and ability to meet goals. Usually, they sit down with each employee and discuss the strengths and weaknesses of his / her job performance over a predetermined period. In Reverse Performance appraisal, employees can evaluate the effectiveness of their managers. This is a great opportunity to synchronize manager and employee expectations, jointly set goals, and evaluate progress toward those goals.



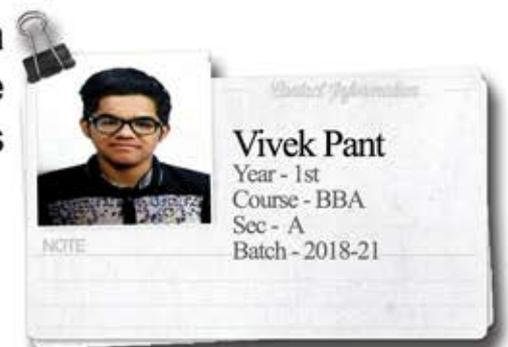
If you are a manager and not doing these things, you might as well skip the review process and reconsider whether you are fit to be a manager or not. It is usually harder to judge managerial performance than individual contribution. Individual contributions mostly have tangible and attributable results. In contrast, managerial performance is largely reflected in how the team perceives the manager.



Managers are the key reason that employees decide whether to stay at a company or quit. Given this leverage, we should focus performance management on managers and especially on senior managers. Without a formal review process, it's easy for managers to not get meaningful feedback from their employees. Employees may be afraid of retaliation or many simply are uncomfortable delivering feedback to their bosses. A formal process forces the issue.

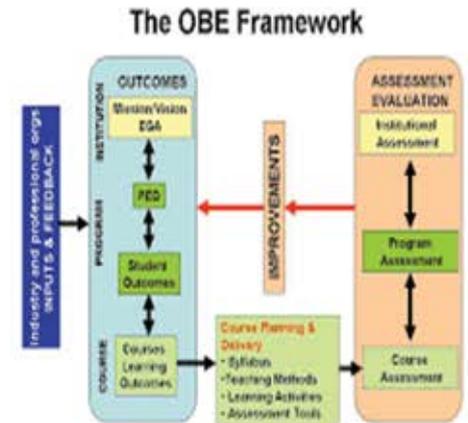
There is still a need for managers to evaluate their employees and more importantly for managers to provide employees with feedback that helps them improve their performance and develop professionally.

Evaluation is part of the coaching that should be a manager's primary responsibility. Let's invert the performance review and build better organizations by measuring and improving our managers.



OUTCOME - BASED EDUCATION

Outcome-based education is an educational theory that bases each part of an educational system around goals (outcomes). By the end of the educational experience, each student should have achieved the goal. There is no single specified style of teaching or assessment in OBE; instead of classes, opportunities, and assessments should all help students achieve the specified outcome. The role of the faculty adapts into instructor, trainer, facilitator, and / or mentor based on the outcome targeted.

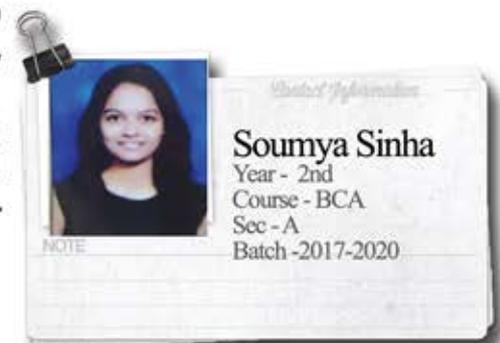


Outcome-based methods have been adopted in education systems around the world, at multiple levels. Australia and South Africa adopted OBE policies in the early 1990s but have since been phased out. The United States has had an OBE program in place since 1994 that has been adapted over the years.

In a regional / local / foundational / electrical education system, students are given grades and rankings compared to each other. Content and performance expectations are based primarily on what was taught in the past to students of a given age of 12-18.

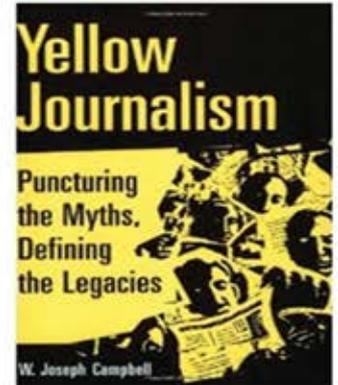
The goal of this education was to present the knowledge and skills of an older generation to the new generation of students, and to provide students with an environment in which to learn. The process paid little attention (beyond the classroom teacher) to whether or not students learn any of the material. Students involvement in the classroom is a key part of OBE. Students are expected to do their own learning, so that they gain a full understanding of the material.

Increased student involvement allows students to feel responsible for their own learning, and they should learn more through this individual learning. Other aspects of involvement are parental and community, through developing curriculum, or making changes to it.



YELLOW JOURNALISM

Professor Noam Chomsky once said, "The duty of journalists is to tell the truth. Journalism means you go back to the actual facts, you look at the documents, you discover what the record is and you report it that way." Although many people with journalism integrity, the reality is that it is not always there. That is where Yellow Journalism comes in.



Yellow Journalism is an exaggerated, exploitative, sensational style of newspaper reporting. It emerged at the end of the nineteenth century when rival newspaper publishers competed for sales in the coverage of events leading up to and during the Spanish-American War in 1898.

Yellow Journalism is now over hundred years old. Back then it emphasized on sex, violence, and crime sprinkled liberally with emotionalism, inaccuracies and exaggerations. Most journalists claim that Yellow Journalism has now been replaced with informed, intelligent and unbiased reporting. Yellow Journalism is actually a way to get more viewers and readers with lesser efforts. Patience for a useful news and workout for the spicy news, both are far differ from each other. In the media taste, the news must be something happening from around the world about which public should know.



Nowadays a lot of newspapers and TV news channels are practicing this way of immoral journalism. "Actually the news was of some cows got missed in night and people were thinking of Aliens doing. But I would appreciate the way of expressing the news which was totally a rubbish but attracted the attention of a niche market. We can say it as "Unfair, unrealistic and immoral but effective in some extent." Yellow journalism is not a pure version of journalism but a pure version of Business.

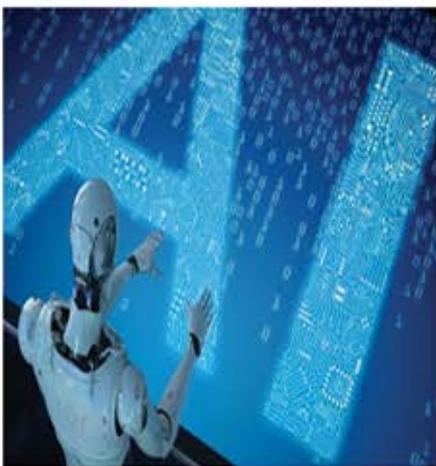
Some news channel and newspapers still think that anything can be sold in the wrapper of Breaking News but not now. Yellow Journalism should be stopped but only when they will come to an end of this senseless competition and profit ever. There should be a "Hand in Hand" scenario rather than "Dog eats Dog" scenario.



ARTIFICIAL INTELLIGENCE - NOT A SURE THING TO INCREASE PRODUCTIVITY

The discussion around the recent patterns in aggregate productivity growth highlights a seeming contradiction. On the one hand, there are astonishing examples of potentially transformative new technologies that could greatly increase productivity and economic welfare. There are some early concrete signs of these technologies promise, recent leaps in Artificial Intelligence (AI) performance being the most prominent example. However, at the same time, measured productivity growth over the past decade has slowed significantly. Productivity growth has declined by half over the past decade.

The most impressive capabilities of AI, particularly those based on machine learning, have not yet diffused widely. The simplest possibility is that the optimism about the potential technologies is misplaced and unfounded. Perhaps these technologies won't be as transformative as many expect, and although they might have modest and noteworthy effects on specific sectors, their aggregate impact might be small.



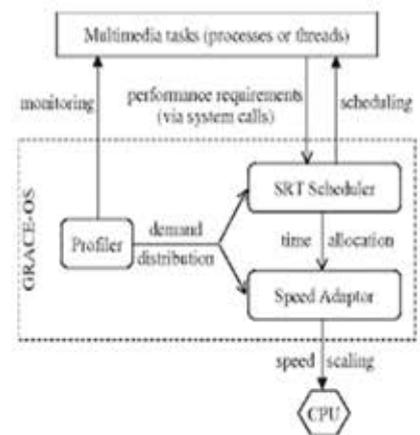
To understand the likely productivity effects of AI, it is useful to think of AI as a type of capital, specifically a type of intangible capital. It can be accumulated through investment; it is a durable factor of production; and its value can depreciate. Treating AI as a type of capital clarifies how its development and installation as a productive factor will affect productivity. As with any capital deepening, increasing AI will raise labor productivity. This would be true regardless of how well AI capital is measured though there may be lags.

There are many challenges that would result from a world with low productivity, especially one with populations ageing as fast as they are today. Artificial intelligence provides an opportunity to resolve these issues, creating widespread opportunity and prosperity.

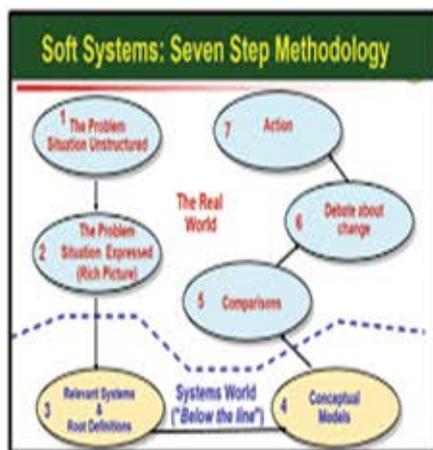


MONITORING AND THE PROBABILITY OF SOFT INFORMATION

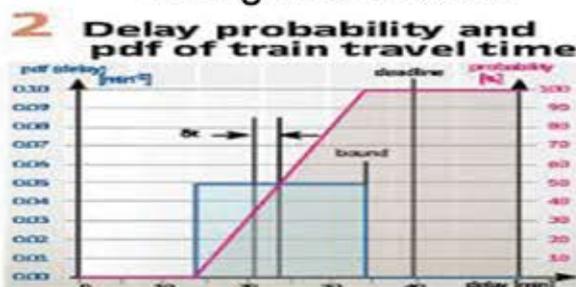
An information that is hard to identify is soft information. Information that is difficult to completely summarize in a numeric score, that requires a knowledge of its context to fully understand, and that becomes less useful when separated from the environment in which it was collected is what we call soft information. Banks have historically been a repository of information about borrowers' creditworthiness and the kinds of projects available to them.



