



Record Holder for MOST PEOPLE USING MOUTHWASH AT MULTIPLE VENUES

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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 ITS IANS .

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



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WOMEN EMPOWERMENT- A WAY OF CREATING OPPORTUNITY

Women play an important role in the society. They are backbone of any family. Women empowerment refers to the process in which women expand and recreate what they can do and accomplish in a circumstance that they previously were denied. We can say that, it is the process for women to redefine gender roles that allows for them to acquire the ability to choose. Women empowerment has become the buzzword today with women working alongside men in all spheres.



They profess an independent outlook, whether they are living inside their home or working outside. With steady increase in the number of working women, they have gained financial independence, which has given them confidence to lead their own lives and build their own identity. They are successfully taking up diverse professions to prove that they are second to none in any respect. It is not only limited to women working in urban areas but also even in remote towns and villages, the number of women are now increasing and making their voices heard loud and clear in society.



Sushma Swaraj is an Indian politician, former Supreme Court lawyer and the current Minister of External Affairs, in office since 26 May 2014. A senior leader and former president of Bhartiya Janta Party, she is the second woman to be India's Minister of External Affairs, after Indira Gandhi. She has been elected seven times as a Member of Parliament and three times as a Member of Legislative Assembly.

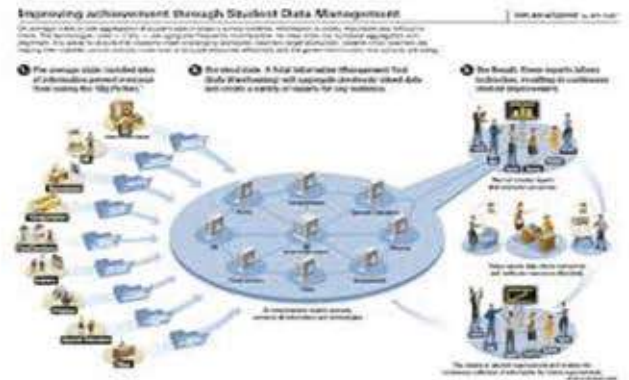
At the age of 25, she became the youngest cabinet minister of North Indian state of Haryana. She also served as 5th Chief Minister of Delhi from 13 October 1998 to 3rd December .

There are also many other women who are successful in their career and have equal opportunities as that of men including Deepa Mailk, Deepa Karmakar .These women have proved that nothing is impossible and success can be achieved by doing hard-work.They have also proved that they are equal of men in terms of hard-work.



ROLE OF STUDENTS IN IMPROVING EDUCATION SYSTEM

Students can play more than one role like researchers, planners, organizers, mentors, experts, trainers, decision-makers, teachers faculties or advisor. Students play a very important role in improving the education system because students have a power to promote education or to demote education. Students have a right to improve our education system according to your comfort.



As the student will gain the education it will improve them and they will improve the society. Now a day's it becomes very important to educate as to make a standard in the society or to fulfil the needs of an individual. It has no way to stop the education as it is mentioned above that education is the learning process it has no end and of course it never ends. If a person educates it made at least some efforts to make the changes in the education system and ultimately the condition of system becomes little better as compared to previous one. So after this brief discussion it becomes very clear that the education is very important to stand in a society.

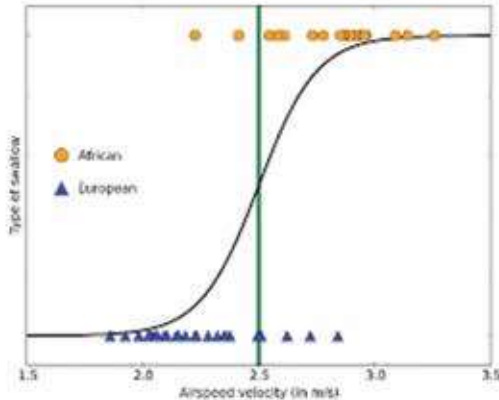


Students are proved best as a researcher as they have enhance knowledge to show and that knowledge help them to prove whatever they want and that makes them a good researcher because a researcher should know how to search and apply the best way. Students have the best power to plan as they are masters in it because they do planning in every step specially in their studies because they have less time and many subjects and chapters to learn so they know the real worth of planning.

Student as a mentor is very important because student can understand the need of other students. Student mind is sharp and they have better ideas to improve education system as they are the part of it. Students are experts in solving errors and problem.



DIFFERENT LEARNING CURVES YET ONLY ONE CLASSROOM



Teaching is about a lot more than knowing content. It is also about making that material easily understandable for students. In short, teaching is as much a performance as it is about the science of learning. Students have different learning styles- visual(learn by seeing), auditory(learn by hearing) and kinesthetic(learn by doing). The idea here is that students can be divided fairly neatly according to their learning styles and if teachers want to reach all students.

Understanding this element is especially important, the thinking went, because modern instruction is geared almost entirely toward auditory learners. A teacher gets up in front of class, gives information and students absorb from their seats. Kinesthetic learners, those who are likely to learn by doing practices, miss out on important concepts.

Students learn most effectively when they are taught in their preferred learning style. In other words, it is true that students might prefer a certain way of receiving information, but that does not mean they actually learn more effectively in one set way. Some teachers think about how they could tailor instruction in ways that would register with certain students. Intuitively, the idea makes sense. Because all students have different preferences and specific aptitudes, teachers need to personalize the instruction as much as possible.

There are many more conflicts while teaching to students regarding pedagogic dilemmas. Because students belong from different backgrounds, cultures, values and beliefs. Keeping all these in mind, a teacher should draw lessons that help students to create knowledge with emphasis on values that sustain and are in term sustainable.

