



AN ISO 9001: 2008 CERTIFIED INSTITUTE
ACCREDITED 'A' GRADE BY NAAC

VOLUME 6 ISSUE 3

**JULY-SEPTEMBER
2018**



Record Holder for MOST PEOPLE USING
MOUTHWASH AT MULTIPLE VENUES

E-MAGAZINE OF U.G CAMPUS
INSTITUTE OF TECHNOLOGY & SCIENCE
MOHAN NAGAR, GHAZIABAD
www.facebook.com/ITS.Education.Group
www.facebook.com/BBABCAI.TSMohanNagar/
[http:// www.ug.its.edu.in/](http://www.ug.its.edu.in/)

THE TATVA



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
(Marketing)
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
(Finance)
Editor



Giving Words
To Thoughts

STUDENT EDITORS



ANJALI VARSHNEY
(BBA 2016-2019)



SALMAN
(BCA 2017-2020)



VIMAL TYAGI
(BCA 2017-2020)



CONTENT

- 1 HEALTH AND FITNESS NEEDS IN TODAY'S WORLD**
- 2 PROBLEMS FACED BY FARMERS IN INDIA**
- 3 ROLE OF YOUTH IN ERADICATING CORRUPTION**
- 4 IMPACT OF SWACHH BHARAT ABHIYAN AND ITS PROGRESS**
- 5 BIOMETRICS BASED AUTHENTICATION PROBLEM**
- 6 PARALLEL COMPUTING IN INDIA**
- 7 VIRTUAL REALITY - A MAINSTREAM FOR MARKETERS**
- 8 HUMAN EMOTIONS - INFLUENCING THEIR BUYING BEHAVIOUR**
- 9 CORPORATE SOCIAL RESPONSIBILITY - TRENDS, THREATS AND OPPORTUNITIES**
- 10 CROSS CULTURE MANAGEMENT IN INDIA**
- 11 IMPACT OF INTEREST RATE ON STOCK MARKET**
- 12 TEEN EATING DISORDER**
- 13 EFFECT OF ENERGY DRINKS ON STUDENTS**
- 14 EFFECTS OF HEADPHONES ON HEARING**
- 15 IMPACT OF SUMMER CAMP ON STUDENT'S DEVELOPMENT**
- 16 AMAZING FACTS**
- 17 COLLAGE**

HEALTH AND FITNESS NEEDS IN TODAY'S WORLD

As we all know health plays the most crucial role in everyone's life. Every one desires to be fit and healthy. Different people have different perspectives toward health and fitness. Being healthy and fit in simple terms means taking good care of the body. We should remember that a healthy mind resides only in a healthy body. Good health of both mind and body helps one to maintain the required energy level to achieve success in life.



Protecting ones body from the intake of harmful substances, one should do regular exercises, should have proper food and sleep. These are some of the important instances that define a healthy lifestyle. Being fit allows us to perform our activities without being lethargic, restless or tired. A healthy and fit person is capable of living the life to the fullest, without any major medical or physical issues.

Being healthy is not only related to the physical well-being of a person, it also involves the mental stability or the internal peace of a person. A healthy diet consists of taking a proper and healthy food which includes eating green and fresh vegetables, fruits, having milk, eggs, minerals, proteins and vitamins essential for a human's lifestyle. Practicing Yoga including regular exercises in your daily routine also help you maintain your desired fitness, blood sugar and immunity level. Healthy habits improve your physical appearance, mental stability, ability to perform activities in a better way, which help you lead a stress-free lifestyle, maintaining happy moods, high energy levels, etc

Each individual should take of one's health on a priority; no single day should be skipped for making efforts on maintaining physical and mental fitness. Being happy is directly related to boosting your mental strength and health, so happiness can be considered as the result as well as the part of a healthy and fit lifestyle.



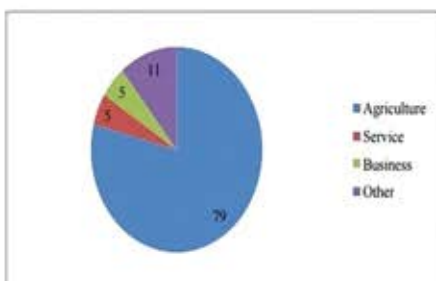
PROBLEMS FACED BY FARMERS IN INDIA

Living in a country where the cattle is worshipped as a goddess, about 60 percent of the population was banking on agriculture for their main source of income during the 1950s. Despite half of the population still continuing with the profession, the returns are low. While urbanisation might be cited as a reason, it is hard not to neglect the fact that agriculture is no more a profitable sector.



Infrastructure costs have started running high, with its maintenance cost and capital investment only adding on to the farmers' misery. According to an article by The Hindu, the average recovery rate of the investments made by Indian farmer is only 30 percent. The biggest problem of farmers in india is lack of awareness. They are not aware of government scheme, subsidies and effective and efficient method of farming. Government should spread awareness related to method of farming and how to use government subsidies.

Figure 1.1: Main source of income of the farmer household

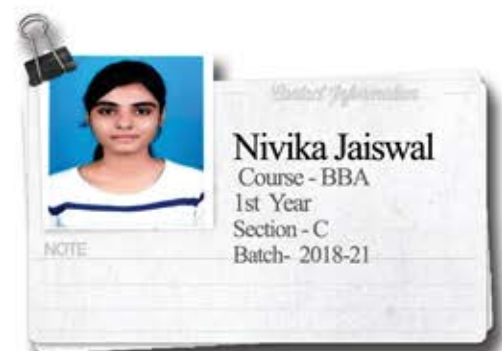


Note: All the figures are in percentage, N=5294.
Question asked: What is the main source of income in your household?

Government should organize workshops in villages which help our farmers to do farming in a effective and efficient way which give them more revenue. Population growth is also a concern for the farmers. In order to allocate the plot for the subdivision of the joint family, agricultural farms have lesser space for farming. This is a problem to be worried about.

Modern lifestyle demands multiple plots to satiate the needs of individuals. So, one has to ensure that farms are not compromised with. Repaying the debt and selling their land for the creation of smaller plots should not be the fate of farmers. Farming is a very painstaking occupation and agricultural practices demand the efforts of a farmer.

Smart machineries like drones and robots to work in fragmented lands. This small machines can do all sort of works from checking the field level, sowing, spraying and monitoring. But the cost of such smart miniature farm machineries should be subsidised to make it affordable.



ROLE OF YOUTH IN ERADICATING CORRUPTION



For those who don't actually know what corruption really means, here is a real definition. Corruption is a form of dishonesty or criminal activity undertaken by a person or organization entrusted with a position of authority, often to acquire illicit benefit. Corruption may include many activities including bribery and embezzlement, though it may also involve practices that are legal in many countries.

It is an issue that adversely affects India's economy of central, state and local government agencies. Not only has it held the economy back from reaching new heights, but rampant corruption has stunted the country's development.

The main reason of corruption is the greed of the common citizen of India. Whether may it be the rich or the poor, a person with any social, economic or political background, everyone has taken or given bribe in one way or another.