This information was collected over time through frequent and personal contacts between the borrower and the loan officer. Over time the banks built up a more complete picture of the borrower than was available from public records. This private information, most of it soft information, was valuable to the bank. The value arose not only from its ability to inform the bank's lending decisions but also due to the difficulty of replicating and transmitting the information outside the bank.



Consolidation of financial institutions may have a negative impact on small business lending due to the potential loss of soft information and of the incentives to collect it going forward. Small banks are superior at relationship lending using soft information because their fewer layers of management make it easier to communicate and use such information. Large banks can simulate the managerial environments of small banks, in order to minimize the negative impact of losing information.



The results in Liberti also highlight how a large bank may be able to replicate the organizational structure of a small bank by delegating decision-making authority to the lower layers of the organizations.



THE SIGNIFICANCE OF E-WASTE MANAGEMENT IN BACKDROP OF CURRENT IT BOOM

India is gaining negative popularity as the fifth largest E-Waste generator in the world. The rise in manufacturing of electronics is supplemented with the massive 'Digital India' push, where day to day services, from Banking, Travel, Retail, Healthcare, F&B etc., have all gone digital.



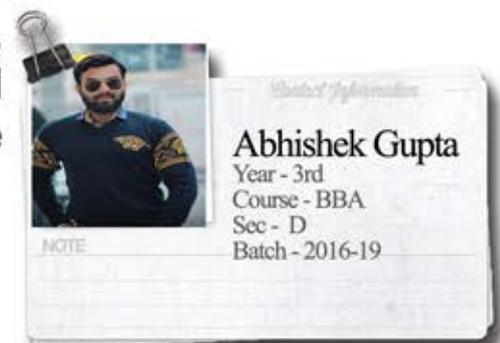
Further, with widely spreading digital literacy and greater push for non- English language support for access to technology, the use of electronics and IT enabled services is becoming a household phenomenon, with presence beyond just the urban population with the sudden and sharp increase in the consumption of Electronics, the frequency of older models being discarded to replace newer versions is a fast catching trend, adding to E-Waste.

E-Waste, comprising of waste electronics/ electrical goods, including Laptops, Smartphones, Tablets, Computers, Monitors, Servers, Printers, Television sets, Refrigerators, Air conditioners, Washing Machines, Computer Monitors etc., have been steadily building up to become a substantial problem. Further, the lethal environmental and health hazards associated with informal handling of E-Waste is a looming threat that needs to be addressed urgently.



The solution for this can be that currently most E-waste in India is disposed of either through auction or sold to the scrap dealers, who in turn sell it to recyclers in the informal sector. . In contrast to developed countries such as Switzerland, where consumers pay a recycling fee, in India it is the scrap dealers who pay consumers a positive price for their obsolete E-Waste.

This acts as an incentive for consumers to dispose their E-Waste through informal waste collectors, leading to higher collection rates and several social and economic benefits to the poor strata of the country.



THE IMPACT OF INCREASING SEARCH FRICTION ON ONLINE SHOPPING BEHAVIOR

The online retail accounts for a rapidly growing proportion of revenues in many industries. While selling online broadens firms access to consumers, operating margins are often lower in online stores than in physical stores. There are well-recognized reasons for this discrepancy: prices are easy to compare online, discount coupons and codes have high uptake, and sellers often bear the cost of shipping products to buyers. In addition to these factors, online selling precludes many methods of price discrimination exercised in offline environments.

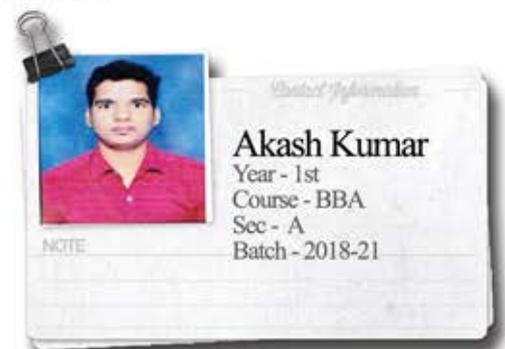


Many online stores present few barriers to accessing discounted products. We propose that deliberately increasing search frictions by placing obstacles to locating discounted items can improve online retailers' margins and increase conversion. We demonstrate using a simple theoretical framework that inducing consumers to inspect higher-priced items first can simultaneously increase the average selling price and the overall purchase rate.



We test these predictions in a series of field experiments conducted with an online fashion and apparel retailer. Using information from historical transaction data about each existing consumer, we demonstrate that price-sensitive shoppers are more likely to incur search costs in order to locate discounted items. Our results show that adding search frictions can be used as a selfselecting price discrimination tool to match high discounts with price-sensitive consumers and full priced offerings with price-insensitive consumers.

These factors are in part a consequence of many online sellers' efforts to make online shopping as convenient as possible. Pure online sellers such as Amazon, Wayfair.com, and Overstock.com are known for minimizing the search, transaction, and delivery costs for shoppers in an attempt to lure them from offline channels.



PERFORMANCE MANAGEMENT AND EMPLOYEE ENGAGEMENT

Performance management is a critical aspect of organizational effectiveness because it is the key process through which a work is accomplished, it is considered as managing human capital and should therefore be a top priority of managers. However, less than a third of employees believe that their company's performance management process assists them in improving their performance, and performance management regularly ranks among the lowest topics in employee satisfaction survey.



Although performance evaluation is at the heart of performance management, the full process extends to all organizational policies, practices, and design features that interact to produce employee performance. "Personal engagement is the simultaneous employment and expression of a person's preferred self in task behaviour that promote connections to work and to others, personal presence, and active, full role performance".

Engagement involves high levels of energy and identification with one's work, in contradistinction to burnout which involves low levels of both. When engaged people become physically involved in their task and ardently connected to others in ways that demonstrate their individuality. Goals are extremely important for initiating the employee engagement process because goals stimulate energy, focus, and intensity or the feeling of engagement. In performance management literature, performance agreement involves the negotiation of goals that employees will accomplish. Inherent the concept of performance management is the notion that employees should perform the tasks associated with their jobs.

Leaders can also provide employees with resources that can enhance their availability. Not only can leaders provide employees with social support, they can also develop engagement by providing assignments and experiences that are challenging, provide some control, autonomy and allow for participation in decision making.



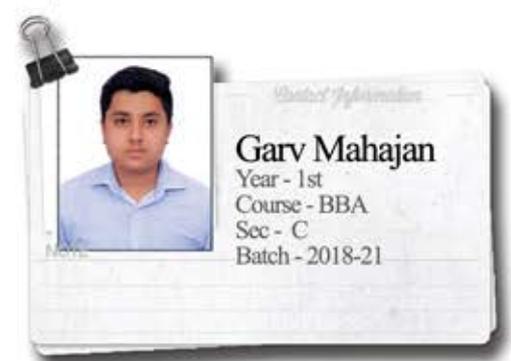
CHALLENGES AND OPPORTUNITIES AFFECTING THE FUTURE OF HUMAN RESOURCE MANAGEMENT

HR has always been a function tackling issues related to employees. HR as a domain has always taken a backseat in businesses where the lime light more often than is taken by Finance or Operations or Marketing. But the fact of the matter is that HR is an equally important pillar every organization must focus upon. Human resources are not only responsible for the recruiting the right talent in the company but is also responsible for their training, development, growth, career management etc. HR is the invisible force which keeps the employees motivated and aligned with the company vision and goals. But HR comes with its own set of challenges, especially in today's scenario.



Challenges faced by marketing is mostly driven by external factors, where the brand and marketing team have to work on product, positioning etc to ensure higher sales than competitors. Finance and regulatory have to focus on aspects like cost cutting, taxations, revenue calculations etc. But HR has a much more formidable role. They have to constantly monitor and take care of employees who are doing the above activities for the company. Not only do these employees have confidential data with them but they also need to be motivated to contribute with their best efforts.

HR has evolved into a much more dynamic domain which required constant improvement in processes and needs improvisations to ensure positivity stays amongst the employees. Some of the most critical challenges that HR is facing these days are as below. Companies spend a lot of time and energy in recruiting the right candidate for the right job. Once onboarded, rigorous training, skill development etc of employees are carried out regularly.



FINANCIAL TRANSACTION AND GROWING ROLE OF TECHNOLOGY

India has a diversified financial sector undergoing rapid expansion, both in terms of strong growth of existing financial services firms and new entities entering the market. The sector comprises commercial banks, insurance companies, non-banking financial companies, co-operatives, pension funds, mutual funds and other smaller financial entities. The banking regulator has allowed new entities such as payments banks to be created recently thereby adding to the types of entities operating in the sector. However, the financial sector in India is predominantly a banking sector with commercial banks accounting for more than 64 per cent of the total assets held by the financial system.

The Government of India has introduced several reforms to liberalise, regulate and enhance this industry. The Government and Reserve Bank of India have taken various measures to facilitate easy access to finance for Micro, Small and Medium Enterprises. These measures include launching Credit Guarantee Fund Scheme for Micro and Small Enterprises, issuing guideline to banks regarding collateral requirements and setting up a Micro Units Development and Refinance Agency.



With a combined push by both government and private sector, India is undoubtedly one of the world's most vibrant capital markets. In 2017, a new portal named 'Udyami Mitra' has been launched by the Small Industries Development Bank of India (SIDBI) with the aim of improving credit availability to Micro, Small and Medium Enterprises' (MSMEs) in the country. India has scored a perfect 10 in protecting shareholders' rights on the back of reforms implemented by Securities and Exchange Board of India.