Our classroom educators are boosting efforts to improve and develop other areas besides reading and writing-areas that will build the skills required for future. These necessary skills include leadership, digital literacy, communication, emotional intelligence, entrepreneurship, global citizenship, problem solving and team-working.

VOICE of SAN DIEGO

THE LEARNING CURVE

by Mario Koran



Hemant Tyagi
BCA-1 Year
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NOTE

FAIR PAY - A POTENT WEAPON IN THE WAR FOR TALENT

In today's era, where the corporate world is full of competition. It is essential to find talented people to survive in the market. Talented people can only have potential to decide how to survive and grow in the market. But the question is how organizations attract talent?

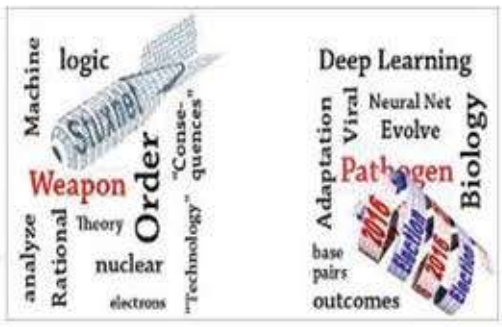


Companies are scrambling to find new ways to attract and develop talent. They're using sophisticated data and analytics tools to locate potential candidates. They are collaborating with high schools and universities to overhaul curricula and offer apprenticeships. And they're reengineering the workplace to make it more appealing. But the best approach to attract talent is to adopt "Fair Pay"

Fair pay can be defined as Equal pay forequal work is the concept of labor rights that individuals in the same workplace be givenequal pay. It is most commonly used in the context of sexual discrimination, in relation.

Employers generally think they are already offering fair pay. But in recent years, an important new definition has emerged. When we talk about fair-pay principles, we're talking about a set of policies that companies develop to guide their compensation and total rewards package for workers. These may include paying employees a fair and livable wage, offering equal pay for equal work regardless of race or gender, and being up-front and transparent with employees and the public about compensation and benefits.

Several large companies in different industries have made significant public commitments on issues of fairness and fair pay, including Unilever, JPMorgan Chase, Allstate, and McDonald's. In 2014, Unilever created ambitious fair-pay principles, including a goal of providing a living wage one that gives employees enough to provide for their family's basic needs, such as food, housing, education, and healthcare, as well as some discretionary income — for all direct employees at the lowest pay grades by 2020. JP Morgan Chase in 2016 announced raises for 18,000 U.S.



Workers to between US\$12 and \$16.50 an hour — about \$5 an hour above the U.S. national average minimum wage. In September 2017, Target announced it would raise its minimum hourly wage in the U.S. Those who have yet to follow suit may not realize that, end of 2020 far from being primarily a public relations move.

Looking further into the future, the issue of fairness and fair pay is likely to intensify. We can envision a time in which social responsibility and trust dominate the corporate agenda. So at last it is important to treat everyone equal and gives them fair pay so that they work with full potential.



NETWORK MANAGEMENT

Network Management is a set of applications that engineers manage networking components inside a bigger networking framework and also performs several functions to make sure everything is going all right. The engineers help in configuring and troubleshoots networking devices that are present in the organization.



This management system also collects performance data from each of the network components and allowing engineers to make changes as needed to make sure the performance is up to the mark. The network hardware vendors also make sure that the network hardware is capable of delivering performance that is required in the network management.

The management handles a variety of task in the organization like Monitor performance, Detecting devices, Analyzing performance and Enabling Notifications. Now in today's world. We use machine learning as a tool in network management because Artificial Intelligence is much faster in managing the network connections in the organization. AI is much faster and better in performing the management.



Instead of a person in network management, we use AI to make sure everything is running fast and effective but still, we need real persons to make sure AI is running effectively.



MANAGING CYBER SECURITY RISKS

Cyber security risks management takes the idea of real world risk management and applies it to the cyberworld. It involves identifying your risks and threats and applying appropriate actions and comprehensive solutions to make our organization completely protected. Cyber security is an issue that affecting companies all over the world. On research, large companies experience around 100 cyber security attacks within a year.



The most threaten risks for the company when it comes to cyber security is the people who are working for it. Most of the organization approx 75% suffer a staff- related security attack that leads to loss of big amount to organization. Every company secured its related accounts with strong passwords. Hacking companies' passwords is also a risk for cyber security which may cause loss of company secret and confidential information. And also so many like lack of cyber security policy, unprofessional handlers.

Ways to manage cyber security risks:

1. Locate accountability for cyber security in organisation so that decision making become effective.
2. Identify the value of organisation assets that may helps in overcoming future risks by potential attackers.
3. Analysis security threats specific to type of organisations.
4. Identify where security risk management should corporate into software development and technology improvement.
5. Create a security strategy so that the organisation can actively respond to upcoming threats.



This article is about online banking, connecting with friends, sending emails, or checking out the estate market of your area, The Internet has become an essential part of everyday life. As like other network Internet has also both benefits and risk. But if you take the time to learn about the common threats and risks. Cyber security can be protected easily.



SOCIAL MEDIA IS BETTER FOR LISTENING THAN FOR TALKING

Social Media is not a mere strategy now-a-days but a requirement of every business, brand, company or firm. Social media is a like a pond in the forest where every small and big animal visits and that is where important information can be spread. So it is necessary to understand the real importance of it and realizing the precise way to use it.

Social listening is the process of monitoring social media channels for mentions of your brand, competitors, product, and any other ideas or themes that are relevant to your business. The next step is analyzing that information for actionable insights. Those actions can range from engaging a happy customer to shifting your overall brand positioning strategy. Some brands and companies totally ignore the content written regarding them or the conversations regarding their services.

