

E-MAGAZINE OF DEPT. U.G
I.T.S, MOHAN NAGAR, GHAZIABAD
JANUARY – MARCH 2017
INSTITUTE OF TECHNOLOGY & SCIENCE
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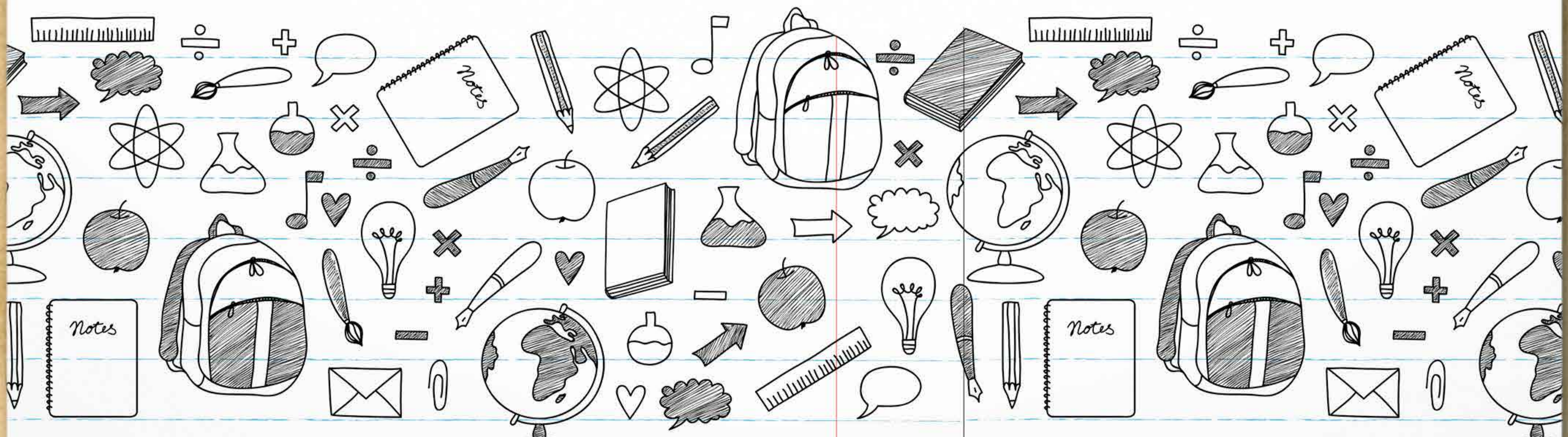
THE TATVA



Inception

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

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



FROM EDITOR'S DESK

One of the most interesting things about I.T.S is it's emphasis on the holistic development of the young minds. The campus is a home to vibrant mix of students having expertise in different facets like sports, music, performing arts besides the academic excellence. The Current issue highlights the expression of thoughts by students of I.T.S -UG Campus. The undergraduate teaching fraternity, their devotion, the plethora of activities, you will see by our photos what an aesthetically stunning place it is. Visit our online gallery to see more images of the faculty and students.

This issue includes articles on political and contemporary topics, profile of some of our extraordinary students and the various activities at I.T.S. So sit back and witness the far reaching expertise that characterizes the I.T.S-UG Campus.

Anupma Agarwal
Assistant Professor
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Editor

FROM EDITOR'S DESK

Welcome to THE TATVA magazine, the name of the magazine suggests that it is a magazine about the truth or reality of life in form of experienced and current scenarios prevailing in almost every sphere of life. This edition of magazine covers almost all current affairs, fun poems, nature's beauty and many more interesting articles. I would like to add that this magazine is to be sure, a nod to the most distinctive feature of the undergraduate education at I.T.S and it also speaks to a pervasive belief for the campus. I.T.S College holds a unique and central place for this magazine.

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Giving words to thoughts



A TALE FOR LEARNING

ONCE A LITTLE BOY WAS PLAYING OUTDOORS AND FOUND A FASCINATING CATERPILLAR. HE CAREFULLY PICKED IT UP AND TOOK IT HOME TO SHOW HIS MOTHER. HE ASKED HIS MOTHER IF HE COULD KEEP IT, AND SHE SAID HE COULD IF HE WOULD TAKE GOOD CARE OF IT.

THE LITTLE BOY GOT A LARGE JAR FROM HIS MOTHER AND PUT PLANTS TO EAT, AND A STICK TO CLIMB ON, IN THE JAR. EVERY DAY HE WATCHED THE CATERPILLAR AND BROUGHT IT NEW PLANTS TO EAT.