A study conducted by Transparency International in 2005 recorded that more than 92% of Indians had at some point or another paid a bribe to a public official to get a job done and numerous cases of embezzlement are registered on a daily basis and these are only the few cases that gets caught in the criminal act. When it comes to fighting corruption, everyone looks towards the youth.

Today there is a tremendous pressure on the youth of our country in every field, to achieve, excel and take the country forward but it is only the youth that can empower our country to be a better place free of corruption because it is the youth which is going to be the future of our country.

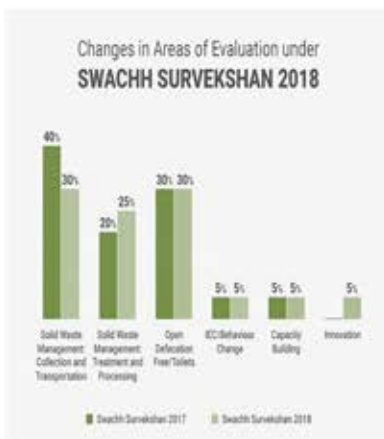


IMPACT OF SWACHH BHARAT ABHIYAN AND IT'S PROGRESS

In India Swachh Bharat Abhiyan, also known as Swachh Bharat Mission or Clean India Mission is a campaign in India that aims to clean up the streets, roads and infrastructure of India's cities, smaller towns, and rural areas. SBA was launched on 2 October 2014 on Gandhi Jayanti by our PM Narendra Modi, with the basic aim of eliminating open defecation by 2 October 2019, the 150th anniversary of the birth of Mahatma Gandhi, by constructing 90 million toilets in rural India.



Other aims of SBA includes cleaning of Rivers, drainage systems, public transports which includes Railways, Government Offices, streets and roads, public toilets etc. It is absolutely correct to say that SBA indeed is having some or the other impact on society and it's public. People now a day have become more aware of the topic cleanliness and are taking initiative to improve sanitation around them. Not to miss that the campaigns by the District Administration, State Government and Central Government made the people conscious about the hazards of pollution.



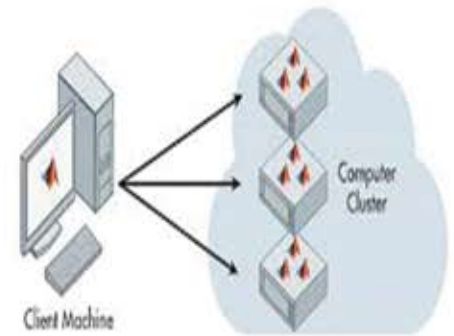
SBA is helping to reduce the burden on current health care facilities by decreasing the cause of diseases to an extent. As the surroundings here in India have improved so is the tourism is increasing which actually helps to boost up economy enhancing income. Now talking about the progress of SBA it has surely gripped its roots towards improvement of India, although it's still a challenge as we have a mass of people who are still not aware.

People of villages especially those who are not well educated spit pan, gutkha, tobacco on roads and public places. They eat some stuff in bus, train and throw wrappers on road, not in dustbin. Some people have not changed their habits. To make Swachchhta Abhiyan successful we need more campaigning to create awareness.

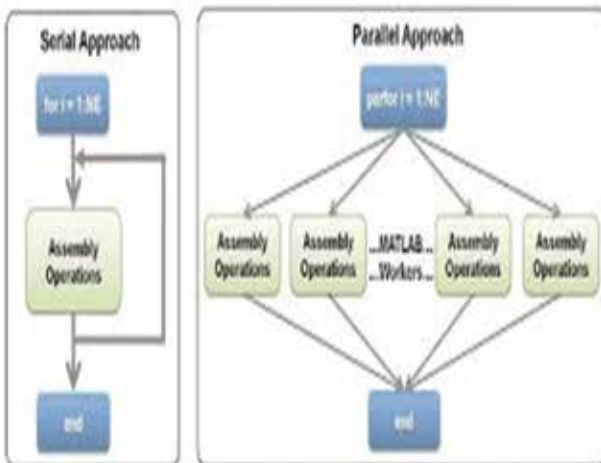


PARALLEL COMPUTING IN INDIA

Parallel computing is a type of computation in which many calculations are the execution of processes those are carried out simultaneously. Large problems can often be divided into smaller ones, which can then solve data at the same time. There are several different forms of parallel computing: bit-level, instruction-level and task parallelism has long been employed in high-performance computing, but it's gaining broader interest due to the physical constraints preventing frequency scaling.



Parallel computing is closely related to concurrent computing –they are frequently used together, and often conflated, through the two distinct: it is possible to have parallelism without concurrency, without parallelism. In parallel computing, a computational task is typically broken down into several, often many, very similar subtasks that can be processed independently and whose results are combined afterwards, upon completion.



Muhammad Taysir Shafiq

New Approach in Fault Tolerant Commit Protocol

Development of New Non-Blocking Commit Protocol for High Availability Distributed Database Systems

Traditionally, computer software has been written for serial computation. To solve a problem, an algorithm is constructed and implemented as a serial stream of instruction.

These instructions are executed on a central processing unit on one computer. Only one instruction may execute at a time after the instruction is finished, the next one is executed.



VIRTUAL REALITY- A MAINSTREAM FOR MARKETERS

Virtual reality is the use of computer technology to create a simulated environment. Users of virtual reality are able to interact with 3D world simulating as many senses as possible, such as vision, hearing, touch, even smell, the computer is transformed into a gatekeeper to this artificial world. In 2017, Virtual reality has matured over the past several years, when it became common in marketing - Virtual reality has been promised as one of the most revolutionary technologies of the 2010's and its implications for marketing and advertising are supposed to be enormous.



By 2018, it's projected that there will be 171 million active virtual reality users, which is a big figure, that number is only going to develop further. But here's the thing- marketers have been looking forward to the virtual reality revolution for years now. Think of your own friends and family members, how many of them have invested in virtual reality technology. The answer is "not many".

Virtual reality hasn't taken over the world yet, so marketers are still engaged about its potentiality. But why is this the case? And when will it become common in the marketing world? The part of the problem is the perception of what virtual reality is used for. According to perception of marketing, 60 percent of consumers believe that virtual reality is strictly for gamers.



Before marketers think about approaching the technology, it needs to expand to more areas. Marketers know that the attractiveness of a campaign is dependent on the number and diversity of people able to view it.



CORPORATE SOCIAL RESPONSIBILITY: TRENDS, THREATS AND OPPORTUNITIES

There appears to have been a continuing growth of interest in CSR among firms, public and civil society organisations, and professions. There is an obvious challenge from companies taking CSR across cultural and political borders, that CSR means different things to different people. CSR must remain about the responsibility business takes for its own social, economic and environmental context and impacts.

The agendas vary may frustrate the purists but it is simply the reality of society and business relations. So, even though there has been a fairly common shift in understanding CSR as something more than business philanthropy alone. it is about a business case for CSR, reflected among academics in the unending studies into relationships between social and financial value. and among managers in the



It is more about new forms of accountability, reflected in the general growth of CSR reporting and the development of new standards in the Global Reporting Initiative. In part, this is also driven by new stock exchange and governmental regulations. For yet others, the new CSR is about connecting the capabilities of the firm to new social demands, as expressed in the fair trade movement.