These conversations or contents can either be in favour or against the firm. Be it against, then it will lead to the negative publicity and can cause a huge loss to business.



So the brand or the business should get involved in these type of conversations and help people get the right facts about them in order to maintain goodwill in the market. Since you'll be listening not only to what people are saying about you on social media, but also what they're saying about your competitors, you'll get important insights about where you fit in the customer perceptions of your industry. With so many potential data sources to monitor, you'll need tools to help you with your social listening strategy.

But before you choose a tool and dig into the nitty gritty work of social media listening, you'll need to determine what you should actually listen for. Here are some key points to keep in mind to get the most from your social listening efforts -:

1. Identify where people talk about you, not just what they say
2. Learn from the competition
3. Collaborate with customer service, content marketing, and product development
4. Examine what your data is telling you—and take action.



USE OF STORYTELLING IN B2B MARKETING

Telling and listening to stories comes naturally to people across the globe. From ancient to modern times, storytelling has remained a constant throughout the evolution of the human race. Stories in different forms get passed from one generation to another and exist across various channels in multiple iterations. There are simple, linear ones and stories with dizzying complexity and both types keep bringing interested audiences back for more.



All marketers are storytellers. They are explaining who they are, what they stand for, and how their company's products can solve customer problems. Good storytelling is most prominent, and in some ways easier, in B2C marketing. Think of Google's amazing Super Bowl ad from a few years back. They managed to tell a years-long love story that connected with viewers, made us care about the characters, and demonstrated the power of the product. It was top-notch stuff.

A brand's story helps the company stand apart by explaining what it stands for and why, and providing a consistent thread to the messages and experiences it delivers. Stories are built around some fundamental principals; context, conflict and resolution form the narrative structure; heroes and villains create the character structure and insights. From Powerpoint presentations to case studies, banner adverts to whitepapers, trade events to email marketing, direct mail to marketing research, tender proposals to advertising.

Whatever the B2B content tactics you rely on, all of them can be improved if you start to think of them as storytelling opportunities.

The quality and engagement levels of your investment in content driven marketing can be radically enhanced if you focus on the role of storytelling in your marketing communications. Storytelling is the universal human currency, now given unprecedented circulation and impact through the social web.

Stories are practiced by every culture on the planet. And while no one really 'lives' or 'loves' a brand, our lives are given shape and meaning by stories, making them far easier .



MINIMIZING WORKPLACE NEGATIVITY

Negativity occurs in the attitude, outlook, and talk of one organization member responding to a workplace decision or event. Workplace negativity is the negative behaviour of the employees in the organization in which they work. Workplace is the place where the people work as an employee or as a manager or as the member of an organization.

Workplace negativity is one of the causes for employees' stress. Nothing else can cause employees' morale. The best way to combat workplace negativity is to keep it from occurring in the first place. The workplace must be persistent. It minimizes the energy of your business firm or organisation and also minimizes the positivity in the organization. Negativity can be caused by various things like attitude, behaviour, employees' status in the organization and many more.



EMPLOYEE RELATIONS:

HOW TO STOP WORKPLACE DRAMA

By receiving employees' complaints, you can also lower the morale of the employees. Steps that are taken to overcome workplace negativity:

IDENTIFYING THE NEGATIVITY IN THE WORKPLACE

First, we need to identify the negativity that is causing loss in the organization. This means what is causing the negative environment in the organization. The first step is to identify the negativity so that you can take corrective action to resolve it.

SYMPTOMS THAT CAUSE NEGATIVITY

After identifying the causes for workplace negativity, the next step is to find the symptoms that cause negativity. This information helps you to identify the symptoms of negativity in the workplace.

CONTROL INFLUENCE THEIR OWN JOB

The single most cause of workplace negativity is traceable to a manager or the organization making a decision about a person's work without input. It is negative.

OPEN DOOR POLICY

Start an open-door policy and have a suggestion box made available. This will encourage your employees to communicate on a regular basis with you and make them feel that their concerns.



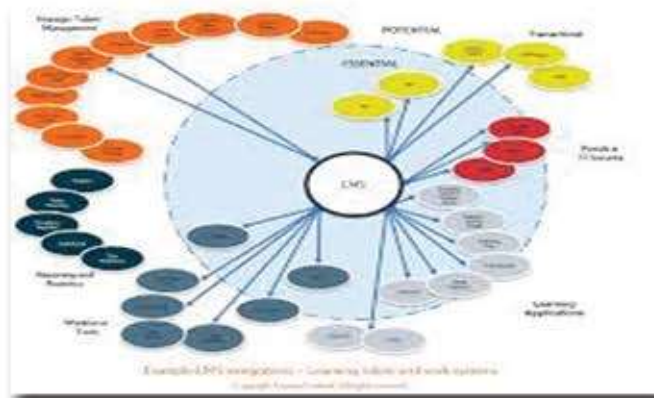
ORGANISATIONAL RHYTHM AND HR

Operating Rhythm can be defined as a set of predefined process of communications and interactions that should be present between different departments to ensure the flow of operations is not interrupted and is controlled as intended. It provides a structured way of communication to the project team/operations and vice versa on items like roles, milestones, outcomes, targets and so on that is aligned to the organisational vision.



Each organisation has a vision based on which the business strategy plans are prepared. These plans have to be communicated and reviewed at a defined frequency to ensure that the plans are achieved without any bottlenecks. A strong emphasis should be laid on communicating the right information which is crucial in proper operating rhythm followed by review meetings which should be effective and efficient. The theoretical framework to understand organisational rhythm as a stimulus in organisational change. It identifies five sub themes of rhythm: Emphasis, Intonation, Pace, Period and Repetition.