ONE DAY THE CATERPILLAR CLIMBED UP THE STICK AND STARTED ACTING STRANGELY. THE BOY WORRIEDLY CALLED HIS MOTHER WHO CAME AND UNDERSTOOD THAT THE CATERPILLAR WAS CREATING A COCOON. THE MOTHER EXPLAINED TO THE BOY HOW THE CATERPILLAR WAS GOING TO GO THROUGH A METAMORPHOSIS AND BECOME A BUTTERFLY.

THE LITTLE BOY WAS THRILLED TO HEAR ABOUT THE CHANGES HIS CATERPILLAR WOULD GO THROUGH. HE WATCHED EVERY DAY, WAITING FOR THE BUTTERFLY TO EMERGE. ONE DAY IT HAPPENED, A SMALL HOLE APPEARED IN THE COCOON AND THE BUTTERFLY STARTED TO STRUGGLE TO COME OUT.

AT FIRST THE BOY WAS EXCITED, BUT SOON HE BECAME CONCERNED. THE BUTTERFLY WAS STRUGGLING SO HARD TO GET OUT! IT LOOKED LIKE IT COULDN'T BREAK FREE! IT LOOKED DESPERATE! IT LOOKED LIKE IT WAS MAKING NO PROGRESS!

THE BOY WAS SO CONCERNED HE DECIDED TO HELP. HE RAN TO GET SCISSORS, AND THEN WALKED BACK (BECAUSE HE HAD LEARNED NOT TO RUN WITH SCISSORS...). HE SNIPPED THE COCOON TO MAKE THE HOLE BIGGER AND THE BUTTERFLY QUICKLY EMERGED!

AS THE BUTTERFLY CAME OUT THE BOY WAS SURPRISED. IT HAD A SWOLLEN BODY AND SMALL, SHRIVELED WINGS. HE CONTINUED TO WATCH THE BUTTERFLY EXPECTING THAT, AT ANY MOMENT, THE WINGS WOULD DRY OUT, ENLARGE AND EXPAND TO SUPPORT THE SWOLLEN BODY. HE KNEW THAT IN TIME THE BODY WOULD SHRINK AND THE BUTTERFLY'S WINGS WOULD EXPAND.

BUT NEITHER HAPPENED!

THE BUTTERFLY SPENT THE REST OF ITS LIFE CRAWLING AROUND WITH A SWOLLEN BODY AND SHRIVELED WINGS.

IT NEVER WAS ABLE TO FLY...

AS THE BOY TRIED TO FIGURE OUT WHAT HAD GONE WRONG HIS MOTHER TOOK HIM TO TALK TO A SCIENTIST FROM A LOCAL COLLEGE. HE LEARNED THAT THE BUTTERFLY WAS SUPPOSED TO STRUGGLE. IN FACT, THE BUTTERFLY'S STRUGGLE TO PUSH ITS WAY THROUGH THE TINY OPENING OF THE COCOON PUSHES THE FLUID OUT OF ITS BODY AND INTO ITS WINGS. WITHOUT THE STRUGGLE, THE BUTTERFLY WOULD NEVER, EVER FLY. THE BOY'S GOOD INTENTIONS HURT THE BUTTERFLY.

AS YOU GO THROUGH SCHOOL, AND LIFE, KEEP IN MIND THAT STRUGGLING IS AN IMPORTANT PART OF ANY GROWTH EXPERIENCE. IN FACT, IT IS THE STRUGGLE THAT CAUSES YOU TO DEVELOP YOUR ABILITY TO FLY.

AS INSTRUCTORS OUR GIFT TO YOU IS STRONGER WINGS...