Yet another variant extends this logic to relating CSR to public policy challenges faced by governments and governmental organisations, local, national and international. This has brought CSR not only into quasi-regulatory roles whereby corporations influence, or even administer, labour and human rights. It has also brought CSR into the regulatory ambit of government.

They increasingly see business as a player in addressing such problems as supply chain conditions public health challenges and fiscal probity. Moreover, government have been more inclined to use regulation, albeit relatively 'soft', in improving business social accountability through reporting rules as a mechanism for raising the standard of behaviour.



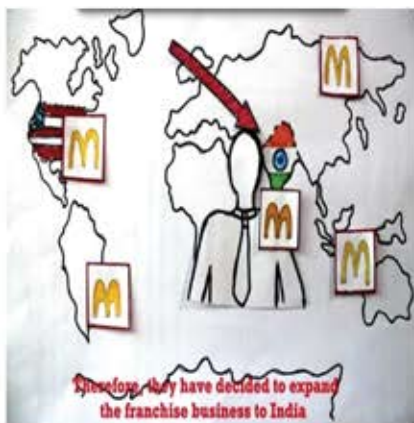
CROSS CULTURE MANAGEMENT IN INDIA

Cross Cultural is a term often used to describe societies with a proliferation of different cultures. Around the world wealthy countries have large numbers of immigrants with their own cultures and languages. This multicultural reality has caused problems in some nations, but has also led to cultural exchanges that have benefited both groups. For instance, the introduction of the cuisine of the Indian subcontinent to the United Kingdom has revolutionized British eating.

 Cross-Culture Coaching is the key for International Success



Multicultural concerns have long informed India's history and traditions, constitution and political arrangements. Much of the writings on Indian history, culture and politics are marked by some kind of multicultural concern. The central question is how a vast multi-ethnic country in terms of religion, language, community, caste and tribe – has survived as a state in conditions of underdevelopment, mass poverty, illiteracy and extreme regional disparities.



Placed in relation to the failures of many less diverse and plural post-colonial and "socialist" states, India's record of relative political unity and stability seems remarkable indeed. It is argued that at the heart of the resolution of many ethnic conflicts in India lies a set of multicultural state policies. The Indian Constitution as the source of these policies can be said to be a basic multicultural document, in the sense of providing for political and institutional measures for the recognition and accommodation of the country's diversity.

The culture of India has been shaped by its long history, unique geography and diverse demography. India's languages, religions, dance, music, architecture and customs differ from place to place within the country, but nevertheless possess a commonality.



IMPACT OF INTEREST RATE ON STOCK MARKET

The interest rate and stock market have inverse relation, as the interest rates goes up stock market comes down. Interest Rate in simple words means the cost of borrowing funds. It is the payment we make to the lender for the facility of using his money for our own purpose. Many times our spending decisions are also guided by the interest burden that we would be bearing.



How many of us would invest in stock markets if our bank would pay 12% interest in fixed deposits? Many of us will prefer to deposit money in that bank than invest in stocks, we have the opportunity to earn higher returns at very low risk. As a result, funds move out of stock market affecting the stock markets adversely. Slowly rising interest rates can have a beneficial effect on stock prices.

Rates generally creep up when the economy is booming. For example, in 2018, in the midst of an expanding economy, the Federal Reserve Board indicated that economic conditions were such that rates could be raised. When the economy is expanding in this manner, companies are more profitable. Although costs may rise slightly if interest rates are gradually raised, profit growth generally exceeds these costs.

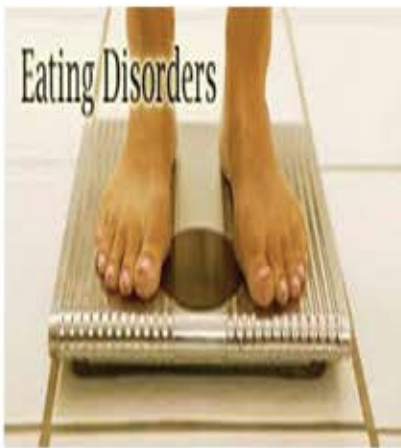
Higher profits, in turn, typically lead to higher stock prices. Higher interest rates increase the cost of borrowing for companies. This directly reduces corporate earnings. Further, higher interest rates may prevent companies from taking on additional debt for capital expenditures. Without expanding operations, it becomes harder for companies to grow their profits. Both of these factors can trigger lower stock prices.



Rising or falling interest rates also affect consumer and business psychology. When interest rates are rising, both businesses and consumers will cut back on spending. This will cause earnings to fall and stock prices to drop. On the other hand, when interest rates have fallen significantly, consumers and businesses will increase spending, causing stock prices to rise.



TEEN EATING DISORDER



There's more pressure than ever on teens to be thin. Social media, magazines, and commercials send the message that being extremely thin is the ideal body type. Many teens experience serious body image issues, which places them at risk of taking drastic measures to slim down. From crash diets to excessive exercise, the pressure to be thin can take a serious toll on a teen's well-being.

Research suggests about 1 or 2% of all teens develop an eating disorder at one time or another. Eating disorders often begin in children as young as 12. Here are the types of eating disorders commonly found in teenagers. Despite being dangerously thin, teens with a norexia nervosa think they're overweight. They become obsessed with restricting their food intake. They weigh themselves repeatedly throughout the day and only eat very small quantities of food.



Some teens with anorexia nervosa exercise compulsively as well. They may spend hours working out in an effort to prevent weight gain. Teens with anorexia nervosa experience serious health problems, such as thinning bones, low blood pressure, and damage to the heart and brain. In severe cases, the consequences can be lethal. Teens with bulimia nervosa engage in binge eating behavior. A teen may consume several days' worth of food in one sitting.

In an attempt to compensate for eating too much, they engage in destructive behavior such as forced vomiting or excessive laxative use. Teens with bulimia are likely to maintain an average or slightly above average weight. Similar to teens with anorexia, they're likely to have a lot of concerns over their size. They may experience a lot of shame about their bingeing and purging and are likely to keep their behavior very secretive.



EFFECT OF ENERGY DRINK ON STUDENT

Now a day's sports drink are famous among youth, because it is a one of the best source to replenish energy and almost every athlete on Earth is using them to improve their performance. Not really ! Sports drinks are high source of energy, a sports drink consist around 200 to 250 calories or more, which is not good for people who are trying to lose weight or fat, and some sports drinks consist high level of caffeine, which is the high source of energy. But, it can lead to several side effects such as headache, sleep deprivation, lack of focus etc.

Over the limit on caffeine

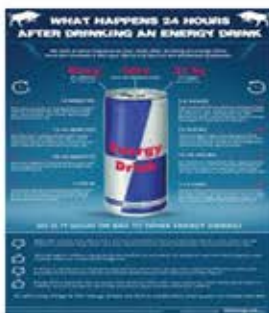
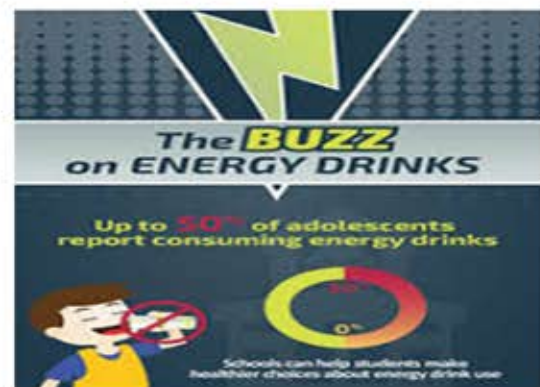
Moderate daily intake of caffeine (200 to 300 mg) normally is not harmful, but too much can cause negative health side effects.