The relaxation of foreign investment rules has received a positive response from the insurance sector, with many companies announcing plans to increase their stakes in joint ventures with Indian companies.



CORPORATE TREASURY - MANAGING BUSINESS FUNDS

Organisations fuel upon money. Yes! Just like your car needs petrol to run, companies need money to run. And if the company is a Financial Institution, then the raw material for the company is also money. Therefore, there is always a demand for money. To cater to such a requirement, most of the organisations create a division called as treasury that takes care of both the incoming as well as outgoing money. The incoming money comprises of any receivables and the outgoing money may comprise of any payables or expenses.

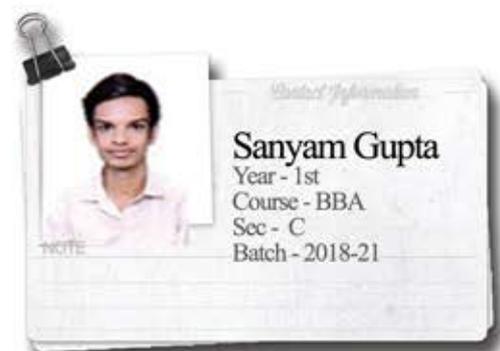


More often than not, the receivables are due to any asset creation which may include the asset itself and any such margin attached to the asset whereas the payable may be any liability and any interest payable with the liability. The margin which the company thus makes is its gross profit. Coming to the main discussion point, the working of a corporate treasury, it comprises of a liability and an asset division. The purpose of the liability division is to raise working as well as long term funds for the firm and the purpose of the asset division is to invest any surplus fund.



Well, this just works like how you manage the liquidity at your home. The liability group gets the money from different sources of borrowings like commercial papers, non-convertible debentures, external commercial borrowings, banks etc. These are always at a cost. These funds are then deployed to create the assets which will help in creating a margin for the company. Therefore, in case of a need of liquidity, company will raise short term funds like CPs and bank borrowings and cover the longer term by issuance of NCDs.

If there is a surplus of liquidity, meaning, when the funds can't be directly put in the business of the company, they are invested by the asset division of the company in instruments for shorter duration. Therefore, the company ensures there is no opportunity loss.

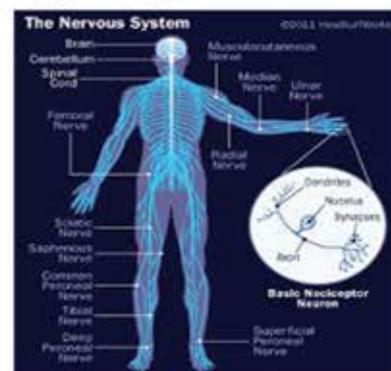


HOW GOOGLE CONTROLS THE LIFE OF AN AVERAGE PERSON

We shall be thinking that how this can be true but when you will get to know reality you will be definitely shocked because GOOGLE is a search engine where you can search everything no matter that is it relating to you or not. As it knows that where you live, the places you used to often visit, the types of brands you purchase, the social networking sites you browse. Hence, it controls you without seeing you. All the advertisements that pop up when you are browsing, Google is behind them.



Google always knows your exact presence location. Google knows when you do bank transactions. Google knows the phone bill payment schedule. Google knows how much traffic you will encounter while travelling to a place.



As in doing business risk is inherent as same as in our daily life GOOGLE is inherent as because without surfing on GOOGLE we can't live even a single day. Due to day to day conferences of GOOGLE I/O we have another handful of gadgets and services for day to day life.

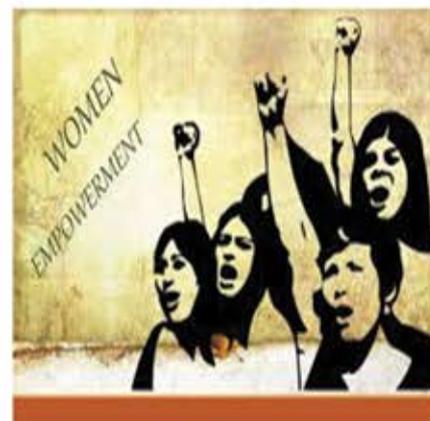
Examples of gadgets and services we use in day to day life are:-

- Google Fit - This is a new suite of health related apps for tracking goals.
- Google Play - This is Google's market place. The world dances to Google beat.
- Google Chrome - Google search everything we search online.

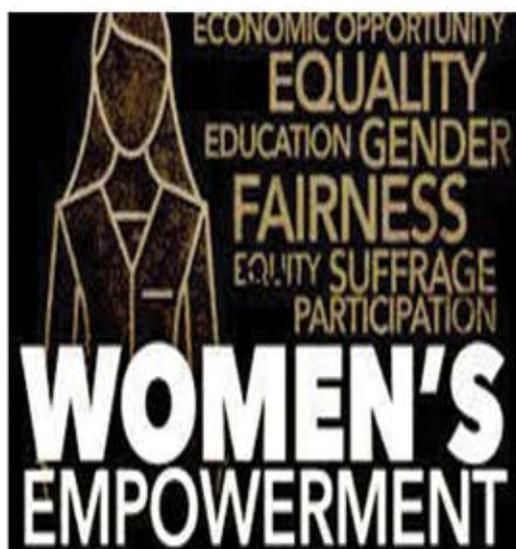


WOMEN EMPOWERMENT: WINDS OF CHANGE

We are living in an era of women empowerment. Women from the entire world over are working shoulder to shoulder with men. All around, they are now empowered to take decision about different aspects of their life and profession. Women empowerment helps to make the society and world a better place to live in and march forward on way to inclusive participation.

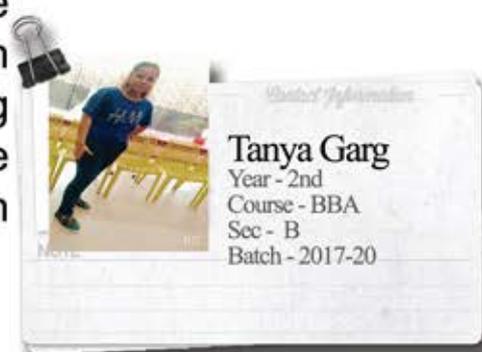


To celebrate women empowerment, International Women's Day is observed on 8 March globally. On this day, social, economic, cultural and political achievements of women are being celebrated and it is also a call for gender equality. This day has been observed since in the early 1900s when the world was moving towards an industrialized economy and ideologies of people were also changing. Even they have been prone to violence and various discriminations by the male member, even in their own families. Though women comprise 50% of the population of the country, they have not been empowered enough to get equal opportunities in realizing their full potential.



In such condition, we can say that our country cannot become a developed nation unless we empower women in true sense of the term. It is very necessary to pay proper attention to their development by providing them equal opportunities in all areas of human activity. Women are now claiming the socio-political rights for themselves. There is an increasing awareness about women's rights which is evident in the emergence of several NGOs and self help groups.

Although women have been given a special place in Islam, still many ill practices have been going on against women as a norm since ages. Due to long prevailing gender discrimination and dominance of men in the Pakistani society, women have been suppressed in their families and societies at large.



FEELING IS DIFFERENT FROM THINKING

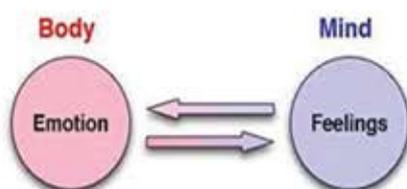
Sometimes people say that both are same but they are slightly different. Thoughts are the ways of dealing with feeling. In the primary case, feeling comes first in both a hierarchical and a chronological sense. A Little neonate has no through to speak of to began with it is a little bundle of feelings.



Thinking drives from learning that is from experience. We must remember that thoughts are just an internalised version of perpetual experience of the world. All thoughts as distinct from feeling have a perceptual formate that is derived from sensory image.



The function of thinking in this sense stands for reality. It's a virtual space in which we can work out in the safety of our minds what to do in relation to reality before we actually put solution into effect. In short thoughts are interposed between feeling and action.



TIME MANAGEMENT AND IMPORTANCE OF TIME

Time is a commodity that we always need more of desperately, but there is never enough of it. Don't take the White Rabbit in Alice in Wonderland as your role model when it comes to keeping time, because if he had exercised better time management he wouldn't have been late all the time.



Time is limited-No matter how you slice it, there are only 24 hours in a day. That applies to you, and to your coworker who only seems able to do half the amount of work you do. But it also applies to the former coworker who consistently accomplishes more than you, and was promoted as a result. If you want to rise through the ranks, you have to acknowledge the importance of finding a way to manage this limited resource.

You can accomplish more with less effort-When you learn to take control of your time, you improve your ability to focus. And with increased focus comes enhanced efficiency, because you don't lose momentum. You'll start to breeze through tasks more quickly.

Become more successful in your career-Time management is the key to success. It allows you to take control of your life rather than following the flow of others. As you accomplish more each day, make more sound decisions, and feel more in control, people notice. Leaders in your business will come to you when they need to get things done. And that increased exposure helps put you in line for advancement opportunities.



Free time is necessary-Everyone needs time to relax and unwind. Unfortunately, though, many of us don't get enough of it. Between jobs, family responsibilities, errands, and upkeep on the house and the yard, most of us are hard-pressed to find even 10 minutes to sit and do nothing.

Having good time management skills helps you find that time. When you're busy, you're getting more done. You accumulate extra time throughout your day that you can use later to relax, unwind, and prepare for a good night's sleep.



CONSERVATION OF NATURAL RESOURCES

Conservation of natural resources, the wise use of the earth's resources by humanity. The term conservation came into use in the late 19th cent. and referred to the management, mainly for economic reasons, of such valuable natural resources as timber, fish, game, topsoil, pastureland, and minerals, and also to the preservation of forests, wildlife, parkland, wilderness, and watershed areas.