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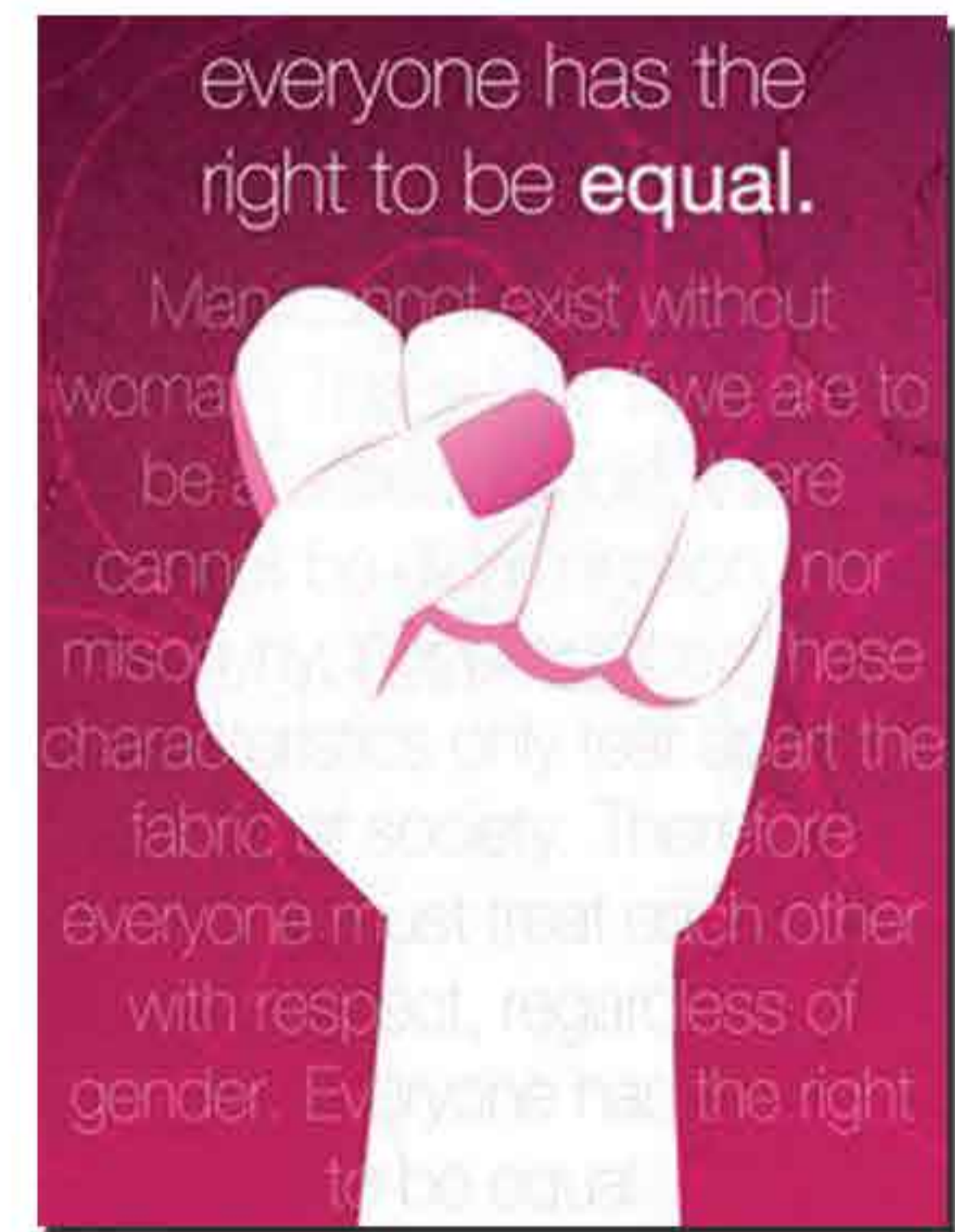
19-28

IT'S HARD TO BE A WOMAN

Centuries have come, and centuries have gone, but the plight of women is not likely to change. Since the past several centuries, the women of India were never given equal status and opportunities as compared to their better halves. The crimes against women has always been a matter of grave concern.

The ultimate cause of violence against women is the mentality which believes

women are inferior to men. The mentality which limits their importance to the maintenance of the household, the upbringing



of children and pleasing their husbands. The patriarchal nature of Indian society, which worships women as a 'Devi' or Goddess, has greatly hampered both the independence as well as safety of women. Times have