Caffeine content, in milligrams, per serving or container:



ALCOHOL + ENERGY DRINKS

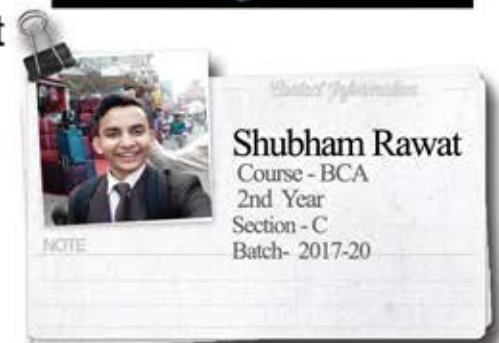
College students who combine alcohol and energy drinks are twice as likely to require medical attention.



Sports drink company doesn't show all these factor, in their amazing, mind blowing commercial, in which super famous sports athlete promote these sports drink by saying "it is my secret to the success" and youth totally believe on this marketing strategy of sports drink companies.

There is no research which proves that sports drink improve the athletic performance who are consuming it on regular basis. Yes, it is useful when you are engaged in high physical activity for more than 1.3 hours etc.

But it is not useful for an average person who goes gym or who deals with highly mental engaging job. Instead of sports drinks, use coconut water. It best source of natural energy drink with less calories.



EFFECTS OF HEADPHONES ON HEARING

We are a society that loves headphones. We wear them on the street. We wear them at work. We wear them at home. We put them on our kids in the car. As we fill our lives with an increasing number of devices that play music, stream video, and facilitate communication we are spending more time with headphones firmly on our ears – and this may not be a good thing.



“Everyone should be aware of their time using headphones, and limit it, Otherwise you could damage your hearing.” says Natalie Johnson, (AUD, an audiologist with University of Utah Health Care). There are two factors to consider when it comes to headphone use and hearing damage: volume and duration. Volume is the factor most people consider when they think about threats to their hearing. However the, duration can do just as much damage. “Very loud sounds, such as a gunshot, can damage hearing instantaneously,” says Johnson.

“But listening to your iPod at moderately loud levels for a long time can do just as much damage.” They are always “open” and receptive to sound. You may not even be aware that the sound stimulus is causing a problem. “For instance, adults who have to commute long distances get a hearing loss, sooner than those who don't, because road noise is loud and over time can cause hearing damage,” says Johnson. “A person has to think of his/her total daily ‘noise’ intake, and try to give his/her ears a break.”

In regards to volume, audiologists recommend that the sound should not go above 55 to 65 DBHL (decibels hearing level) to protect hearing. That's roughly the volume of a standard conversation. That can be hard to translate when it comes to the sound coming from earphones though.



IMPACT OF SUMMER CAMP ON STUDENT'S DEVELOPMENT

If you grew up going to camp every summer, you're likely well aware of the benefits those summer experiences provided you. But if you didn't, you may not realize the impact summer camp can have on the developing minds and bodies of children. In addition to providing parents with a childcare options over the summer months, camps can help children with both short term and long term development. A summer camp is a special type of community where students children come together to have fun. Within the camp setting, children develop a sense of independence as they try new adventures away from home.

Summer camps are known for providing a safe environment where children gain self confidence as they learn new skills. A summer camp is a community away from home and school where kids learn to work with each other and adult mentor, build relationships and manage conflict. According to the Centers For Disease Control obesity in children has developed, and in teens has quadrupled in the last 30 years, but thanks to the many tay busy and physically active.

2018 CAMP IMPACT
EMERGE • DISCOVER • ACHIEVE

REGISTER TODAY!
CALL 733-5184

STEM SUMMER CAMP
Basic Science Inquiry Experiments

COME EXPLORE, DESIGN, DISCOVER AND ADVANCE THE SUMMER AT CAMP IMPACT!

Providing your child with excitement, adventure and academic advancement

WE OFFER:

- Safe and secure Environment
- STEM Program
- Reading Program
- Creative & Performing Arts
- Character and team-building exercises
- Field Trips
- Healthy breakfast, lunch and snack

2018 CAMP IMPACT
DESIGNED FOR PRE-SCHOOL (AGES 3-5) THROUGH 4TH GRADE STUDENTS

JUNE 11- AUGUST 3, 2018
Monday - Friday 8:00am-4:00pm
Before Care 8:00am - 8:00am & After Care 4:00-6:00pm

EARLY BIRD SPECIAL: \$700
Enroll by June 15th (Includes 8 weeks of camp, activities and travel items)

REGULAR TUITION FEE (AFTER MAY 15, 2018)
Registration: \$35.00
Weekly Rate: \$ 125.00
Before & After Care Fee: \$ 25 per week
ASC VOUCHER ACCEPTED/SCHOLARSHIPS AVAILABLE

4570 Piedmont Avenue | North Chalkley, SC

What Happens to Children DURING THE SUMMER?

During the summer months, disadvantaged children tread water at best or even fall behind. It's what we call **"SUMMER SLIDE"** while better off children build their skills steadily over the summer months.

2/3

SUMMER LEARNING LOSS accounts for about two-thirds of the ninth grade achievement gap in reading.

In a distracting digital world, camp offers valuable space where children or students can slow down connect and focus. Away from the pressures, labels & social structures of the school, one of the best part of camp is the opportunity for children to make new friends.

Camp facilitates an environment where children/students learn that to succeed they must work together with their peers and their leaders. Along with this children learn to socialize with other people and develop better communication skills.

Akansha Garg
Course - BCA
3rd Year
Section - C
Batch - 2016-19

AMAZING FACTS



RUBBER BANDS LAST LONGER WHEN KEPT REFRIGERATED.

HUMMINGBIRD'S WINGS CAN BEAT UPTO 200 TIMES A SECOND.



TARANTULA SPIDERS CAN LIVE 2 AND A HALF YEARS WITHOUT FOOD.

A COW GIVES 200,000 GLASSES OF MILK IN HER LIFETIME.



THE HERCULES BEETLE CAN GROW BIG ENOUGH TO COVER AN ADULT HUMAN HAND.

IT WOULD TAKE 100 EARTHS, LINED UP END-TO-END, TO STRETCH ACROSS FACE OF SUN.



OUR HAIR CONTAINS TRACES OF GOLD.

A CAT'S TAIL CONTAINS NEARLY 10 PERCENT OF ALL BONES IN ITS BODY.