Conservation of natural resources is now usually embraced in the broader conception of conserving the earth itself by protecting its capacity for self-renewal. Particularly complex are the problems of nonrenewable resources such as oil and coal and other minerals in great demand. Current thinking also favors the protection of entire ecological regions by the creation of "biosphere reserves." At the beginning of the human civilization, the earth was abundant with all those natural resources that are essential for the survival of life. Water, air, greenery, were all aplenty. Then came the discovery of oil and gas, which began to be used for a variety of purposes.



Over time, all the natural resources became the root of major inventions; water, oil and gas for electricity and travel, trees for paper and furniture, land for agriculture, development of living spaces, etc. There are many other uses of these natural resources. Because everything was available in abundance, no one ever considered the fact that casual use of these would slowly lead to their depletion, and leave us stranded in a world where we are now so dependent on all our creations. It is a known fact that if we are not careful, the survival of all life forms will become increasingly difficult.

Unfortunately, our dependence on these resources has made their conservation an arduous task. Fortunately, it is not a task that is impossible. Take a look at how you can do your bit and contribute to these simple ways to save the environment.



AMAZING FACTS



IT'S CONSIDERED RUDE TO WRITE IN RED INK IN PORTUGAL.

TO COOK AN EGG, A SIDEWALK NEEDS TO BE 158 DEGREE FARENHEIT.



AT ANY MOMENT, CLOUDS COVER ABOUT 60 PERCENT OF EARTH.

OPAL HAS BEEN DISCOVERED ON MARS.



THE 100 FOLDS IN A CHEF'S TOQUE ARE SAID TO REPRESENT 100 WAYS TO COOK AN EGG.

FEAR OF BOOKS IS CALLED BIBLIOPHOBIA.



THE AFRICAN ROCK PYTHON CAN SURVIVE 2 YEARS WITHOUT FOOD.

THE ONLY COUNTRY IN THE WORLD WITH 13 MONTHS IS ETHIOPIA.



Salman
BCA - I Year
Section - A
Batch: 2017-20

NOTE
Editor



4th OCTOBER
2018

An Industrial visit to “Coca Cola Happiness Factory” was organized for BBA – 1st Year Students at Greater Noida.

An Industrial visit “Coca Cola Happiness Factory” was organised at Greater Noida for the students of BBA first year. It is a premier soft drinks products manufacturing company. The visit was planned to enhance their practical stimulation and to let them having an overview on activities related to Machinery/Plants, Logistics, Packaging, History & facts of Company, HR-Policies carried out by the Company’s executives. Total 42 Students had gone for the visit. After the tour of facility, the students’ queries were addressed by the provided officials at a training room. The visit was a great learning experience for the students.



The Social Service Club-‘Disha’ Organized a Program for underprivileged children.

5th OCTOBER
2018

The volunteers of the day – Abhishek Gupta, Aakash Jain, Keshav and Manan started the activity with the check of the personal grooming and hygiene of the children and who reported on time, neat and clean were awarded with candies. The session commenced with the discussion on Gandhi Jayanti and the Birth Anniversary of the Second Prime Minister of India: Shri Lal Bahadur Shastri Ji, which is celebrated on October 02 every year. Student volunteers explained the importance of the event and its significance in the present scenario. Focus then gradually shifted towards learning as children were then individually invited to the white-board and were given Mathematical questions to solve, and those who answered correctly were awarded with biscuits, notebooks and other stationary items.



11th -12th OCTOBER
2018

A Boot Camp at Pratapgarh Farm Resorts, Haryana was organized for BBA & BCA 1st Year students.

The objective behind this tour was to develop leadership quality, knowledge and experience sharing activities among the fresh batch of students. This camp was organized to intensify the mutual and collective display of coordination and responsibility with enjoyment for all. Students participated in various activities like, Camel Ride, River crossing, Rock Climbing, Cricket, Mud Bath, Swings, Bullock cart ride, Dance on DJ and more. It was a wonderful outing for students and fresh batch of students were more comfortable and happy with each other. Faculty members also went to ensure safety and security of the students. All the students enjoyed themselves and it was a memorable experience was in creating a relationship between students and the Institute.



BBA 3rd Year Students participated in “National Summit on Capital Alternatives for SMEs & Startups- Emerging opportunities and challenges in India”.

12th OCTOBER
2018

With an objective to enable, empower and excel the promoters and decision makers of SMEs and Startups by addressing the capital related emerging concerns the ASSOCHAM organized National Summit on “Capital Alternatives for SMEs & Startups”- Emerging opportunities and challenges in India. It was held at Hotel- The Lalit, New Delhi. BBA 3rd year Students of I.T.S. UG campus along with two faculty members attended this Summit. There were three panel sessions in which Entrepreneurs and Senior Officials had a discussion on Venture capital fund, Cloud based finance, SMEs Loan, Assets Financing and regulatory issues. In these sessions panelists came face-to-face and discussed issues and responded to all queries of the delegates.



16th OCTOBER
2018

UG Campus organized "DANDIYA NIGHT" celebration for BBA and BCA Students.

Navratri occasion is one of the most propitious times in the life of every Indian. Prayers, rituals, and traditions mark this joyous occasion. Dandiya Night was the gratification of this festival. Dandiya Night celebration was organized in UG campus on 16th October and sought participation of more than 400 students. The event was formally inaugurated by Director PR- Mr. Surendra Sood, Director UG- Dr. Vidya Sekhri, Director Management- Dr. Ajay Kumar, Director IT- Dr. Sunil Pandey & Vice Principal-UG Campus - Prof. Nancy Sharma. UG Campus celebrated this exuberant and mesmerizing night where all the students enjoyed Dandiya, dance, and games. Special performance by DJ Blue with high energy made the gathering to dance to its beats. This visual treat made the night an unforgettable one! Students had managed the event with vibrant stalls of food, games, etc. There were also some prizes for the students like best stall, best attire male/female, best dancer male/female, and best hairstyle female.

Finally participants were selected by the panel of judges and audience. Best Attire Female was Ms. Nishu from BCA 1st Year. Best Attire Male was Mr. Kapil from BBA 2nd year. Best Hair Style Female was Ms. Ishika from BBA 3rd year, Best Dancer Female was Ms. Ramsha from BCA 3rd year, Best Male Dancer was Divyanshu Bansal from BBA 3rd year, Best Stall award went to "Chatpate Chulbule Corner", sellers were Ms. Yashika, Ms. Riya, Ms. Neha & Ms. Diksha from BBA 1st year.



18th OCTOBER
2018

The Social Service Club- 'Disha' organized a program for underprivileged children in the area of Vasundhara Sector-14.

"DISHA provided underprivileged children much-needed opportunities to play, read and learn. Classes – taught by faculty coordinators of the club and enthusiastic student volunteers – helped children to boost confidence and develop skills that narrow the gulf between them and better-off youngsters. Keeping the festive spirit alive, Dussehra was celebrated with the underprivileged children by "Disha – The Social Service Club" at Vasundhara, Sector – 14 slums. Since the day was so significant, it became imperative for children to learn about its importance by celebrating it. Volunteers of the day Aakash Jain, Keshav Gupta, Manan Malik, Divyanshi Beniwal & Parul Chaudhary conducted various activities including speeches on Dussehra, Poetic Ramayana and recitation of Hanuman Chalisa. Special assembly on Dussehra was also organized to tell the students about Ramayana. Recitations and hymns highlighting the life story of Lord Rama were also played. To mark Lord Rama's victory over Ravana and to reinforce the message that good always triumphs over evil, children were asked to burn one evil habit each that they had written on paper slips while promising to shun it in the future. Faculty coordinator Prof. Sumit Sharma while speaking on the occasion told the children about the importance of Navratri celebration and what does it signify. He also spoke about the 'nine forms' of Goddess Durga and how Navratri celebration symbolizes victory over evil. Prof. Amit Sharma blessed the children, while inspiring them to follow the path of truth.



22nd OCTOBER
2018

A Guest Lecture on Minority Rights was organized for BBA – 2nd Year Students.

In continuous efforts to enhance the academic quality, I.T.S UG campus has introduced the concept of involving the seasoned and experienced corporate persons. In this endeavor, CS Deepa Singhal, Practicing Company Secretary & Independent Director in Vimal Organics Ltd. delivered a guest lecture on "MINORITY RIGHTS" to BBA 2nd Year students. CS Deepa Singhal, FCS, LLB, M.COM is Practicing Company Secretary for past 17 years with clients in Ghaziabad, Lucknow, Kanpur, Noida and Pune. She is Independent Director at Vimal Organics Ltd, a reputed multi crore company based in Ghaziabad. Earlier she worked with Corona Plus Industries Limited, a Mumbai based company as Company Secretary and Legal head handling Companies Act, Excise and Trademarks matters. She was Chairman of Ghaziabad Chapter of ICSI for the years 2013, 2014 and 2017. The lecture comprised of both theoretical as well as practical aspects of the topic. The session was very interactive as students asked a number of questions related to rights of minority shareholders in passing of resolutions, annual general meeting, extraordinary general meeting, appointment of directors etc. and speaker answered all the questions of the students with keen interest quoting the examples from the corporate world. BBA 2nd Year students were present in the lecture.



23rd OCTOBER
2018

Theater Club celebrated Kalakaar ki Khoj competition under the aegis of UG Clubs and Societies.

The competition was held to find green thumb and crystallize the existing club by keeping in mind that Drama and Performing Arts engages with the creative side of the brain. It was a day when the students of BBA/BCA exhibited their talent through scintillating their performances especially in Theater. Students gave social message on gleaming issues like Degradation of Indian Media, Responsibility towards environmental concern and a day without Internet. Total 12 teams participated from BBA & BCA 1st year and 2nd year. Best Actor trophy won by Shubham Rawat from BCA- 2nd year, Best Actress trophy won by Vishakha Sharma from BBA-2nd year, Best group trophy won by Drama Filling Group from BCA-1st Year, Best script trophy won by Cool Group from BBA- 1st year & 2nd year. This occasion was graced by Dr. Vidya Sekhri (Director-UG Campus), Dr.Umang Singh (PG Faculty), Prof. Megha Sharma, Prof. Barkha Kakkar, Prof. Mala Sharma (Convener of Club & Societies) & other faculty members.