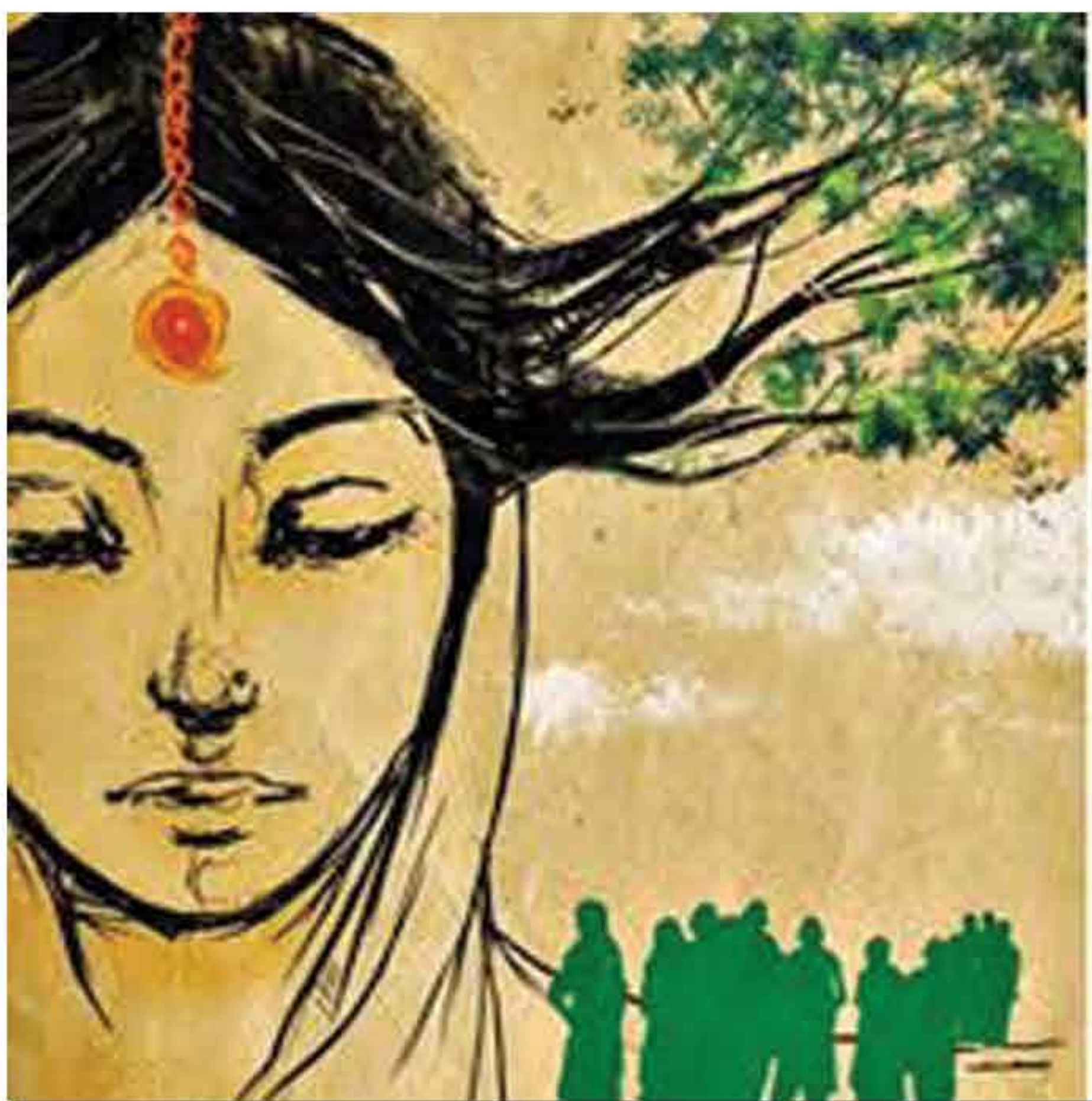
changed but the mentality still prevails in the mindsets of some narrow minded people.

In a recent incident, a 25-year-old woman was allegedly raped by four persons in a moving vehicle in Kolkata's street and



Undoubtedly this incident shocked the nation but it is ironical to note that such incidents are not actually rare in our country. Violence against women inside and outside of their home has always been a crucial issue in the contemporary Indian society.

It's necessary to make strict rules to ensure that the guilty in such cases gets the punishment that they deserve and don't walk freely. But whether this will lead to any change for women is far from clear. Why it's hard to be a woman can never be justified....



Contact Information

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NOTE

DEMONETIZATION: NOT A TRAGEDY, BUT THE REMEDY



The main objective of this move was to catch the black money, corruption and fake money menace. All the people but those who were indulged in malpractices welcomed the move. The whole opposite shook hand against this movement under one pretence of the other. They called this decision a draconian law and wanted the govt. to roll back it. Trades were made to target the decision. Govt. also carried out counter attacks.

The new currency which replaced the old one is of denomination of 500/- and 2000/-. Though the people faced a lot of inconvenience owing to shortage of funds, they did not criticize the Modi govt. for this move. Even they lauded the Modi govt. for the move. Prime minister also considered the people the it was a (mahayagya) and they must offer their own (ahuti) in it.

When PM Modi announced that rupees with the denomination of 500/- and 1000/- would cease to be the legal tender from 9th of November, the whole country was stunned. This decision caused sensation in the whole country. Social media was flooded with messages and information. People started counting the trash they had accumulated for years legally or illegally. Rumors became rife. Some tried to invest their currency on gold. Some contracted their near and dear ones in this miserable hour. People could get only Rs. 4000/- of old denomination exchanged with the new one. Big queues before the banks and ATMs became the order of the day. Instead of getting shorter. These queues were getting longer with every passing day. The date for the whole process was 30th December. The persons could deposit the old cash worth Rs. 2.5 lac till the said date.