Human Resources are the people who make up the workforce of an organisation, business sector or economy. "Human Capital" is sometimes used synonymously with "human resources", although human capital typically refers to a more narrow effect. A human-resources department of an organisation performs human resources management, overseeing various aspects of employment, such as compliance with labour law and employment standards, administration of employee benefits and some aspects of recruitment and dismissal.



Human Resources are used to describe both the people who work for a company or organisation and the departments responsible for managing resources related to employees.

The term Human Resource was first coined in the 1960s when the value of labour relations began to garner attention and when notions such as motivation, organisational resources, and selection assessments began to take shape. Human Resources management is a contemporary umbrella term used to describe the management and development of employees in an organization.

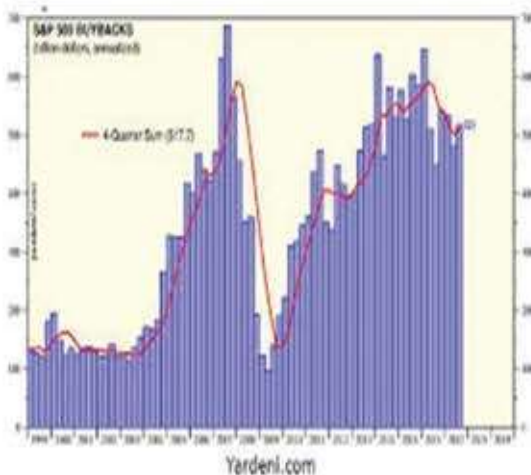


ARE BUYBACKS REALLY SHORT CHANGING INVESTEMENT?

It's no secret that the American economy is suffering from the twin ills of slow growth and rising income inequality. Many lay the blame at the doors of America's largest public corporations. These firms prefer to distribute cash generated from their businesses to shareholders through stock buybacks and dividends rather than invest for the long term, undermining job growth and putting our economic future at risk.



They cause wages to sag while enriching shareholders and executives. Buybacks in particular have attracted the ire of corporate America's critics. Larry Fink, CEO of the investment management firm BlackRock warned corporate leaders against seeking to deliver immediate returns to shareholders, such as buy-backs while underinvesting to sustain long term growth. Former U.S Vice President Joseph Biden recently claimed that the high level of buybacks "had led to significant decline in business investment" with "most of the harm borne by workers." Critics often point to high ratio of share repurchases to net income. As Williamazonick of the university of Massachusetts noted in these pages, stock repurchases and dividends totaled 91% of net income.



Muilenburg notes that "Boeing has won in the marketplace for 100 years because of innovation and we need to continue to invest in innovation for the future." Amazon CEO Jeff Bezos sums up his philosophy in six words: "It's all about the long term." Publicly available data on corporate expenditure and cash balances suggests that corporations are in fact spending considerable sums on innovations, in line with the priorities articulated by the management and have ample cash to spend even more. To understand the disconnect we decided to examine companies that are actually allocating capital between shareholders

Second net income is a poor metric of income potentially available for investments because it measures what's left after investments and many other future oriented expenditures have already been deducted. A better measure is what we call R&D adjusted net income the sum of R&D net income rather than net income in the denominator of our ratio we see that the net shareholders.



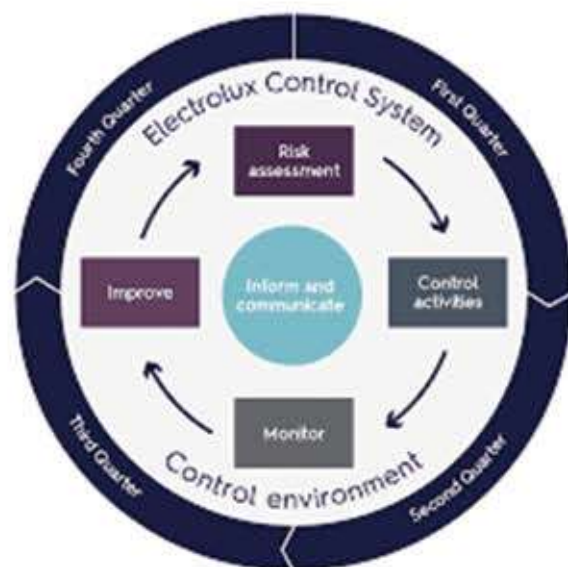
INTERNAL CONTROL VS FINANCIAL REPORTING

It is a process which assure that organisation will achieve its goals and objectives, efficiently and effectively. Internal control is broad concept because it depends on many factors:- financial reporting, policies of an organisation, rules and regulations.

Suppose in an organization, 10% of its employees reaches to there work place one hour early than other employees. They are using same resources (air conditioner, fans and lights etc.) that other employees use. So technically they are using same resources hour more than other employees and in that period of time they are not doing any work for company. So company will shift working hours so they can reduce consumption of resources to increase productivity

ADVANTAGE OF INTERNAL CONTROL

1. Prevent frauds.
2. Prevent violation of law.
3. Protecting assets and resources.
4. It improves productivity.
5. Helps in decision making



LIMITATION OF INTERNAL CONTROL

- It cannot provide absolute assurance, that it will
1. complete company's objectives.
- Human error can occur in the internal controlling
2. for example:- incorrect reporting of resource will lead to wrong decision.
- Insufficient number of employees
3. Override internal controls by individual for there
 4. personal advantages which can affect company's performance.

It is a disclosure of overall financial performance of a company in a specific period of time (quarterly or yearly). It consist balance sheet, profit and loss statement and income statement. It is mandatory for registered company to send there financial report to R.O.C



MODERN TECHNOLOGIES

Technology is basically the way to enhance our lives. Modern technology plays a vital role in our daily life. In the 21st century, technology has changed the ways in which we communicate and go about our lives. Very few educators would disagree with the notion that technology has dramatically changed the teaching and learning process.