24th OCTOBER
2018

An Industry Visit to SEBI was organized for BBA 2nd Year Students.

Industry visits provide an excellent opportunity to students to interact with industry and know more about its environment. In this endeavor, the institution organized an industry visit to Securities Exchange Board of India (SEBI). SEBI is an important regulatory body in India. The students visited Delhi office, Sansad Marg. Lot of knowledge sharing with reference to investments, markets and investment products happened. It was also an awareness program that explained about various fraud schemes those were being floated in the market. The students were explained how small investments could create a good corpus. Overall, this industry visit was an eye-opener for the students.



A Guest Lecture on “Fintech and Disruption in Financial and Capital Market” was organized for BBA 3rd Year Students.

26th OCTOBER
2018

A guest lecture on “Fintech and Disruption in Financial and Capital Market” was organized for BBA 3rd Year students. The objective behind organizing this lecture was to make students aware about effect of fintech on capital market and investment banking industries. The Speaker of the day Mr. Santosh Parashar Additional Director and Head, Corporate Affairs and Capital Market Division, ASSOCHAM, explained the role of fintech and how this technology disrupt the investments in capital and different financial markets. Students also asked various questions about block chain, fintech, Data Analytics and Artificial Intelligence.



26th OCTOBER
2018

Fine-Arts Club- “ARTEA” organized “MEHANDI COMPETITION”.

The main aim of FINE ARTS CLUB is to make creative art especially visual art which is to be imaginative of intellectual content. With an aim to develop creativity and skills among students, “Mehandi Competition” was organized at I.T.S UG campus for BBA and BCA students. The winners were as: Ayushi Arya (BCA-IIInd year) won 1st prize, Varsha Tomar (BCA-Ist year) and Shivani Gupta (BCA-IIInd year) won IIInd prize. The winners were awarded with a certificate and cash prize.



The Social Service Club- ‘Disha’ Organized a Programme for underprivileged children in the area of Vasundhara Sector-14.

26th OCTOBER
2018

“DISHA – The Social Service Club” helped underprivileged children to get admitted to schools, and explained to their parents why education is worthwhile. Older children from Vasundhara Sector – 14, slum area helped the younger ones to understand their rights, and set examples to learn and grow. DISHA-provided underprivileged children much-needed opportunities to play, read and learn. Classes taught by faculty coordinators of the club and enthusiastic student volunteers helped children to grow in confidence and develop skills that narrow the gulf between them and better-off youngsters. Student volunteers from I.T.S - Aakash Jain, Divyanshi Beniwal, Manan Malik, Keshav Gupta, Parul Chaudhary, Aayushi Saini, Aarti Saini, Harshit Yadav, Chetna Goyal & Paras under the aegis of “DISHA – The Social Service Club” conducted a session with the children and made them solve mathematical equations and English language basics.



30th & 31st OCTOBER
2018

Two days workshop on “Internet of Things” was organized for BCA students in association with “Apron Solutions Pvt. Ltd.”

With an aim of providing exposure to the students about the ‘Internet of Things’ environment and the challenges ahead in the implementation, two days workshop was organized for BCA II year & BCA III year students. Resource person for the workshop was Mr. Amir Khan from Apron Solutions Pvt. Ltd. Total 60 Students participated in this workshop. The key highlights of the workshop were: IOT using Arduino functionality, Data store to the cloud and Receiving the data from the cloud, How sensors work and the Data Collection from the sensors, Exposure to the Devices used in IOT like ESP8266, Board Node MCU and the developments based on it, the libraries for the sensors, Adafruit IO platform and interfacing with Arduino, Projects switch on/off the devices using Google Assistant and Adafruit platform.



“Rashtriya Ekta Diwas” was organised under UG Clubs & Societies.

31st OCTOBER
2018

‘Rashtriya Ekta Diwas’ was organised to commemorate the birth anniversary of Sardar Vallabh bhai Patel who really unified the country. On this occasion UG clubs & societies provided an opportunity to re-affirm the inherent strength and resilience of our nation to withstand the actual and potential threats to the unity, integrity and security by organising the following activities : National Unity Oath, Speech competition on ‘Sardar Vallabh bhai Patel’s contribution to India’s unity’, Plantation. On this occasion students have participated with enthusiasm in all events. Tanmay Sharma –BCA-1st Year won 1st Prize and Chirag Deshwal -BCA 2nd Year won 2nd prize in Speech competition. This occasion was graced Dr. Vidya Sekhri (Director-UG Campus), Dr. Sunil Pandey (Director-IT), Prof. Nancy Sharma (Vice Principal) and Club Convenors.



31st OCTOBER
2018

'Hawker's –The Marketing club' organized "Marketeria" A Quiz Competition for BBA/BCA Students.

This Quiz Competition aimed at orienting spirit towards the Marketing environment and the subject at large. It focused on development of thought process regarding marketing updates. Total 40 Teams registered for the Competition which resulted Participation in the competition. After registration total 6 teams were selected in Elimination Round. There were 3 rounds. 1st round was 'Questions & answers', 2nd round was "Rapid & Fire", and 3rd round was "Audio-visual". Director (UG)- Dr. Vidya Sekhri awarded and praised the students. The Judges of the event were Prof. Sanjeev Tondon and Prof. Kanika Tondon. The winners were felicitated with merit certificates and trophies. The 'Team 47' represented by Anmol Kumar Singh, Ajay Bali, Deepanshu of BCA 2nd year was the winner while team the 'Best club' represented by Naman Jain, Himanshu, and Gaurav from BBA 2nd year secured 2nd position and the team 'Pearl Group' got the 3rd position. All the teams learned from each other's participation. This harnessed the management skills and boosted the morale of the participating teams.



2nd NOVEMBER
2018

Grand Finale of 8th Inter School Quiz competition QUIZ WHIZ was hosted with a focal theme of "Incredibly Strong- The Women".

The event witnessed a participation of more than 1000 students accompanied by 275 Teachers & Parents from more than 300 participating schools. The participants were shortlisted among 40,000 students of 11th and 12th standard participated initially in Intra-School Quizzes conducted by I.T.S. Mr. Arpit Chadha, Vice Chairman I.T.S – The Education Group greeted the winners and gave away Trophies, Certificates and Cheques of Rs. 51,000/- to K.L International School Meerut, Rs. 21000/- to Father Agnel School Noida and Rs. 11,000/- to Bal Bharati Public School Ghaziabad; the winners of 1st , 2nd, and 3rd positions respectively. In addition, 05 Finalists teams (DAV Shrestha Vihar Delhi, Sun Valley International School Ghaziabad, Uttarakhand Public School Noida, Ingraham Institute English School, Ghaizabad, Little Flower Public School Delhi) were awarded with consolation prizes of Rs. 6,000/- each team. Mr. Kunal Savarkar, a distinguished name in the quizzing world conducted the different rounds of quiz with his team.

On this occasion, the presence of Dr. R.P Chadha, Chairman- I.T.S. -The Education Group, Ms. Ritu Maheshwari - District Magistrate, Ghaziabad and famous Gulati Brother, RJ Campy & RJ Ritesh - Zabardast Hit 95 FM fame made the occasion special. Mr. B.K. Arora, Secretary - I.T.S. -The Education Group, Mr. Surender Sood, Director - PR I.T.S. -The Education Group, Dr. Vidya Sekhri - Director (UG), Dr. Sunil Kumar Pandey - Director (IT), Dr. Ajay Kumar-Director(Mgmt), Prof. Nancy Sharma- Vice Principal (UG) & Convener- Quiz Whiz also graced the occasion with their benign presence.



4th NOVEMBER
2018

Students, Faculty and Staff of I.T.S Mohan Nagar Participated in Ghaziabad Raahgiri

Ghaziabad District Administration and GDA in association with I.T.S. Mohan Nagar, Ghaziabad organized Ghaziabad Raahgiri- Ek Satyagrah. Students, faculty and staff of the Institute participated in big numbers with students even performing in nukkad natak, group dance, singing and poetry. It was a great idea to contribute for an increased awareness about the serious problems of deteriorating environment and how we as citizens can contribute in our own little ways.



A Guest Lecture on “Goods & Service Tax” was organised for BBA 2nd and 3rd Year Students.

12th NOVEMBER
2018

To enhance knowledge and to give exposure of corporate practices, a guest lecture was organized on “Goods and Service Tax” for BBA 2nd year and 3rd Year students. The resource person was Ms. Neha Gupta, Practicing Chartered Accountant and Corporate Trainer. The lecture comprised of both theoretical as well as practical aspects of the topic. The session was very interactive as students asked a number of questions related to GST acts, implications, registration process, different chapters of GST rule book appointment of directors etc. and speaker answered all the questions of the students with keen interest quoting the examples from the practical approach. Students appreciated the knowledgeable session a lot.



12th NOVEMBER
2018

A Guest Lecture was organized for BBA 1st Year Students on "SOLID WASTE MANAGEMENT".

The objective of the session was to create awareness amongst students about not only keeping their surroundings clean but also about how to manage the waste. The Speaker of the session was Ms. Nupur Tandon, Founder Director of Pro Waste Concepts, Bangalore. Pro waste is beyond just providing services; they are working towards bringing a systemic change to improve the waste management practices using effective technology and holistic approach. They implement sustainable, decentralized solid waste management systems and processes to create "zero waste campuses". Ms. Nupur spoke to the students about the benefits of managing the waste and how the students can play their part in making their city, their nation a better place to live. Students from BBA 1st year along with faculty members were present in the session. The session ended with question and answer round wherein students cleared all their queries.



An Industry Visit to Yakult - Danone was organized for BCA 2nd Year Students.