Salman
Course - BCA
2nd Year
Section - A
Batch: 2017-20

NOTE
Editor



16th – 30th
July 2018

Placement Readiness Enhancement Program – 2018 for BCA 3rd year Students

The objective of the Program was to holistically prepare the participants for upcoming placement drives. The program had sessions on Quantitative Aptitude, Soft Skills & HR training, Programming with C++, Data Structure, Operating system, Computer networks, Java programming, GD & Interview Preparation. Top three performers were awarded with a pen drive. Vice Chairman – Mr. Arpit Chadha sir praised this initiative and congratulated students for their achievement. Director – IT, Dr. Sunil Pandey sir appreciated the efforts of students and all Faculty members for their diligent efforts. Vice Principal – UG, Prof. Nancy Sharma congratulated students for their hard work. Chairperson – BCA-Prof. Richa Singh, Year Coordinator-Prof. Sumit Sharma, Program Coordinators- Prof. Chanda Jain and Prof. Preeti Baliyan involved in the Program wished students to achieve great success in their life.



UG Clubs & Societies celebrated International Tiger's Day

29th and 30th
July 2018

The objective of this celebration was to create awareness about the conservation of Tigers and sensitize the students. During the event various activities including Quiz, Debate, Poster Making & Rangoli Design were organized in which about 150 students participated. The prize distribution ceremony was organized in the afternoon in which Shri Arpit Chadha sir, Vice Chairman, I.T.S - The Education Group was invited as the Chief Guest in the event who addressed the gathering of participants & faculty members and gave away the prizes to the winners of various activities.



10th August
2018

“A CEO Talk by Mr. Tong Cheuk Fung was organised for BBA and BCA Students”

The Objective of the talk was to create awareness amongst students about the Culture, Business and Education options available in Japan and Singapore. The Speaker Mr. Tong Cheuk Fung, CEO, Wasabi Creation and Director of Red Dot Cinema, Singapore shared his experience as an entrepreneur leading four startups companies across Singapore, Japan and other South East Asian Countries. He is an international business consultant and has been Guest Speaker in various universities in Japan, Singapore and other countries. He spoke to the students about the importance of economic and social dimensions of Southeast Asia and appreciated the inquisitiveness for cross cultural understanding among the management students. In his address to the students, Mr. Tong talked about cross cultural issues pertaining to business with special focus on Japan and Singapore. Mr. Tong mentioned about business etiquette particularly while managing business with a Japanese client with respect to greeting, exchange of business cards, points to be taken into account related to seating position of the client in a meeting, seating position of the client in a taxi or owned car etc. At the end, in an open house discussion, students asked several questions related to the topic.



11th August
2018

Faculty Development Program was organized on 'Teaching Pedagogy Advancement and Recent Trends'

A Faculty Development Program on 'Teaching Pedagogy Advancements and Recent Trends' was organised with an objective to cater the need to continuously update and upgrade in this ever changing dynamics. The resource person was Director-UG, Dr. Vidya Sekhri, who shared her vast experience and imparted valuable learning in developing a Customized and Innovative approach towards teaching, Case study based and interactive classes.



An Industry Visit to "Mother Dairy" Plant was organised for BBA and BCA 3rd Year Students

28th August
2018

The objective of the visit to "Mother Dairy" plant was to give an exposure to our students with reference to milk production and its related logistics. Total 40 students from BBA & BCA 5th Semester visited the Plant. The students got to know about different phases of milk processing like seal & check for cleanliness, presence of foreign matter, organoleptic evaluation etc. Also, some tests like- salt test, sugar test and glucose test were done before students to check the purity of milk. At the end students asked questions about logistics and had a very informative session.



25th - 30th
August 2018

"PRARAMBHA-2018" –05 Day Orientation Programme was organised for 23rd Batch of BBA and 22nd Batch of BCA

A 05 day Orientation Programme for the students of BBA & BCA 1st Year (Batch 2018-21) was organised from 25th to 30th, August, 2018. On this occasion, Shri Ashutosh Chadha, Group Director (Public Policy & Government Affairs) – Microsoft India, Shri Amandeep Singh, Head - Analytics, Ford Motors, Shri Arpit Chadha, Vice Chairman, I.T.S - The Education Group, Dr. Vidya Sekhri, Director (UG), Dr. Sunil Kr Pandey, Director (IT), Prof. Nancy Sharma, Vice Principal (UG) formally inaugurated the event by Lamp Lighting. Presence of famous Indian Cricketer Mr. Piyush Chawla made the occasion special.

Students also got a chance to interact with the Alumni Mr. Vivek Rana, Senior Alumni of BCA, Associate Manager - Merchandising, ITC Limited and Ms. MONIKA CHAUHAN Alumni of BBA, A Senior Program Officer, Indian Chamber of Commerce (ICC) shared their experience of their journey from I.T.S to Corporate. In the second half students indulged in management games through which they got to work in teams and learnt the benefits of team work. The students participated with lot of Zeal and enthusiasm.

The Course Chairperson BBA (Prof. KanikaTandon) and BCA (Prof. Richa Singh) gave an overview of the course making students familiar with subjects, teaching pedagogy, evaluation and other aspects of the programme. An Awareness Session On Cyber Security & Threats was organised by Ms. Pooja Chatrath Vice President - IT at Cryoviva Biotech Pvt Ltd. Ms. Pooja explained the protection of internet-connected systems, including hardware, software and data, from cyberattacks and advised students to be vigilant while using the Internet and recommended to use strong passwords.

A session on Yog Mudra by Dr. Vijay Krishna Bansal, Social Activist and Renowned Yog Mudra Trainer was also conducted . The students learnt about the art of living and learnt various Asans and Mudras by which they can get rid of their physical and mental ailments . The newly admitted batch of students not only enjoyed the sessions but also took valuable lessons for leading a happy, healthy and successful life. The soft skill trainers Prof. Chanda Jain and Prof. Preeti Baliyan conducted a session on Goal setting and positive attitude.

The Orientation programme came to an end with a valedictory session wherein the students were recognised and awarded with the trophies and certificates for their stupendous achievement in the events organised by different Clubs of UG Clubs and societies .

The Director - UG, Dr. Vidya Sekhri along with the Vice Principal, Prof. Nancy Sharma and both Course Chairperson, Prof KanikaTandon (BBA) and Prof. Richa Singh (BCA) gave away the awards to all the winners .



29th August
2018

Placement Readiness Enhancement Program – 2018 for BBA 3rd year Students

The objective of the Program was to holistically prepare the participants for upcoming placement drives. The program had sessions on Quantitative Aptitude, HR training, GD & Interview Preparation. To encourage the performance of students in such programs, top three performers were awarded with a certificate and a pen drive each. Vice Chairman – Mr. Arpit Chadha sir praised this initiative and congratulated students for their achievement. Director - U.G, Dr. Vidya Sekhri, Vice Principal – UG, Prof. Nancy Sharma congratulated students for their hard work. Chairperson – BBA-Prof. Kanika Tandon, Year Coordinator-Prof. Adil Khan, Program Coordinators- Prof. Chanda Jain and Prof. Preeti Baliyan and all faculty members involved in the Program wished students to achieve great success in their life.