He further said he was aware the hardships they were suffering from but he sought only 50 days for setting the things right.



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NOTE

HISTORIC MOVE – BUT WHY?

Many of you must have thought about what this move is?

- Banning or discontinuance of higher denomination notes- what does it mean?
- What implications does it have ?

DEMONETISATION – GENIUS OR CRAZY??



Considering some takeaways from PM's **speech**:-

PM declared that from midnight of November 8, 2016 previous currency notes of Rs. 1000 & Rs. 500 denomination will not be a legal tender. This can also be called as new 9/11.

“**Sab ka sath, Sab ka vikaas**” focusing on NDA government motto PM speech was dedicated to the poor as corruption and black market are a big hindrance in removing poverty.

On the one hand, India according to IMF report stands in a very promising situation in the global economy considering geo-political situation & India strategic position in global economy on the contrary we stand Number 70 on corruption index which is very paradoxical. So if we don't bring them down then development or effective development will be lesser. The government took many steps to contain the menace of black money. They made SIT on black money also entered into agreements with various countries which contain black money transactions. Government introduced amnesty scheme to announce black money. Terrorism is being funded from across the border using fake currencies. On one side terrorism take note currency is destroying the country & on the other corruption & black money. The process of cash circulation is directly related to corruption in our country impacting the lower classes of our society. Hence, More the cash more the corruption.

ANALYSIS

Economics as like mathematics is a permutation – combination concept. So, this list might not be exhaustive but as much as possible.

On the whole reeducations or impacts of this policy:

Exchange rates falling – This could be because of foreign portfolio investments (FPIs) or thing like participatory notes. There can be two solutions for this – first the option of opting closed economy in which governments decides its exchange rates as Russia and China are doing it before well this may not be a plausible solution as we are living in a completely globalised economy. So the second option is export competitiveness- what is our currency devalues this can be a positive aspect as exports will become cheaper and imports will become costlier the Indian market will become hours to import the idea of make in India can be developed though it need infrastructural support but then this is one of the benefits this will help us in our balance of payments where we have current and capital account deficit.

Wider tax base & collection- The moment hoarding of money

reduces then every person will come into the market and in ambit of tax collection. Wider tax collection will also increase public spending and will help in infrastructural creation in the country which is directly co-related to job creation. Public services will develop like Delhi metro and railways, provision of healthcare and other welfare schemes like food security scheme. PM Modi's promise of money in every bank account. People may be very skeptical that if we give out lot of money to the government they will involve in the corruption but with the reduction in cash in the economy the corruption will also go down. So they can't have many spaces and many places to store their money because storing money in lesser denomination needs lot of space.

A FEW SPECIFICS:-Reform in small traders-when nobody can hold money so lot of money will come into frame & that's where GST has come to picture i.e. unified tax system. Gold prices as well as real estate prices will fall not so much to come to rags but prices will be stable instead of inflated situation. So prices will come to equilibrium, in real estate stamp duty will be paid duly. Impact on any past Mishap w.r.t tax reform they all are retrospective in nature. Loan market will get highly regulated and the interest rates will get regulated over a period of time. Unfair amount of interest will finish and stability will come.

POLITICS-Impact on Election/campaigns-When black money will be stopped wasting on these elections then this will introduce a sense of Sanctity in politics which is very primal element as we are the biggest democracy in the world.

PM Modi has been criticized a lot about his foreign tours and he being all around in the world but not being in the country itself so w.r.t PM foreign tours he has ensured that the country gets a lot of money from foreign countries or investors so these are not FPIs but these are not volatile in fact these are strong stable sources all credible investment sources for example- deals with China of 22 billion dollar and deal with Japan, France, UK, US so all this is a good money this might take a lot of time to come to the country but once it will come it will not go back and remain in the country so foreign tours can pay off or will pay off.



CONSUMER PROTECTION-HOW AND WHY

Consumer protection is a group of laws and organisations designed to ensure the right of consumers so that they are not exploited in any manner. The era of intense competition has brought in various evils in the form of malpractices to capture the market and earn more profits. This has led us all to understand the concept of consumer protection in a much broad manner.

The question is why is consumer protection necessary? There are various factors which prove the importance and relevance of protecting the consumers. Some of them are as follows:

Lack of awareness

Some sector of consumers in India is still not aware about their right, the product and standard quality. To avoid any exploitation arising due to lack of awareness must be handled by way of various organisations set up for this purpose.

Spurious goods

There is increasing supply of duplicate products. It becomes very difficult for an ordinary consumer to distinguish between a genuine product and its imitation. Such imitations are usually of low standard and are even known to cause harm to the consumers.