By adapting learning softwares like Dream box is quickly replacing the role of textbooks in classroom and it is also helping in improving the methods of teaching as:

- Through Skype teacher, student, guardians can connect each other even out of the walls of classroom.
- Students can attend classes or seminars virtually.
- Now-a-days some of the schools provide portable wireless devices to the students, which contains some special apps or applications which helps in developing the level of curicity in the student, using new technologies helps a student in developing a new technology or device.

“Technology is developed 2 times after 6 months”.

It is Well said by a Computer Science engineer. And It can be easily understand by below example that Dream box- in this software a students can learn Maths according to their needs and check their problems.

Artificial Intelligence can also play a significant role in teaching as computers acting as individual tutors in classroom, filled it with diverse learning styles.

Robots may not displace a human teacher but can offer assistance and methods for teaching.

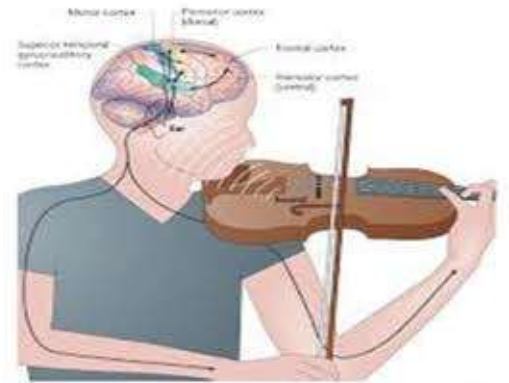
For example the countries like South Korea are able to give new technology every year because these countries firstly allot their students towards developing technologies.



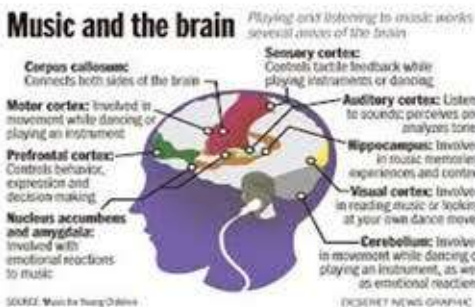
THE IMPACT OF CLASSICAL MUSIC IN THE WORK OF BRAIN

Advanced research on different components of the 'atom family' has shown that the orbital motion of the tiny particles in an atom is governed by an energy that is generated by the subtle vibrations of some kind of latent sound. This energy is omnipresent in the interior of nature and is the fundamental cause of all movements. A French zoologist, Dr. Vastive Andre, has thoroughly investigated the effects of music on the land animals and birds. The result of his study indicates that classical music does effect, with a varied degree of impact, the brain and the nervous system of every creatures. If the melody of the classical music is coherent with its soothing sensation, the animal demonstrates a sense of pleasure and energetic activities.

It is observed that many types of yeast and bacteria are killed by the high pitch rhythmic sound of a bugle. Some effects of music on humans are well known. Its melody offer instant relief from physical and mental fatigue. Eminent poet Homer has stated that- "The remedy for mental agony lies either in an open cry and weeping or in the melody of music". Renowned poet, Thakur Ravindranath Tagore had discovered even higher level effects of music.



According to him, "the origin of music can liberate the human consciousness, which otherwise remains bond in the routine chores of the worldly activities of life. It takes the singers and the listeners both into that ascetic state which is regarded by the subtle sciences as the foundation of the entire creation existing in the cosmos".



Experts of the science of music argue that the sonic patterns generated by the 'ragas' are subtle like the infra and ultra-sonic waves and they induce creative effects as per their inherent characteristics and the intensity and turning of the musical instrument or the voice of the singer.

The high speed loud music causes destructive or detrimental effects because of the corresponding intensive effect of sound associated with it. When one listens to classical music, may get a diversion of mind and delight but the lyrics would induce the concurrent emotional currents in one and give a short term blow and excitement or a sorrow of missing someone.



PEER PRESSURE AND ITS CONSEQUENCES

Peer groups play an important role in young people's lives, particularly during adolescence. 'Peer pressure' refers to the influence that these groups can have on how an individual thinks and acts. You can often find out who your child's peers are by paying attention to who they socialise with and speak about. Supporting your child to recognise peer pressure, when it helps and hinders them, and how they can develop their individuality, is an important role for parents.

How does peer pressure impact bullying prevention?

Positively

When the actions of peers encourage each other to reach out to those who are experiencing bullying or to speak out against bullying.

Negatively

When the actions of peers encourage others to laugh at someone, exclude them from their group, or create environments in which individuals are intimidated to speak out against bullying.

 **PACER's National Bullying Prevention Center.**
The End of Bullying Begins with You.

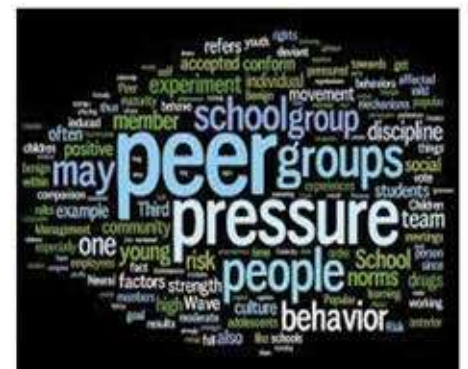
Just as some influences can be positive, some influences can be negative too. Peer pressure can take a normally self-confident child and make him/her someone who is not sure about themselves and has low self-esteem. Low self-esteem and a lack of confidence in turn might impact a child's general well-being.

For teenagers, it is important they be accepted by their peer group. This means that their peer group's approval gets placed above that of their parents and teachers. This in turn has a direct effect on their academics.