Alumni Reunion of IT Courses - MCA, MIS, MIT and BCA Courses

1st September
2018

Alumni reunion of IT Courses – MCA, MIT, MIS & BCA was organised. The presence of esteemed amazing Alumni of IT Programs (MCA, MIT, MIS & BCA) made the day special for us as Teachers & staff and student volunteers of IT. It was concluded on a grand note. It was great to see the Alumni's representing Batches since 1999 till latest one. It was amazing experience to see Alumni coming back to their Alma Mater with their spouse & kids, Parents, re-living their old memories, meeting with their old faculty members and witnessing the growth of the Institute in last about two and Half decades. All the alumni participated in all the activities, games conducted during the events under different categories - Parents, Male Alumni, Female Alumni, Kids, Spouse, Magic Show etc. The entire day was full of fun, experience sharing and networking with Alumni among themselves.



5th September
2018

UG Club Societies Celebrated Teacher's Day

"Teachers can change lives with just the right mix of chalk and challenges". With this thought BBA/BCA students of I.T.S Mohan Nagar UG Club Societies celebrated teachers day with great enthusiasm. Celebration's started with welcoming Mr. Arpit chadha (Vice Chairman I.T.S Education Group), Dr. Vidya Sekhri (Director-UG), Dr.Sunil Pandey (Director-IT), Prof. Nancy Sharma (Vice Principal -UG Campus) and all faculty members with sweets. Cultural performance like singing, dancing and acting were performed and dedicated by students to the teachers.



Alumni Interaction Session was organised as a part of Alumni Talk Series

6th September
2018

The alumni talk series has been organized with a motive to provide exposure to our students through experiences of esteemed alumni. The main attraction of event was session with Mr. Manny Singh (Manvinder Singh) from Melbourne, Australia based Entrepreneur, our Alumni of BCA 1st Batch (1998 - 2001) after about 17 Years at the Institute. He has also authored a Book "The New You" which he presented to us. It is always a pleasure & Proud to see Alumni who passed out more than decade back and are excelling in their Profession, coming back to Institute to share their learning, journey of success with the existing students at the Institute.



7th September
2018

The Social Service Club - 'Disha' Organized a Programme for underprivileged children

As a CSR activity Disha - A Social Service Club, student volunteers— Abhishek Gupta & Akash Jain 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. Underprivileged children were taught counting from 1 to 50, Tables from 2 to 13, fruits' name and birds' names, lesson reading was also done in Hindi. Children also learned how to introduce themselves. Class was ended with the distribution of Biscuits among the children. Prof. Sumit Sharma as a faculty coordinator accompanied and guided the students.



12th September
2018

A Seminar on Skill Enhancement Through Industry Certified Courses was organized for BBA 3rd and 5th Semester Students

The objective behind this Seminar was to introduce about Value Added Courses in Marketing and Finance that will be teaching in the 3rd semester so students can easily understand the each course and after that they can fill their choice as per the presentation given by both the persons from value added course and Second to distribute certificate for those students who have successfully completed their value added course in Marketing & Finance.

First Presentation was given by Mr. Anuj Rai General Manager - CETPA. He shared his views on Digital marketing, its scope in future, how it is growing rapidly and what are the other benefits of doing Value Added Course in Digital marketing. There were number of questions which are asked by the students and he replied each question in detailed and he also surprised to see the knowledge of students on Digital Marketing.

Second Presentation was given by Mr. Sachin Agarwal , Trainer- BSE. He also discussed about the finance course and its scope in the future how companies are doing their business The Seminar was followed by certification and award ceremony of BBA 5th semester Batch 2016-2019 by CETPA and BSE. Mr. Sachin Agarwal, BSE Institute Ltd. And Mr. Anuj Rai, GM-CETPA grace the occasion.

The session was interactive and highly motivating. Students appreciated the session and thanked the institution for its conduction.



14th September
2018

The Social Service Club- 'Disha' Organized a Program for underprivileged children in the area of Vasundhara

As a CSR activity "DISHA – The Social Service Club" of I.T.S – U.G. campus embarked on the journey to bring hope to the lives of underprivileged slum kids living in Vasundhara (Sector-14) Ghaziabad, and we were able to enrol around 50+ children in the Education Program. Through our initiative, we aim in imbibing the idea of education as the most important lever for social, economic and political transformation. As this initiative will be completing about 7 years of operations, a remarkable change can be seen in the children who have been attending sessions regularly and are showing excellent improvement in attendance. Also, the increase in scholastic development of children has been commendable. DISHA has been striving hard to foster emotional, psychological and educational well-being of its children.

The volunteers 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 volunteers enlightened the students on the importance of Hindi Diwas and why it is celebrated across the nation. They also highlighted the importance of Hindi language in our Indian culture and emphasized upon the fact that we must promote Hindi amongst children and youngsters as well. The festivities concluded with distribution of stationary items and snacks for the children. Prof. Amit Sharma seized the opportunity to be a part of this informative and equally entertaining session wonderfully conducted by our students.



14th September
2018

Literary Club organized and celebrated "Hindi Diwas"

The celebration was to salute the spirit of our widely accepted language across the nation - 'Hindi', to show the magic of the language through several rounds of competitions. It was a day when the true spirit of our mother tongue was celebrated. Students enthusiastically participated in competitions like Speech competition, Tongue Twister, Hind Word puzzles and other interesting activities. Winners of the competition were as: Archit Sharma BBA 3rd year won Speech Competition, Chirag Deshwal-BCA-IIInd won Tongue Twister Competition, Yash Agarwal- BBA 1st year & Satyam Srivastava BCA 2nd year won Hindi Puzzles. The occasion was graced by Prof. (Dr.) Poonam Agarwal-HOD-General Studies, NCERT & Poetess as Chief Guest, Dr. Vidya Sekhri (Director-UG Campus), Dr. Sunil Pandey (Director-IT), Prof. Nancy Sharma (Vice Principal) and Club Convenors and faculty members.



15th September
2018

An Industry visit was organized to International Tobacco Company (ITC), Meerut, for BBA & BCA 2nd Year Students

An Industry visit was organized with a view to show manufacturing facility to the students. Students of BBA and BCA 2nd Year had gone for the visit. In the manufacturing facility, 2 ITC officials explained the various manufacturing processes to the students. After the tour of facility, the students' queries were addressed by the HR Manager at the training room. The visit was a great learning for the students.



A seminar on "Skill Enhancement" through Industry Certified Courses was organized for BCA 2nd Year Students

17th September
2018

The objective behind this Seminar was to introduce Value Added Courses in Big Data and Cloud Computing in BCA II year. Seminar was opened by Director – UG, Dr. Vidya Sekhri's welcome address followed by Course Chairperson's Introduction regarding Value Added Course & its importance. Consecutive presentations were delivered by Mr. Vikas Bhartiya, Oracle WDP Head and Mr. Sanyam Dixit, Branch Manager CETPA. They shared the need and importance of these certification courses and what are the other benefits of doing Value Added Course in addition to their regular curriculum. There were number of questions which were asked by the students and he replied each question in detailed.