Deceptive advertising

Manufactures use deceptive advertising to mislead the consumers about the product and usually end up believing the false statements.

Environmental pollution

With the increase in the industries, the pollution has also increased. This has given rise to health problems in the consumers and the society.

These problems are definitely to be taken note of as it has got long term negative impact on the society. To curb these problems we need a great mechanism of solutions which are mentioned as follows:

Standards for the safety and quality of consumer goods and services

Governments should, as appropriate, formulate or promote the elaboration and implementation of standards, voluntary and other, at the national and international levels for the safety

and quality of goods and services and give them appropriate publicity. National standards and regulations for product safety and quality should be reviewed from time to time, in order to ensure that they conform, where possible, to generally accepted international standards.



Measures enabling consumers to obtain redress

Government should establish or maintain legal and/or administrative measures to enable consumers or, as appropriate, relevant organizations to obtain redress through formal or informal procedures that are expeditious, fair, inexpensive and accessible. Such procedure should take particular account of the needs of low-income consumers.

Education and information programmes

Governments should develop or encourage the development of general consumer education and information programmes, bearing in mind the cultural traditions of the people concerned. Consumer education should, where appropriate, become an integral part of the basic curriculum of the educational system, preferably as a component of existing subjects. Governments should organize or encourage training programmes for educators, mass media professionals and consumer advisers, to enable them to participate in carrying out consumer information and education programmes.



CONSUMER PROTECTION RIGHTS

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Today consumer is the king pin in the market. The producer should produce goods keeping in mind the requirements of consumers and satisfy the consumer. It has been observed that this obligation is neglected by some businessmen and they are involved in the unfair practices such as supply of substandard quality, adulteration etc. So there is need of consumer protection.

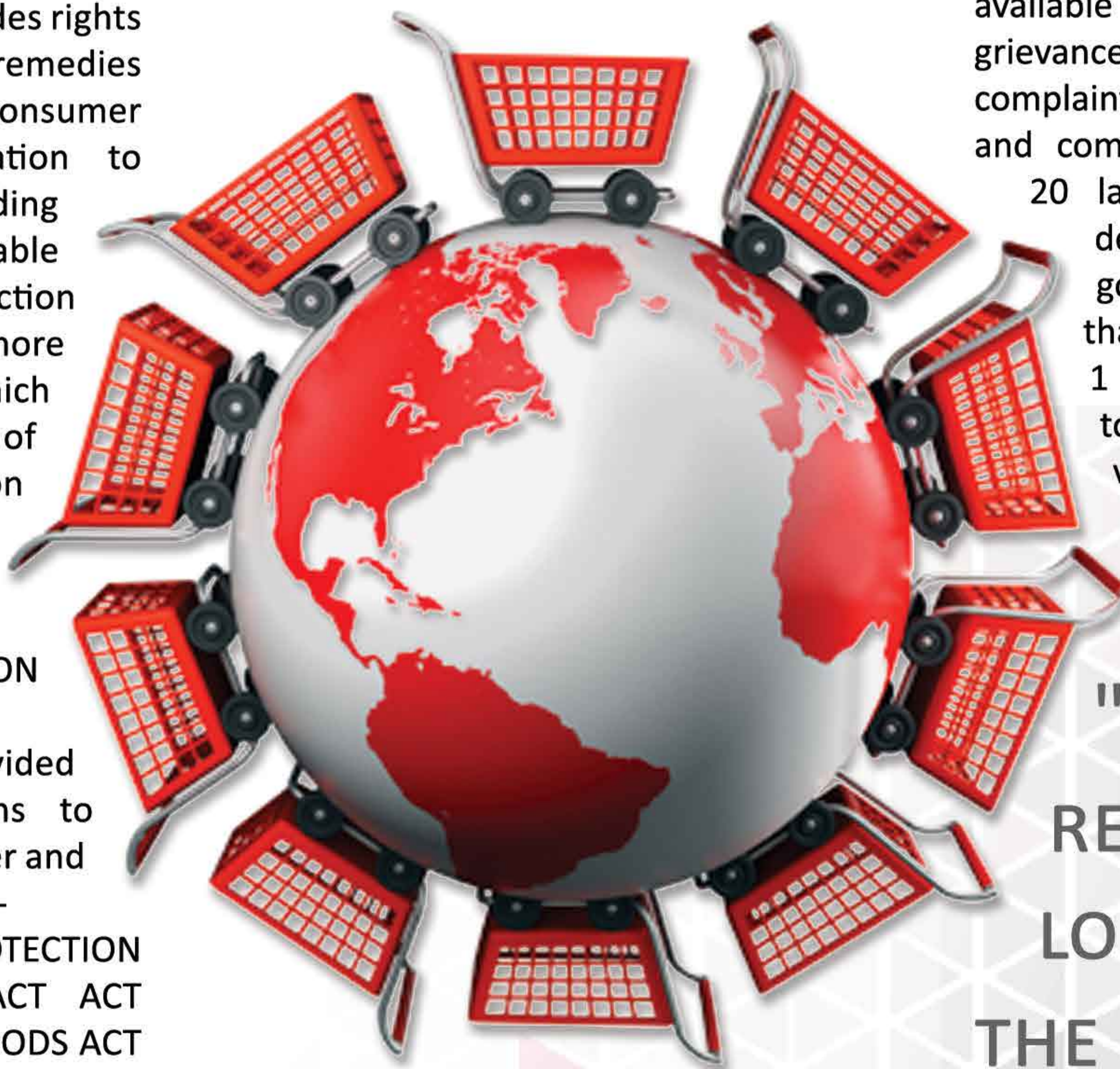
WHY CONSUMER PROTECTION ? Consumer protection is very wide. It includes rights, responsibilities and various remedies available to consumers. Consumer protection provides information to the ignorant customers regarding rights and remedies available to them. Consumer protection encourages establishment of more consumer organisations which work to protect the interest of consumers. Consumer protection provides safeguard to consumers from exploitation of unfair trade practices.