13th NOVEMBER
2018

An Industry Visit to Yakult-Danone was organised for BCA 2nd Year Students. The objective of industry visit was to make students aware about the working of products. And how students can utilize their skills with knowledge to build their career in kind of production companies. The Concerned person briefed systematically about the processing of yakult product. He explained about seeding process, quality control about the product, manufacturing of bottles packaging and filling of bottles. In the presentation session he explained about the benefits of using product for healthy life and what is overall process to improve health. He also provided one yakult bottle to each student to drink and taste with two biscuits packets. He concluded his session by showing the videos related to yakult product and solving queries related to respective session.



13th NOVEMBER
2018

An Indian Classical Music programme “A Tribute to Indian Classical Music” was organized under the Aegis of SPIC-MACAY.

The programme was inaugurated through lamp lighting ceremony, in the presence of Pt. Abhay Rustum Sopori along with his renowned musicians & artists Ustad Rafiuddin Sabri & Shri Rishi Shankar Upadhyay, Honorable Chairman, I.T.S Group- Dr. R.P.Chadha, Vice Chairman- Sh. Arpit Chadha, Director U.G- Dr. Vidya Sekhri, Director – Management – Dr. Ajay Kumar, Director IT – Dr. Sunil Pandey, Vice-Principal – UG – Prof. Nancy Sharma, Prof. Namita Dixit (Coordinator – SPICMACAY) and all the faculties.

Pt. Abhay Rustum Sopori – Santoor Music Maestro from Sufiana gharana of Indian classical music and a recipient of Ustaad Bismillah Khan Yuva Puruskar (2006) and many more. He along with his renowned musicians & artists Ustad Rafiuddin Sabri & Shri Rishi Shankar Upadhyay Pakhawaj, mesmerized the audience with his spell bound performance in Chanakya Auditorium of I.T.S Campus. He played various instrumental classical music with the strings of his ‘Santoor’. The melodies of Classical music bestowed by noted performers enthralled the audience for a magical experience.



14th NOVEMBER
2018

Dance and Music Club-“Starlighters” organized “Back to Childhood- Dance Competition” for BBA and BCA students on the occasion of Children’s Day.

A child always remains in the corner of the heart of everyone. This is an opportunity to relive those childhood days and memories. Starlighters- Dance and Music Club of I.T.S. UG Campus took this onus by organizing “Back to Childhood - a dance competition” on Children’s Day at Dronacharya Auditorium. Students from BBA/BCA participated in the competition and have shown their talent by performing on songs of their childhood. Aishwarya Pandey from BBA 1st Year won the First prize and Mradul Mahesh from BCA 3rd year won Second prize. Winners were awarded with Trophies and Certificates by Director UG - Dr. Vidya Sekhri, Vice-Principal UG - Prof. Nancy Sharma and Ms. Pavitra Tyagi - the eminent judge of the Event.



Library Club “Franklin” organized a Debate Competition for BBA and BCA students.

15th NOVEMBER
2018

Keeping an eye on the competitive environment for overall development of students Debate Competition is the utmost priority. In the current scenario at domestic as well as at international level the economy is showing a tremendous change after the announcement of different policies and strategies by not only our Union Government but also by the Governments abroad. Various policies and decisions have been announced in the areas of infrastructure, politics, education, banking, international affairs etc. which have given a platform for thinking and discussion to many social scientists, politicians and management experts. Keeping that in view, Library Club organized a Debate Competition for all BBA/BCA students. The objective behind this competition was to bring out talent and knowledge of the students, through asking different questions from different themes taken from the area like economics, politics, business, and



15th NOVEMBER
2018

Entrepreneur-Cell of UG Campus organized a 3- Days "Entrepreneurship Awareness Camp (EAC)", sponsored by NSTEDB, DST, Government of India, New Delhi & EDII Ahmedabad, Gujrat

The event was formally inaugurated on 15th November, 2018 in I.T.S Murad Nagar Campus by Mr. R. K. Panigrahi (Director-MSME), Mr. Abhishek Shukla (Co-Founder, TripVenza Pvt. Ltd), Mr. Ankit Baranwal (Sr. Credit Manager in Union Bank of India), Mr. Sanjay Kumar (Entrepreneurship Developer, Trainer & researcher), Dr. Vidya Sekhri Director-UG Campus, Dr. S. Sadish (Director-Pharma). The program started with the welcome address by Dr. Vidya Sekhri & later she enlightened the flame of Entrepreneurship by her consequential words and addressed the gathering about the importance of Entrepreneurship.

Mr. R. K. Panigrahi spoke on the topic "How to start SSI Unit". Mr. Abhishek Shukla spoke on "Design Thinking- prescriptions for the innovation of products and services". Mr. Ankit Baranwal spoke on the topic "Finance for Entrepreneur- How to raise capital & find investors." Mr. Sanjay Kumar spoke on the topic "Entrepreneur Motivation & Role of NSIC in setting up business unit".

The third day of this entrepreneurship camp (i.e. on 17 November, 2018) was the industry visit. The students who attended this camp visited the IDPL, Gurugram, where they got the exposure about working culture of industry.



19th NOVEMBER
2018

A Guest Lecture was organised for students of BBA 1st Year on “Environment and Resource Economics”.

Economics helps to know how societies, governments, businesses, households, and individuals allocate their scarce resources. It also provides valuable knowledge for making decisions in everyday life. Economics is concerned with the optimal distribution of resources in society. The session focused on various components of business environment and role and impact of the components on business. The students were briefed about the basic introduction to Environment and Resource Economics. Besides, few important terminologies of Environmental and Resource Economics were also discussed. The speaker for this session was Dr. Pankaj Kumar, Head, Department of Commerce and Vocation, Kalindi College, University of Delhi. It was indeed an informative and enlightening session and everybody thanked the resource person for sparing his valuable time and energy with the students.



Workshop on Use of Excel in Finance – Beginner’s Module organized by Finance Club

19th-20th NOVEMBER
2018

The objective behind this workshop is to enhance the hands on skills of students in application of MS Excel in Financial Accounting and Financial Management. The guest of the session was Mr. H.N Tiwari from SRCC, University of Delhi. Students participated in the workshop from all years of BBA. The students were taught how to use variety of tools such as conditional formatting, locking of sheets, table creation, insert graphs, use of count-if formula, pivot table and prepared dashboard also. They worked on variety of practice worksheets provided by the resource person. Moreover, various concepts like NPV, IRR, Cost of equity, cost of debt were calculated using excel. After this workshop, they are able to manage rows, columns and worksheets, apt with formatting of cells, capable of organizing worksheet, apt with formatting of cells, capable of organizing worksheet and table data.



22nd NOVEMBER
2018

A Workshop on “HTML and CSS” was organized for BCA 2nd Year Students.

A workshop was organized on “HTML & CSS” for students of BCA 2nd year. Workshop was conducted by Prof. Smita Kansal and Prof. Monika Kansal. Working knowledge on HTML, CSS and JS is elementary for every web development project. The HTML and CSS Workshop was modeled to impart participants with comprehensive practical knowledge on HTML - programming language for the web and CSS - formatting language for defining how the web page looks. The topics covered during the session were: Basic concepts of web site development, Protocols used for the communication, Introduction to HTML, Structure of HTML File, Tags of HTML & their attributes (Title, Heading, Paragraph, Font, Marquee, div, span, Horizontal rule, break line, image, anchor, list, bold, italic, underline, etc), Introduction to CSS.



Achievers - HR Club organized “HUMARE FUNSHALA for BBA and BCA students.

22nd NOVEMBER
2018

Achievers - HR Club organized “HUMARE FUNSHALA, an activity based on various educational games such as Sneak A Peak, The mine field, Trick To Balance, Oops! I Dropped it again, and many more. In today’s world where understanding human emotions while working in a corporate world is extremely demanding, such activities will definitely improve their ability to understand human relations and motives. Teams participated in this activity and everyone enjoyed a lot while learning from unconventional methods. Ms. Sneha Nityanandan and Ms. Varsha Paliwal from BBA III Year secured first position in Team-Building games while Ms. Aishwarya Pandey and Mr. Abhishek Vishwakarma from BBA I Year secured First Runner-Up position. Mr. Piyush Jain from BBA I year secured First position in Individual Gaming category while Mr. Vashu Gautam secured II position in this category. The students enjoyed a lot all activities.



22nd-23rd NOVEMBER
2018

I.T. Department organized Two-day workshop on “Mobile Application Development Using Android “.

Department of I.T. organized Two-day workshop on “Mobile Application Development Using Android”. Apart from academics, I.T.S. provides different avenues of learning to students & ensures that every student of BCA gets exposure of at least one technology. The Objective of this workshop was to make students aware about the use of Mobile application development with practical hands on experience. Students of BCA 3rd Year participated in this workshop. Prof. Amit Singh, Prof. Abhay Ray and Prof. Varun Arora provided exposure to the students to dig out their potentials and paved a way for better understanding of the Android programming. Session was appreciated a lot by participants. Students learned some basic applications of Android and also did the programming with the use of java and Android studio. They also learned to Develop application and created some basic application of Android. As this is fast growing technology in the software market, so this workshop was proven very helpful for the students.



A visit to Aaj Tak, News Channel was organised for BBA & BCA students.

24th NOVEMBER
2018

Aaj Tak, The Nation's No. 1 News Channel organised a live debate on Ram Mandir issue and I.T.S. UG Campus Provided an opportunity to BBA/BCA students to participate in the show. The objective of this participation was to provide students, knowledge and make them updated about the latest Ram Mandir issue in Ayodhya (U.P.). In Dangal Program, it was a debate between Hindu Party and Muslim Party. The students got to know about the real facts behind the issue of Ram Mandir. The Anchor of the program was Mr. Rohit Sardana. Pandit Devki Nandan, BJP Leader Shri Shukla ji, Lawyer of Supreme Court Shri M. Khan, and One RSI Leader were present in the show. Program Dangal was live from Varanasi with question, is Ram temple issue solved through court, parliament or dharma sansad.