19th September
2018

Symposium on Systematic Voters' Education and Electoral Participation (SVEEP) program at Hindi Bhavan, Ghaziabad

Systematic Voters' Education and Electoral Participation program (SVEEP) is the flagship program of the Election Commission of India for promoting voter literacy in India. The Chief Election Officer emphasized on the importance of Voter Awareness Club to sensitize the first time voters about using their fundamental right to vote. There was a skit performance by youngsters upon importance of voting. Patriotic songs and dance were also a part of the event that emphasized upon 'Greater Participation for a Stronger Democracy'. All years of BBA and BCA students attended the event. Inquisitive students also asked various questions related to exercising voting rights being first time voters. The students found the event very engaging as well as informative at the same time.



19th - 22nd
September 2018

Entrepreneur – Cell organized 3-Days Entrepreneurship Awareness Camp sponsored by NSTEDB, DST, Government of India

Entrepreneurial sector is abuzz with a number of young leaders who want to proactively contribute to the well-being of the society. These entrepreneurs are grappling with challenges in areas as diverse as education, healthcare, energy, drinking water, sanitation, etc. They are making use of their knowledge and resources to come up with innovative ideas. Today entrepreneurship is the need of the hour. Keeping this in view, Entrepreneur-Cell of UG Department, organized a 3- Days "Entrepreneurship Awareness Camp (EAC)", sponsored by NSTEDB, DST, Government of India, New Delhi & EDII Ahmedabad, Gujrat.

The objective of the camp was to create awareness among students about various facets of entrepreneurship as an alternative career option. The participants will be aware about various components of entrepreneurship development process through lecture, discussion, interaction, and practical exercises. The event was formally inaugurated on 19th September, 2018 by Dr. Rishi Raj Singh-Director General of WASME, Mr. Vishwas Gupta- Founder of "farms2families", Mr. Bharat Jain-Chief Manager of Central Bank of India, Dr. S.P. Mishra-Former Vice Chancellor: DSVV, Haridwar & Shridhar University, Pilani, Dr. Vidya Sekhri, Director-UG Campus, Prof. Nancy Sharma, Vice Principal-UG Campus.

The program started with the welcome address by Dr. Vidya Sekhri & later she enlighten the flame of Entrepreneurship by her consequential words and addressed the gathering about the importance of Entrepreneurship.



Dr. Rishi Raj Singh spoke on the topic "MSME Schemes for start ups ".And Mr. Vishwas Gupta took the session on "Own journey & ideas for start ups" Mr. Bharat Jain spoke on the topic on" Govt. Policies of banks for start ups".

Director - U.G, Dr. Vidya Sekhri gave the exposure on the topic "Basics of Financial aspects of SSI Unit." Vice Principal, Prof. Nancy Sharma spoke on the topic "Need of IT for start ups along with case study". And Dr. S.P. Mishra spoke on the topic "Entrepreneurship quality & Motivational Development."

In this duration an industry visit of APTRON was planned, students got an opportunity to be aware about the concept of networking by the industry expert by providing real time example. After the completion of the session the query session was conducted by the Aprton experts. They have also selected 3 winners from the session & awarded them with certificates.

UG Clubs and Societies Celebrated International Peace Day

25th September
2018

A peaceful society is one where there is justice and equality for everyone. Peace will enable a sustainable environment to take shape and a sustainable environment will help promote peace. The International Day of Peace ("Peace Day") is observed around the world each year on 21st September. Established in 1981 by unanimous United Nations resolution, Peace Day provides a globally shared date for all humanity to commit to Peace above all differences and to contribute to building a Culture of Peace.

Peace Day was also celebrated by "DISHA – The Social Service Club" to sensitize the children to the sufferings of war and its impact on humankind and how peace can be a stronger weapon than war. The underprivileged children made paper cranes as symbols of peace and also made peace posters for the occasion.



25th September
2018

Maths Club organised a Quiz Competition for BBA and BCA Students

The objective behind this competition was to inculcate among students a fondness for mathematics and enhance their mathematical skills. The Mathematics Quiz Competition was organised to develop analytic and creative thinking skills. Total 126 students participated in the event from all years of BBA and BCA. The students solved the question paper (written). Ms. Megha Singh (BBA 1st year), Ms. Sakshi Agarwal (BCA 2nd year) and Mr. Shivansh Rastogi (BCA 1st year) won the first, second and third price respectively.



BBA 2nd Year Student Won the 1st Position in C.C.S University Swimming Competition held at Meerut College

25th and 26th
September 2018

C.C.S University organised "Swimming Competition 2018" at Meerut College on 25th & 26th September' 2018. The objective behind this competition was to encourage Sports among all the young students. In this Swimming Competition, 70 participants participated from all the Colleges affiliated to C.C.S University. It was scheduled meticulously and programmed very well for two days. The students from ITS UG Campus were also actively participated in this competition and Himanshu Choudhary from BBA - (3rd Sem.) secured First Position in University North Zone Selection in 100 & 200 Metre (Back Stroke) swimming event.



26th September
2018

Eighth Annual Merit Award Ceremony was organised to felicitate the meritorious Students of BBA and BCA

The awards were conferred in 3 categories based on the performance of students in the academic session 2017-2018. First Category of the award was Merit Awards given to top 10% students in both BBA & BCA. Second category of award was All-rounder award to one student each in BBA & BCA on the basis of academics as well as extra-curricular activities. And the third category was Performance Improvement award to the students who have shown remarkable improvement in their performance.

In BBA 3rd year the top achievers were Ms. Kajal Bharti, Ms. Dolly Sharma & Ms. Siddhi Sharma. In BCA 3rd Year the top positions were bagged by Ms. Neha Goel, Mr. Satyam Kumar & Ms. Deepali Kesharwani. In the 2nd Year the top Achievers were Ms. Megha Singh, Ms. Tanya Vats and Ms. Ekta Gupta in BBA and Ms. Mehak Saxena, Ms. Manisha Gupta and Ms. Neha Aggarwal in BCA. The All-rounder award went to Mr. Abhishek Kumar in BBA and was shared between Mr. Satyam Kumar and Ms. Hritika Tiwari in BCA.



27th September
2018

Guest Lecture on “Effective Corporate Communication” was organised for BBA 1st Semester Students

A guest lecture for the students of BBA 1st Semester was scheduled on “Effective Corporate Communication”. The session focused on the role of effective communication in today’s corporate world.

Effective communication plays a vital role in one’s life. It not only helps to facilitate the process of sharing information and knowledge, but also helps people to develop relationships with others. Communication also helps in building people’s attitude. A well informed person will always have better attitude than a less informed person. This session was facilitated by Mr. Himanshu Talwar, Director-Pliable Academy, Management Consultant & Educationist and Alumnus, Said Business School, University of Oxford.

It was indeed an informative and enlightening session and everybody thanked the resource person for sparing his valuable time and energy with the students.



27th September
2018

Yoga Club organised Yoga Activity for Students

Yoga club activity was conducted to introduce and imbibe yogic practices in daily life of students such that they are mentally, physically, emotionally and spiritually fit. Mr. Deepak (from Art of Living) was the distinguished person for the activity. Various muscle relieving physical and breathing exercises were done. Students were briefed on breath control. By observing and controlling one's breath, one can control his behavior. After breathing exercises, students were told to concentrate on breathing.