LEGAL PROTECTION TO CONSUMER ? HOW ?

Government of India provided various laws and legislations to protect the interest of consumer and some of these regulations are :-

THE CONSUMER PROTECTION ACT 1986, THE CONTRACT ACT 1982, THE SALE OF GOODS ACT 1930, THE ESSENTIAL COMMODITIES ACT 1955, THE PREVENTION OF FOOD ADULTERATION ACT 1954, THE STANDARD OF WEIGHTS AND MEASURES ACT 1976, THE TRADE MARK ACT 1999. The government of India provided following rights to all the consumers under consumer protection Act :-
RIGHT TO SAFETY, RIGHT TO INFORMATION, RIGHT TO CHOICE, RIGHT TO HEARD, RIGHT TO SEEK REDRESSAL, RIGHT TO CONSUMER EDUCATION.

Various efforts have been made by government and non-government organisation to protect the interest of consumer but exploitation of consumer will stop only when consumer himself will come forward to safeguard his own interest. Consumer should exercise his rights available under Consumer protection Act. The consumer should not blindly believe on the words of seller. Consumer while purchasing goods or services must look for quality marks such as ISI mark, Agmark, ISO, Wool mark etc.



Consumer should insist on cash memo as it is the evidence of purchase. Socially responsible firms follow quality standards and have started customer grievances cell to attend the complaints of consumers. Various business associations such as Federation of Indian chamber of commerce and Industry (FICCI) and Confederation of Indian Industry (CII) have framed a set of code of conducts which lay down guidelines for dealing with



guidelines for dealing with customers. There are three important redressal forums available to deal with consumer grievances (i) District forum to deal with complaints where the value of goods and compensation does not exceed Rs. 20 lakh. (ii) State commission to deal with cases where value of goods or compensation is more than 20 lakhs but does not exceed 1 crore (iii) National Commission to take up all cases exceeding the value of Rs. 1 crore.

"QUALITY IS REMEMBERED LONG AFTER THE PRICE IS FORGOTTEN."