Sometimes their academics are affected because despite being capable of performing well, they choose not to because in the eyes of their peers it makes them look 'uncool'—The more extreme forms of peer pressure propagate bad habits such as alcohol, smoking, drug abuse. Technically, teenagers know that these are not good habits to cultivate but they excuse it with the brash confidence youth and are also motivated by the need to feel accepted longterm consequences don't really occur to them.

Sometimes these economic backgrounds are vastly disparate and for many children, this becomes a bone of contention. It is common for teenagers to think that nobody understands them and that the whole world is against them. However, in a few cases, the influence of peer pressure is such that it draws teenagers completely away from family and friends who are their wellwishers. They shut themselves off and fall into bad company.

The impact of peer pressure on teenagers is so bad that they can hardly stand to be in their own skin, are distanced from family and friends and become depressed and anxious. teenagers could attempt self-harm or even dream of committing suicide.



AMAZING FACTS



JELLYFISH HAVE NO BRAIN, NO HEART, AND NO BONES.

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



THE HIGHEST WAVE EVER SURFED WAS AS TALL AS A 10-STORY BUILDING.

THE NILE CROCODILE CAN HOLD ITS BREATH UNDERWATER FOR UP TO TWO HOURS WHILE WAITING FOR PREY.



CORN IS GROWN ON EVERY CONTINENT EXCEPT ANTARCTICA.

THE FINEST QUALITY EMERALDS ARE MORE VALUABLE THAN DIAMONDS.



YOU LOSE ABOUT 50 TO 100 HAIRS A DAY.

A PERSON CAN RECOGNIZE A SOUND IN AS LITTLE AS 0.05 SECONDS.



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

NOTE
Editor

I.T.S. MOHAN NAGAR, GHAZIABAD IS AWARDED AS
"BEST PRIVATE UNDER GRADUATE COLLEGE IN INDIA 2018"
 FOR ITS OUTSTANDING AND EXEMPLARY CONTRIBUTION TOWARDS
 EDUCATION AND SKILL DURING CEGR FOURTH HIGHER EDUCATION SUMMIT.



RANKED AMONG **“TOP BBA/BCA COLLEGE IN INDIA”**
INDIA TODAY RANKING SURVEY-2018

I.T.S Mohan Nagar - UG Campus

India Today Best College of India Ranking 2018

Best
BBA
Institute



in Ghaziabad

Ranked 4th in North India

Ranked 22nd in India

I.T.S Mohan Nagar - UG Campus

India Today Best College of India Ranking 2018

Best
BCA
Institute



in Ghaziabad

Ranked 3rd in North India

Ranked 15th in India



I.T.S. U.G.
CAMPUS EVENTS



5th-6th April, 2018

I.T.S UG Campus Organized its 15th Annual Inter Institutional Cultural Festival "Navtarang" on April 5th & 6th, 2018. The two day programme was a perfect blend of literary and cultural events, shepherded by the creativity of participants.

The event was a grand success with huge participation from more than 100 different colleges and Universities of Delhi & NCR region with more than 800 participants from outside along with Participation of our Under Graduate Students in multitude events like the War of Bands, T-shirt Painting, Business Plan, Solo Singing, PhotoBooth and Group Dance, Solo Singing, Rangoli, Nukkad Natak, Photography, Cosplay and the Fashion Show. We received registration from best colleges of DU and IP including Vivekanand, Kirorimal, SRCC, Shyam Lal, Dyal Singh, Ramjas, Gargi and many more.



The event was formally Inaugurated in the Chanakya Auditorium by the Chief Guest Maj. Gen. Shahsi Asthana Chief Instructor USI, Mr Arvind Gaur - Director Asmita Theatre Group as Guest of Honour and Ms Rashmi Raut Jaiswal as Special Guest. Famous R J Naved - from FM Radio Mirchi was the chief guest for our valedictory session where he gave his marvelous performance and entertained our students. Along with the benign presence of our Vice-Chairman- Shri. Arpit Chadha sir, Director PR-Mr Surinder Sood sir, Director Management -Dr Ajay Kumar sir, Director - Dr Sunil Pandey sir, Vice Principal -Ms Nancy Sharma Madam graced the Occasion.



The First day the events like Creative Writing, Business Plan, T-shirt Painting, Solo Dance and Fashion show witnessed teams from 45 colleges of Delhi and NCR. With the second day registration from 65 colleges in the events like Rangoli, Cosplay, Solo Singing, War of Bands and Group Dance. The main attraction of the fest was celebrity night in the evening of the second day; by the singing sensation "Shirley Setia" performing live. All students enjoyed his exuberant performance. The event was sponsored by B4S Solutions, APTECH, CETPA, Ascot Asia, Javed Habib Saloon, Kwality Walls, Lemonji, Ice World, Yours Pizza, Nukkad Bites, Vishwanath Caffe, Chaat Factory & VLCC.



8th to 16th April, 2018

An Educational tour to Bhutan for BBA/BCA Students

The objective was to provide global platform to the students to understand the concepts of business in international context. The education tour was not only to make them understand the international arena better, but also to make it more fun filled & enthusiastic. The trip emphasized not only on developing a global business aptitude in the students but also to make them aware of the varied cultures & its implications in the business. Total 29 students along with 2 faculty members went on the educational tour to Bhutan. Over the trip, students toured Thimpu, Paro, Gedu college of Business studies, National Zoo, Memorial Chorten at Thimpu, Trashichhoedzong at Paro, Tiger Nest as Symbol of Bhutan at Paro, Handicrafts Shops at Thimpu, Craft Bazaar & local sightseeing.



9th-10th April, 2018

Workshop on Use of Excel in Finance – Beginner's Module.