24th NOVEMBER
2018

Grand “Alumni Meet-2018” was held for Management courses (PGDM, MBA and BBA)

Grand “Alumni Meet-2018” was held for Management Courses (PGDM, MBA and BBA). In a festive setting, the meet unveiled in all its glory with the enthusiastic gathering of more than 600 alumni from different batches. The event started with the lamp lighting before Maa Saraswati by dignitaries, Mr. B.K. Arora, Secretary, I.T.S – The Education Group, Mr. Surinder Sood, Director PR, Prof. (Dr.) Ajay Kumar, Director (Management), Prof. (Dr.) Vidya Sekhri, Director (UG Campus), Chairpersons, Dr. V. N. Bajpai (PGDM), Dr. Nitin Saxena (MBA) and Prof. Pawan Kumar (BBA) and Prof. Durba Roy, Associate VP, CRC. There was a huge excitement and a proud feeling when the senior alumni of PGDM, MBA & BBA courses, with alumni from the very first batch of PGDM (1996-98), were felicitated for their achievements in their respective fields and for being connected with their alma-mater as a true brand ambassador. They also shared the memories of their beautiful time spent at their institute. It was then followed by a number of mind blowing performances by students including Ganesh Vandana, Group Dance on fusion songs, melodious songs and many more. Lavish dinner was arranged where alumni across batches and sectors, faculty and administrative body members and current students interacted with each other. The event concluded on a very positive and emotional note that witnessed momentous glimpses of togetherness and bonding at every nook and corner of the campus.



25th-30th NOVEMBER
2018

Study Abroad tour to Malaysia was organised for BBA & BCA Students.

Students made a visit to the largest and most famous Tin factory of Malaysia. ROYAL SELANGOR which manufactures beautiful artifacts of tin and fine jewellery. Students were amazed to see their astonishing beauty and learnt how a small effort can become a large enterprise. Then there was a joyride on the monorail of Kualalampur which was a fun ride for students. In the afternoon, students visited the Putra Business School. Students attended the lecture of Mslreen who is the head of marketing and communications department. After having insights about latest management techniques and learning pedagogy, students went to see the famous chocolate factory of Malaysia which is Hariston Boutique and they make vegetarian chocolate of finest quality. After dinner, students visited the local market, China Town and enjoyed the street shopping and local fruits and snacks. Thus, the day was full of knowledge and entertainment.



Students visited a Malaysian watch outlet which is a part of Malaysian production and students learnt about various watches. In the afternoon, students were taken to the famous Genting Highland which is the largest amusement centres of Malaysia. This highland is named after the name of Mr. Genting who started this place. Here students had lots of fun in cable ride and appreciated the serenity beauty of mountains and it was a beautiful experience for all the students. In the evening, students were taken to famous Batu caves and the temple of Lord Murugan which was built in 18th century. There are 270 steps to go to main temple and caves. It was a spiritual and soul stirring experience for the students. Students went up and offered prayers to the Lord and was amazed to see these ancient caves which are supposed to be million years old. After dinner, students also enjoyed DJ. Students visited famous Berjaya Times Square Mall of Kualalumpur and was excited to see such a huge shopping place and Christmas decoration. Students did a lot of shopping and were amazed to see that even after very heavy rains everything was going smooth and clean which is a big learning for the students. After that students visited the administrative city Putrajaya which means success of prince which has been built in the fond memory of first prime minister of independent Malaysia. Students learnt about the management and saw the prime minister office and other buildings.



26th NOVEMBER
2018

An Industry Visit was organized at Nucleus Software, Noida for BCA students.

More than 150 students from all years of BCA went on the Industry Visit. The students observed a huge & beautiful campus, learnt about financial software products & played management games as well. There were two sessions planned during the visit. First session was taken by Ms. Priyanka Gairola, Jr. Secretary, Nucleus Software, Noida who briefed about the company and its products & services. She told students about many banking & finance software products developed by Nucleus Software. This session was followed by another vibrant session in which interesting management games for learning team formation, team working etc were played by students. In this session, the students enjoyed and learned many things. Prof. Neeraj Kumar Jain, Prof. Amit Singh & Prof. Barkha Kakkar accompanied the students.



Sports Club (STRIKERS) organised Intra Sports Tournament for BBA & BCA students.

26th NOVEMBER
2018

The main objective behind this Sports Meet was to encourage students and provide them opportunities to develop their individual abilities, the team spirit among all team members, to develop good attitude of pride, sportsmanship, ethical behaviour in student participants and teaching the fundamental techniques of each sport in a progressive sequence through a coordinated effort. It was a two days event comprised of three games, Cricket & Basket-ball for boys and Throw-ball for girls. Four teams participated in Cricket, three teams in Basket-ball and two teams in Throw-ball. At the end winners and runners-up were awarded by trophy and participation certificate in Prize Distribution Ceremony.



27th NOVEMBER
2018

A workshop on “Data Analysis using ‘R’ Programming was organized for BCA 3rd Year Students.

Technology is changing day by day. Students have to be aware about the current trends of running technology by having exposure in form of workshops and guest lectures. The Objective of this workshop was to be aware about the use of ‘R’ programming with practical hands on experience. The speaker explained the use of R programming and how the students can analyze their business plan based on some raw data. Students did programming with the use of R and R- studio. They created some basic applications of R programming, some visual application to analyze the business. As this is fast growing technology in the software market, so this workshop was very helpful for the students.



An Industry visit to Bisleri International Pvt. Ltd. was organised for BBA 1st Year Students.

27th NOVEMBER
2018

An Industry Visit to Bisleri was organized to add practical value to the students with theoretical knowledge. This visit provided an opportunity to the students to learn and understand how processing and packaging is done. The visit started with a brief presentation by Mr. R Y Pandey, Manager-Quality about the plant. The whole batch of 35 students was divided into 2 batches for the purpose of plant visit. The students visited various processes and the working of different machines at plant. The students asked interesting questions after the visit which were answered by the Quality Manager. It was a wonderful experience for the students that gave them a chance to get an insight of how the work is done in Bisleri International Pvt. Ltd.



27th NOVEMBER
2018

Hawkers-The Marketing Club organised a visit to IITF- India International Trade Fair for BBA II Year Students.

IITF is a 14-day event which happens every year with B2B and B2C components are one of India's largest integrated trade fairs. IITF provide an opportunity to visitors and exhibitors, media persons, marketing professionals, social activists, NGOs etc. where they all come together to explore their objectives in the dimensions of Business, Social, Cultural, and Educational. Hawkers-The Marketing Club of I.T.S. U.G. Campus planned a visit to Trade Fair, PragatiMaidan, New Delhi, for BBA, Second Year students (Marketing Specialisation). The objective of visit was to provide the students a project-based learning outcome and an insight into internal working of Business. It was an opportunity for students to learn through interaction and analysis of work methods and practices. 25 students of BBA, Second Year visited trade fair with Prof. AnubhaSrivastava, Coordinator Marketing Club. Students interacted with the business participants in IITF in regard of trade practices, the challenges and opportunities they are facing in international trade keeping in mind the current business environment. The students expressed enthusiasm and eagerness during their visit and gained new insight in how to interact with the representatives of the different Companies worldwide such as Jharkhand Stall (LaxmiKholko), Rajasthan Textile, Usha Handicraft, Kolkata, Arya, Iran Pavilion, Tribes India, Vietnam Shop, SHG Groups, Andhra Pradesh, Fragrance & Flavour development centre, Kannuj, Junaid Perfumes, Dubai, ARA Korean, Max Posh, Netherlands. Students learned about marketing practices, strategies, market competition and how to interact with the customers. Students thanked I.T.S. Management for providing them such a great opportunity to have a practical exposure of Business world and excellent visit of what has turned out to be a successful and highly stimulating visit.



27th NOVEMBER
2018

IT Club organized a visit to IITF-India International Trade Fair for BCA I Year Students.

The 38th India International Trade Fair (IITF) was held at PragatiMaidan in New Delhi. IITF India International Trade Fair is an international consumer goods fair. Due to its wide range of different areas this fair is an audience magnet and very popular among exhibitors. Around 800 participants from different States, government departments and domestic and international companies take part in the fair to showcase. IT Club of I.T.S. UG Campus planned a visit to Trade Fair, Pragati Maidan, New Delhi, for BCA, First Year students (IT Specialisation). The objective of industrial visit was to provide students an insight regarding internal working of companies and provide learning through interaction. Students collected information about various industries namely - Aesthete International Private Limited, Marklay Industry Private Limited, and Industries Manufactures of non-stick Cookware, Kuber Creation Pvt Limited, Himalayan Bio organic Foods Pvt. Limited, JSR technologies of Hong Kong and many more. Student also learned about the robotics technology, and what are the application areas of making them functional. 16 students of BCA, First Year visited trade fair with Prof. Megha Sharma, Coordinator BCA, First Year on November 27, 2018. Students were very thankful to I.T.S. Management for providing them such a great opportunity to learn by experience.



28th NOVEMBER
2018

Technotrix club organized an event “CODE RANCH AND NEED FOR SPEED” for BCA and BBA I Year Students.

The objective behind Code Ranch was to check the C programming knowledge of students. It was organized only for BCA and BBA I year students. C programs were given to students to be executed in 1 hour. The first 3 position holders were given a trophy and a certificate. The winners were decided on the basis of those who executed the programs correctly in least period of time. The first three position holders were: Swapnil Sen – I position, Shivansh Rastogi – II position and Ishan Kumar – III position. 42 students participated in the event. It was organized from 2.30 PM to 4.30 PM in Lab 3 and Lab 7. The objective behind LAN GAMING “Need for Speed” was to let students know how to create server and clients using LAN. NFS game was installed on all the 60 PCs. 4 PCs were connected in the way one PC was made server and remaining three joined that server and NFS game was played amongst them. In the same way remaining PCs were also connected. The winners of the first round were send in the semifinals. The semi finalist were Utkarsh, Sandeep, Sunil, Abhishek, Manu, Harsh, Mayur, Mayank, Rohit, Satyam, Neelav, Saurabh, Nayan, Kritik. The final round was conducted amongst Abhishek, Manu , Rohit and Sunil. The final winner was Abhishek Negi and BBA I sem. The winner was awarded with a cash prize of Rs. 500.