An Industry Visit to "SEBI" was organised for BBA students

28th September
2018

The objective of industry visit was to provide the students an insight into internal working of organizations. Industry visits provided an excellent opportunity for students to interact with industry and know more about its environment. Securities Exchange Board of India (SEBI) is an important regulatory body in India. Delhi office, Sansad Marg. Students gain knowledge with reference to investments, markets and investment products. It was also an awareness program that explained about various fraud schemes that 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.



28th September
2018

MOROCCO – A Freshers' Talent Hunt was organised for BBA/BCA Freshers

Fresher's party! A little music & embellishing lights, fragrant ambiance & creative impulses, jubilant new faces discovering each other, smiles all along, resounding laughter and many more things were there in MOROCCO-2018. The event was formally inaugurated by Director-UG (Dr. Vidya Sekhri), Director-IT (Dr. Sunil Kumar Pandey), Vice Principal-UG (Prof. Nancy Sharma), Event Coordinators (Prof. Megha Sharma, Prof. Mala Sharma, Prof. Barkha kakkar), the Judges of the event (Mr. Piyush Hasija and Ms. Sakshi) by lamp lightning & Saraswati Vandana in Chanakya Auditorium.

The event showcased multitude of events like fashion show, solo dance, solo singing & Solo Acting Performance competition etc. The students exhibited their talent through scintillating their performances especially in ramp walk, singing, dancing & special talents. From BBA 1st year Mr. Shantanu and Ms. Aishwarya won the titles Mr. Fresher and Ms. Fresher BBA batch 2018-2021 respectively. Whereas Mr. Kulbhushan and Ms. Neha Singh selected as Fresh faces of BBA batch 2018-2021. Mr.. Aryan Sharma and Ms.. Parnika Tyagi selected as Mr and Ms. Talented from BBA Batch 2018-2021.

From BCA 1st year Mr. Piyush and Ms. Tanya won Mr. Fresher and Ms. Fresher titles respectively, whereas Mr. Yash and Ms. Manvi were selected as fresh faces of BCA batch 2018-2021. Mr. Mayur Sharma and Ms. Deeksha selected as Mr and Ms. Talented from BCA Batch 2018-2021.

Special Audience Prize for Best Outfit in Red & Black Dress Code from BBA Batch 2018-2021 were awarded to Mr. Yash and Ms. Garima.

Special Audience Prize for Best Outfit in Blue and White Dress Code from BCA Batch 2018-2021 were awarded to Mr. Mohd. Kaif Khan and Ms. Rohini.

Mr. Piyush Hasija (Model and Dancer) & Ms. Sakshi Parashar (Model) were presented to judge the event.



29th September
2018

Alumni Talk Series was organized for BBA IInd Year Students

Mr. Varun Saxena, Strategic Account Manager, Risk Management Solutions, “dun & bradstreet”, and an Alumni of BBA Batch (2006-2009) came to Institute and shared his thought and experience with the current batch of BBA (2017-2020). He said that he was feeling awesome to come back home. This was his home who taught him lessons of life. Teachers are still with him and they are really very helpful, he still seeks an advice to take decisions in his working life and take guidance from faculties. Mr. Varun Saxena told students, the Importance of PDP Classes, Value Added course and other activities in the students’ life how it will help them to grow in the corporate world, he advised students to attend classes on regular basis and learn each and every thing. He also motivated students to participate in campus or outside the campus programmes.



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. **HOW GOOGLE CONTROLS THE LIFE OF AN AVERAGE PERSON**
2. **WOMEN EMPOWERMENT: WINDS OF CHANGE**
3. **FELING IS DIFFERENT FROM THINKING**
4. **TIME MANAGEMENT AND IMPORTANCE OF TIME**
5. **CONSERVATION OF NATURAL RESOURCES**

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 NOVEMBER, 2018. Selected articles/ poems etc. will be published in DECEMBER 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. REVERSE PERFORMANCE EVALUATION
2. SUCCESSION MANAGEMENT
3. OUTCOMES - BASED EDUCATION
4. YELLOW JOURNALISM

INFORMATION TECHNOLOGY

1. ARTIFICIAL INTELLIGENCE - NOT A SURE THING TO INCREASE PRODUCTIVITY
2. MONITORING AND THE PROBABILITY OF SOFT INFORMATION
3. THE SIGNIFICANCE OF E-WASTE MANAGEMENT IN THE BACKDROP OF CURRENT IT BOOM

MARKETING

1. VIRTUAL REALITY - A MAINSTREAM FOR MAKETERS
2. THE IMPACT OF INCREASING SEARCH FRICTION ON ONLINE SHOPPING BEHAVIOR
3. DECOUPLING EFFECT OF DIGITAL DISRUPTORS

HUMAN RESOURCE

1. PERFORMANCE MANAGEMENT AND EMPLOYEE ENGAGEMENT
2. LEADERSHIP IN VIRTUAL TERMS: MULTILEVEL PERSPECTIVE
3. CHALLENGES AND OPPORTUNITIES AFFECTING THE FUTURE OF HUMAN RESOURCE MANAGEMENT

FINANCE

1. FINANCIAL TRANSACTION AND GROWING ROLE OF TECHNOLOGY
2. CORPORATE TREASURY - MANAGING BUSINESS FUNDS
3. INDIA'S NPA CHALLENGE AND RECAPITALISATION

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 NOVEMBER 2018 . SELECTED ARTICLES/ POEMS ETC. WILL BE PUBLISHED IN DECEMBER 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.





**AN ISO 9001:2008 CERTIFIED INSTITUTE
ACCREDITED 'A' GRADE BY NAAC**

Courses offered by I.T.S – The Education Group

CAMPUS-I Mohan Nagar (ESTD. 1995)	CAMPUS-II Murad Nagar (ESTD. 2000)	CAMPUS-III Greater Noida (ESTD. 2006)	CAMPUS-IV Greater Noida (ESTD. 2006)
COURSES OFFERED PGDM / MBA / MCA/ BBA/BCA/ Ph.D.	COURSES OFFERED Ph.D. (Pharmaceutical Science)/ MDS/BDS/M.Sc (Biotech)/ B.Sc (Biotech)/BPT/MPT/B.Pharm M.Pharm	COURSES OFFERED MBA / B.Tech- ME • CSE • CE • ECE • EE	COURSES OFFERED MDS /BDS



GHAZIABAD
(Estd. 1995)

NAAC Accredited 'A' Grade Institute
www.its.edu.in

I.T.S - UG Campus

(An ISO 9001:2008 Certified Institute, Accredited 'A' Grade by NAAC)

Mohan Nagar, Ghaziabad 201 007 **Mob.:** 08447744044/43/42/41 **Ph.:** 0120-2811000, 2811111/112

Fax: 0120-2811113 **Website:** www.its.edu.in **E-mail:** admissions.mn@its.edu.in, itsmn@its.edu.in



I.T.S Education Goup : www.facebook.com/ITS.Education.Group

I.T.S UG Campus : <https://www.facebook.com/itsugbbabca>

BBA/BCA : www.facebook.com/BBABCAI.TSMohanNagar/



www.ug.its.edu.in

<http://www.ug.its.edu.in/>

<https://www.facebook.com/BBABCAI.TSMohanNagar/>