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. Total 40 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, Vlookup, Hlookup and prepared dashboard also. They worked on variety of practice worksheets provided by the resource person.



Industry Visit to Coca Cola – Moon Beverages for BCA Students

12th April, 2018

I.T.S Mohan Nagar Ghaziabad UG Campus organised Industry Visit to Coca Cola-Moon Beverages for BCA Students on 12-04-2018. Students learnt the production and packaging process of Coca Cola , history of cola- cola and many more .Overall it was nice learning experience for the students



17th April, 2018

Guest Lecture on “Development of Agriculture Sector of India since Independence” for BBA Students

I.T.S. Mohan Nagar Ghaziabad UG Campus organized a guest lecture on “Development of Agriculture Sector of India since Independence”. The theme of this session covered wide field i.e. the relationship between agriculture policies, the economy and economic policy on national level in different economic system. Ms. Niti Khandelwal Garg was the speaker of the session. She gave an overview of the Indian economy especially about the developments of Indian agriculture during five year plans in India. She also discussed about agricultural policies adopted from time to time in India and the context in which they were adopted.



Value Added Programme Certificate Distribution Ceremony for BBA Students.

17th April, 2018

The programme started with a motivating speech by the Director IT, Dr. Sunil Kumar Pandey. He congratulated students for completing the course successfully and for adding value to their profile. He was of the view that this certificate will give them the advantage over others and will result in starting a successful and rewarding career. After that Certificates were distributed to all the students who successfully completed the Value Added Course. Total 183 students received the Certificates.



18th April, 2018

“Bustle - A Battle of Business”, a business quiz was organised by Franklin- Library club

This quiz helped students to focus more on business environment in surrounding. The questions featured questions from segments like FMCG, Telecommunications, Government Bodies, Financial Institutions and many more. The activity has encouraged students to read more business magazines in order to gain knowledge about latest business trends.



An Inter-College Debate Competition "JUSTIFIED" by "Achievers", The HR club

19th April, 2018

“Present Education System is better than The Ancient Education System”. Total 14 teams including M.M.H. College, Ghaziabad and H.R.I.T. Group of Institutes, Meerut Road, Ghaziabad participated in the debate. The event was graced by the presence of Dr. Sunil Kumar Pandey, Director-IT at I.T.S, Mohan Nagar. First prize was grabbed by M.M.H. College, Ghaziabad and Second prize was won by I.T.S-UG Campus, Mohan Nagar.



20th April, 2018

An industrial visit to Dainik Jagran, Sector-63, Noida for BCA 2nd Year Students

The visit was attended by 31 students with two faculty members. The people at the press gave deep insight about how press operates, especially in dynamic situations. Also, descriptions about the logistics that support the press were discussed along with few typical cases pertaining the press industry. Finally, the floor was open for questions by the students. After the discussion, the students were taken through the press and explained the various intricacies of the business. Overall, the visit was informative and a success.



The Social Service Club- 'Disha' Organized a Programme for underprivileged children in Vasundhara Sector-14

20th April, 2018

The objective of this program was to provide primary education to the deprived children. Volunteers of the day – Mansi, Himangi, Himanshi, Pooja, and Aruj started the activity with the check of personal grooming and hygiene of the children and those who reported on time, neat and clean were awarded with candies. Students taught children about fruits name and bird's name. Lesson reading was also done in Hindi. Few games were also enjoyed by children.



20th April, 2018

Yoga Classes for BCA/BBA Students at ITS Sports Complex

Mr. Deepak, from Sri Sri Ravishankar's Art of Living program had come to train students. The objective of the YOGA Classes was to make our BBA/BCA students aware about the benefits of yoga-asana. In the session anulomvilom, bhastrika, bramri and kapalbhati pranayams (breath exercises) were done.



A visit to International Tobacco Company was organized for BBA Students

21st April, 2018

The objective of industrial visit to International Tobacco Company (ITC) scheduled on Saturday, April 21, 2018 was to provide an exposure to students about practical working environment. It also provided students a good opportunity to gain full awareness about industrial practices. Students visited production of various types of cigarette brands of ITC. Students asked interesting questions during the visit. All the questions were well appreciated and answered by Production Head and HR Head of ITC.



23th April, 2018

A Guest Lecture was organized on the topic "Computer Graphics Applications & Advancements" for BCA 2nd Year Students

The Distinguished Person of the event is Prof. Subodh Kumar, Professor of Indian Institute of Technology (IIT), Delhi. The objective of this guest lecture was to enhance the understanding of students and make them aware about recent advancements in the wide area of Computer Graphics. Prof. Kumar apprised students about the latest techniques in use for generating high quality pictures. He talked about Ray Tracing, Image restoration, Grading etc. Some of the current projects undertaken at IIT Delhi were also discussed. More than 100 students were present in the session.



Workshop on Use of Excel in Finance – Advanced Module.

23rd-24th April, 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. Total 40 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, Vlookup, Hlookup and prepared dashboard also. They worked on variety of practice worksheets provided by the resource person.



25th-26th April, 2018

Two days workshop “IMAGE PROCESSING USING MATLAB” for BCA Students

The objective of this workshop was to give an exposure to the students about image processing, MATLAB environment and the challenges ahead in the implementation through talks and hands-on training by eminent experts from industry practitioners. Total 60 students from BCA II year & BCA III year participated in this workshop. Students were introduced to the topics viz MATLAB and Image Processing Toolbox functionality, importing and exporting images, modifying objects' shape using morphological operations, removing noise etc.



1-day Excursion Trip to “Worlds of Wonder” (WOW), Noida for the students of BBA and BCA III Year

28th April, 2018

One day excursion of BBA/BCA Students was full of fun and enjoyment. Students enjoyed various water rides with full enthusiasm. Day concluded with enjoyment in water pool with waves, music by DJ Ankita.