28th-29th NOVEMBER
2018

16th Intra Institute Cricket Tournament-2018 was organized for PGDM, MBA, MCA, BBA & BCA Students.

16th Intra Institute Cricket Tournament - 2018 was organized for PGDM, MBA, MCA, BBA & BCA students. Total Eight teams enthusiastically participated in the tournament. The tournament was inaugurated by Dr. Ajay Kumar, Director (Management) accompanied by Dr. D.K. Pandey, Sports Coordinator; Prof. Pawan Kumar and Mr. R. S. Chawla, Sports officer and Prize distribution ceremony was graced by Sh. Arpit Chadha, Vice Chairman- I.T.S The Education Group, Dr. Ajay Kumar, Director (Management), Dr. Sunil Kumar Pandey, Director (IT), Dr. Vidya Sekhari, Director (UG), Prof. Nancy Sharma, Vice Principal (UG), Dr. V.N. Bajpai, Dr. D. K. Pandey and Mr. R. S. Chawla. The final match was played between BBA and PGDM, in which PGDM won the match by 15 runs. The Best Bowler trophy was held by Mr. Syed Kunain of PGDM 2017-19 Batch and Best Batsman Trophy was grabbed by Mr. Sonu Singh of PGDM 2018-20 Batch. We vigorously congratulate all the winners.



1st DECEMBER
2018

SANSMARAN – 2018: Alumni Meet of IT Courses (MCA/MIT/MIS & BCA)

SANSMARAN - 2018: The Alumni Meet - 2018 of IT Courses (MCA/ MIT/ MIS & BCA) concluded with grand success with huge participation of Alumni of IT Programs including MCA, MIT, MIS& BCA. The event was formally inaugurated by Respected Dr. R.P. Chadha, Honorable Chairman, I.T.S - The Education Group, ShriArpitChadha, Vice Chairman, I.T.S – The Education Group, ShriSurinderSood, Director (PR) of I.T.S Group, Dr. VidyaSekri - Director (UG), Dr. Ajay Kumar - Director (Management) and Prof. Nancy Sharma - Vice Principal (UG) Campus. Our special thanks to all those Alumni who have send their Video messages for the Alumni Meet received from different countries including - USA, UK, New Zealand, Canada, South Korea, Malaysia, Germany, Malaysia, Vietnam, Qatar, Dubai, South Africa apart from India. We are deeply indebted to see the huge & active participation of all our Alumni of IT Courses including MCA, MIT, MIS and BCA @I.T.S, Mohan Nagar, Ghaziabad and wish to thank each of our Alumni for accepting our Invitation & being part of the Alumni Meet-2018 on Saturday, 1st December, 2018 at the Institute . On behalf of the Institute and Alumni Team of IT Courses, wish to thank to each of you who were present and to all those who could not be present due to not being in the Country or due to their Professional or personal commitments.



22nd DECEMBER
2018

I.T.S Mohan Nagar Ghaziabad organized “Mata ki Chowki” to seek blessings of Maa Durga.

Shri R P Chadha ji, Chairman - I.T.S The Education Group, Shri Arpit Chadha, Vice Chairman - I.T.S The Education Group, Shri B.K Arora, Secretary, Shri Surender Sood, Director - PR, Dr Ajay Kumar, Director - Management, Dr Sunil Pandey, Director - IT; Dr Vidya Sekhri, Director - UG, and Prof. Nancy Sharma, Vice Principal - UG, along with guests and entire I.T.S Parivar prayed together for an auspicious year ahead. We wish Mata bless the whole mankind.



28th DeCEMBER
2018

Expert Talk on Information Systems & Cloud Computing for the Students by Dr. Zdzislaw Polkowski, Jan Wyzykowski University, Polkowice, Poland

The Session was organized in the series of the Global Expert Talks, an initiative of I.T.S, Ghaziabad for the students of the Institute. It was a very knowledge enriching Session. In the Session Dr. Polkowski discussed about the uses, applications and challenges in Private Clouds and addressed various queries of the Students of BCA and MCA Courses. Shri Arpit Chadha, Vice Chairman, I.T.S - The Education Group welcomed the Guest and said that such sessions shall provide students with an opportunity to understand the Academic & Research initiatives, pedagogy of Global Institutions and to work for possible collaboration for Faculty & Students both. On this occasion Dr. Sunil Kr Pandey, Director (IT), Dr. Vidya Shekhri - Director (UG), Prof. Nancy Sharma, Vice Principal (UG) and faculty members of IT (UG & PG) both were present.



CALL FOR ARTICLES FOR NEXT ISSUE OF TATVA FOR SCHOOL STUDENTS

Dear Students,

We, at I.T.S, strive to make Tatva more astounding and make it appeal to general masses as well. Therefore, we invite write-ups from students of grade XI & XII, from various schools of Delhi-NCR region. We are graciously inviting you to send us your articles, poems, amazing facts, puzzles etc. on the below mentioned topics for our next issue:

1. **IMPORTANCE OF EDUCATION IN OUR LIFE**
2. **ABSOLUTE SUCCESS IS LUCK. RELATIVE SUCCESS IS HARD WORK**
3. **GETING STARTED IS MORE IMPORTANT THAN SUCCEEDING**
4. **BEING IN MOTION VS TAKING ACTION**
5. **BUILDING NEW HABITS BY TAKING ADVANTAGE OF OLD ONES**

Tatva Editors will review every article/ poem etc. and the best of all, will be featured in our next issue of TATAV Magazine. The guidelines for article writing are as below:

1. The word limit should not exceed 400 words.
2. The articles should be in Times New Roman with font size of 12.
3. Along with the article, the sender must enclose his name, class as well as name of his school with contact details.
4. The sender should also enclose his passport size photograph in .JPG format so that the same can be published along with his article.

We are looking forward for your participation in article writing etc. and making Tatva more spellbinding. Please mail your articles/ poems to the following email Id –

- yamininegi@its.edu.in
- anubhasrivastava@its.edu.in

Before 15th FEBRUARY, 2018. Selected articles/ poems etc. will be published in MARCH 2018 issue. If your article will be selected to be published in “Tatva” you will be notified by email.

Thanks & Regards

CALL FOR ARTICLES FOR NEXT ISSUE OF TATVA FOR COLLEGE STUDENTS

DEAR STUDENTS,

WE, AT I.T.S, STRIVE TO MAKE TATVA MORE ASTOUNDING AND MAKE IT APPEAL TO GENERAL MASSES AS WELL. THEREFORE, WE INVITE WRITE-UPS FROM OUR I.T.S UG STUDENTS. WE ARE GRACIOUSLY INVITING YOU TO SEND US YOUR ARTICLES, POEMS, AMAZING FACTS, PUZZLES ETC. ON THE BELOW MENTIONED TOPICS FOR OUR NEXT ISSUE:

GENERAL TOPICS

1. MOBILE PHONE - THE NEW EXTERNAL HUMAN ORGAN
2. PROCRASTINATION - THE REAL VILLAIN IN TIME MANAGEMENT
3. EMPLOYEES - THE MOST VALUABLE INTANGIBLE ASSETS

INFORMATION TECHNOLOGY

1. IMPACT OF ARTIFICIAL INTELLIGENCE ON INDUSTRIES
2. ANDROID TECHNOLOGY
3. INTERNET SECURITY(HACKING AND SAFEGUARDING)

MARKETING

1. GENERAL SEARCH ENGINE OPTIMIZATION(SEO)
2. SOCIAL MEDIA MARKETING
3. CONTENT MARKETING

HUMAN RESOURCE

1. CROSS-BOUNDARY TRAINING FOR INNOVATION
2. HUMAN RESOURCE PLANNING AND RETENTION
3. GREEN HRM

FINANCE

1. BIT COINS - REASONS FOR CURRENT RISE
2. BASIC NORMS AND CAPABILITY OF INDIAN BANKS TO ADOPT IT
3. STAND UP VALUATION METRICS AND SERIES JUNDING

TATVA EDITORS WILL REVIEW EVERY ARTICLE/ POEM ETC. AND THE BEST OF ALL, WILL BE FEATURED IN OUR NEXT ISSUE OF TATVA MAGAZINE. THE GUIDELINES FOR ARTICLE WRITING ARE AS BELOW:

1. THE WORD LIMIT SHOULD NOT EXCEED 400 WORDS.
2. THE ARTICLES SHOULD BE IN TIMES NEW ROMAN WITH FONT SIZE OF 12.
3. ALONG WITH THE ARTICLE, THE SENDER MUST ENCLOSE HIS NAME, CLASS AS WELL AS NAME OF HIS SCHOOL WITH CONTACT DETAILS.
4. THE SENDER SHOULD ALSO ENCLOSE HIS PASSPORT SIZE PHOTOGRAPH IN .JPG FORMAT SO THAT THE SAME CAN BE PUBLISHED ALONG WITH HIS ARTICLE.

WE ARE LOOKING FORWARD FOR YOUR PARTICIPATION IN ARTICLE WRITING ETC. AND MAKING TATVA MORE SPELLBINDING.

PLEASE MAIL YOUR ARTICLES/ POEMS TO THE FOLLOWING EMAIL ID –

- yamininegi@its.edu.in
- anubhasrivastava@its.edu.in

BEFORE 15TH FEBRUARY 2018 . SELECTED ARTICLES/ POEMS ETC. WILL BE PUBLISHED IN MARCH 2018 ISSUE. IF YOUR ARTICLE WILL BE SELECTED TO BE PUBLISHED IN "TATVA" YOU WILL BE NOTIFIED BY EMAIL.

THANKS & REGARDS

Disclaimer

Articles in this bulletin are the opinions and views of writers/contributors; they are not expressed against any specific person, social class or any entity on the whole. It has been best tried to maintain the sanctity and sovereignty of an education group. Facts presented are correct to the best of our knowledge.





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