1st May, 2018

International Dance Day Celebrated at I.T.S UG Campus

A dance competition of BBA and BCA students was organized by Dance Music Club to commemorate International Dance Day which is a Global Celebration of Dance, created by dance committee of the International Theater Institute, the main partner for the performing arts of UNESCO. Our Alumni Mr Vishal Sharma (BCA 2010-2013) a well Known Dancer and Choreographer who has done more than 100 Shows and Mr Agranshu Deep (BCA 2013-2016) a team leader at Microsoft and owner of a Dance Academy were invited to Judge the competition. The students of the I.T.S UG campus took part in the event with lot of enthusiasm and Zeal. The Cash Prize and Certificate of "Best Dancer Male" was conferred to Shubham Rawat of BCA I year and the "Best Dancer Female" was bagged by Shubhangi Bhardwaj of BBA II Year.



Appreciation and Recognition Ceremony of BBA/BCA students for their participation in Institutional events and activities.

4th May, 2018

It was a matter of great pleasure to look back and revisit the contributions of our UG (BCA and BBA) I.T.S- Mohan Nagar, Ghaziabad Students today and felicitate them for their contributions, support and enthusiastic participation in making the Big events like Quiz Whiz, NAVTARANG, Different Clubs Activities, Publications - TATVA and UDAAN Magazines, representing CCS University, Meerut in Lucknow for Debate Competition etc.



5th-6th May, 2018

10th Open Chess Championship 2018 at I.T.S Mohan Nagar, Ghaziabad was organized in association with Ghaziabad District Chess Sports Association

10th Open Chess Championship - 2018 was organized by I.T.S- Mohan Nagar, Ghaziabad (Itspg-campus Mohan Nagar in association with Ghaziabad District Chess Sports Association. The event was inaugurated by Shri Arpit Chadha, Vice Chairman, I.T.S - The Education Group. On this occasion Dr. Sunil Kr Pandey - Director (IT), Dr. Ajay Kumar - Director (Management), Prof. Nancy Sharma - Vice Principal (UG), Dr. Dhruva Kumar Pandey , Mr. Rajender Singh Chawla - Sports Officer at I.T.S, Mohan Nagar, Ghaziabad was also present. More than 300+ participants participated in this event under different Age Categories throughout the day.



1st Ghaziabad District Ranking Table Tennis Tournament 2018 at I.T.S Mohan Nagar, Ghaziabad in association with Ghaziabad District Table Tennis Committee (ADHOC)

12th-13th May, 2018

The tournament was inaugurated by Mr. Arpit Chadha, hon'ble Vice Chairman, I.T.S - The Education Group. The tournament witnessed the presence of more than 300 participants, their friends, parents and association members, exercising their skills and intelligence in different categories to win the coveted awards in the tournament. The players exhibited their competitive vigor in this two days tournament. Dr. Ajay Kumar, Director-Management, I.T.S Mohan Nagar, presented the mementos and trophies to the winners. The closing ceremony was graced with the presence of Mr. Rishiraj Tyagi Convener, GDTTC, Dr. D.K. Pandey, Chairperson MBA Program, Sri Vibhor Khare, Chief Referee and Mr. R.S. Chawla, Sports Officer, I.T.S Mohan Nagar.



9th June, 2018

Felicitation of Meritorious Students of 12th Class Students of Board Examinations

Felicitation of Meritorious Students of 12th Class Students of Board Examinations - 2018 with Chief Guest famous RJ Rahul Makin!. It was really a pleasure to see 400+ Meritorious Students of 12th Class securing 75% or more in Board Examinations - 2018 along with their Parents blessed with teachers of various schools I.T.S- Mohan Nagar, Ghaziabad (Itspgcampus Mohan Nagar, Itsugbbabca Mohannagar), Mohan Nagar, Ghaziabad. The students were awarded with Certificates & Medals by the Chief Guest RJ Rahul Makin, Shri Arpit Chadha, Vice Chairman - I.T.S - The Education Group, Ghaziabad. On this occasion Shri Surinder Sood - Director (PR) - ITS The Education Group, Dr. Sunil Kr Pandey, Director (IT), Dr. Ajay Kumar - Director (Management) and Prof. Nancy Sharma - Vice Principal (UG Campus) at I.T.S, Itsugbbabca Mohannagar, Ghaziabad, Faculty Members of the Institute were also present.



Celebrities @ I.T.S



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. **TEEN EATING DISORDER**
2. **EFFECT OF ENERGY DRINKS ON STUDENTS**
3. **EFFECT OF HEADPHONES ON HEARING**
4. **IMPACT OF SUMMER CAMP ON STUDENT'S DEVELOPMENT**

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 AUGUST, 2018. Selected articles/ poems etc. will be published in SEPTEMBER 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. 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

INFORMATION TECHNOLOGY

1. BIOMETRICS BASED AUTHENTICATION PROBLEM
2. PARALLEL COMPUTING IN INDIA

MARKETING

1. VIRTUAL REALITY - A MAINSTREAM FOR MARKETERS
2. HUMAN EMOTIONS INFLUENCES THEIR BUYING BEHAVIOUR

HUMAN RESOURCE

1. CSR TRENDS, THREATS AND OPPORTUNITIES
2. CROSS CULTURE MANAGEMENT IN INDIA

FINANCE

1. IMPACT OF INTEREST RATE ON STOCK MARKET
2. EFFECT OF FREE CASH FLOW ON PROFITABILITY OF FIRMS

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 AUGUST 2018 . SELECTED ARTICLES/ POEMS ETC. WILL BE PUBLISHED IN SEPTEMBER 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.





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)
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