Contact Information

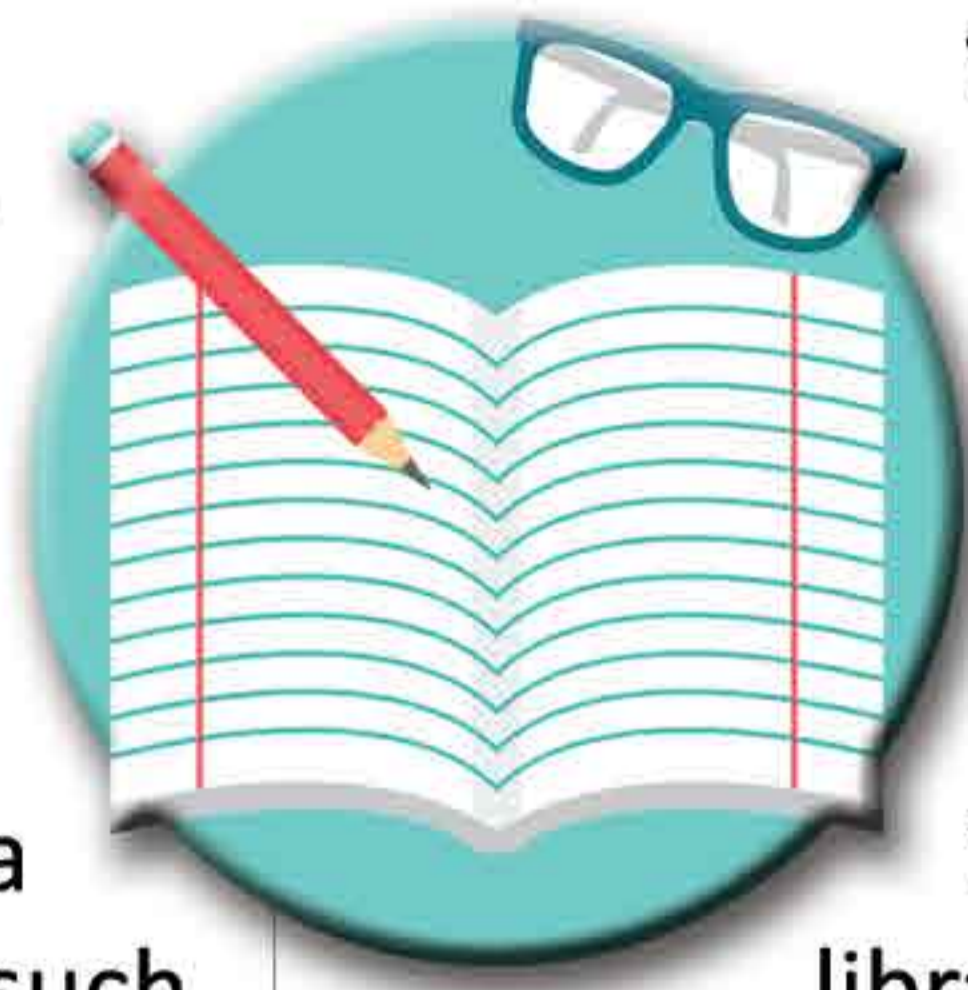
JUGRAJ SINGH
BBA 2ND YEAR

NOTE

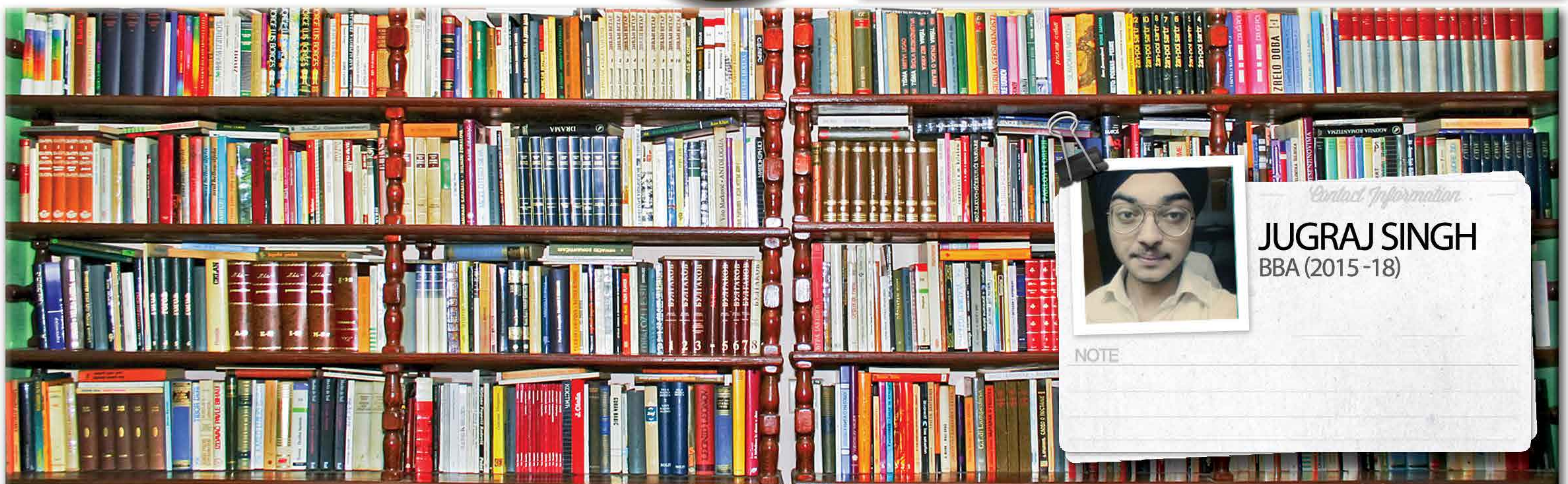
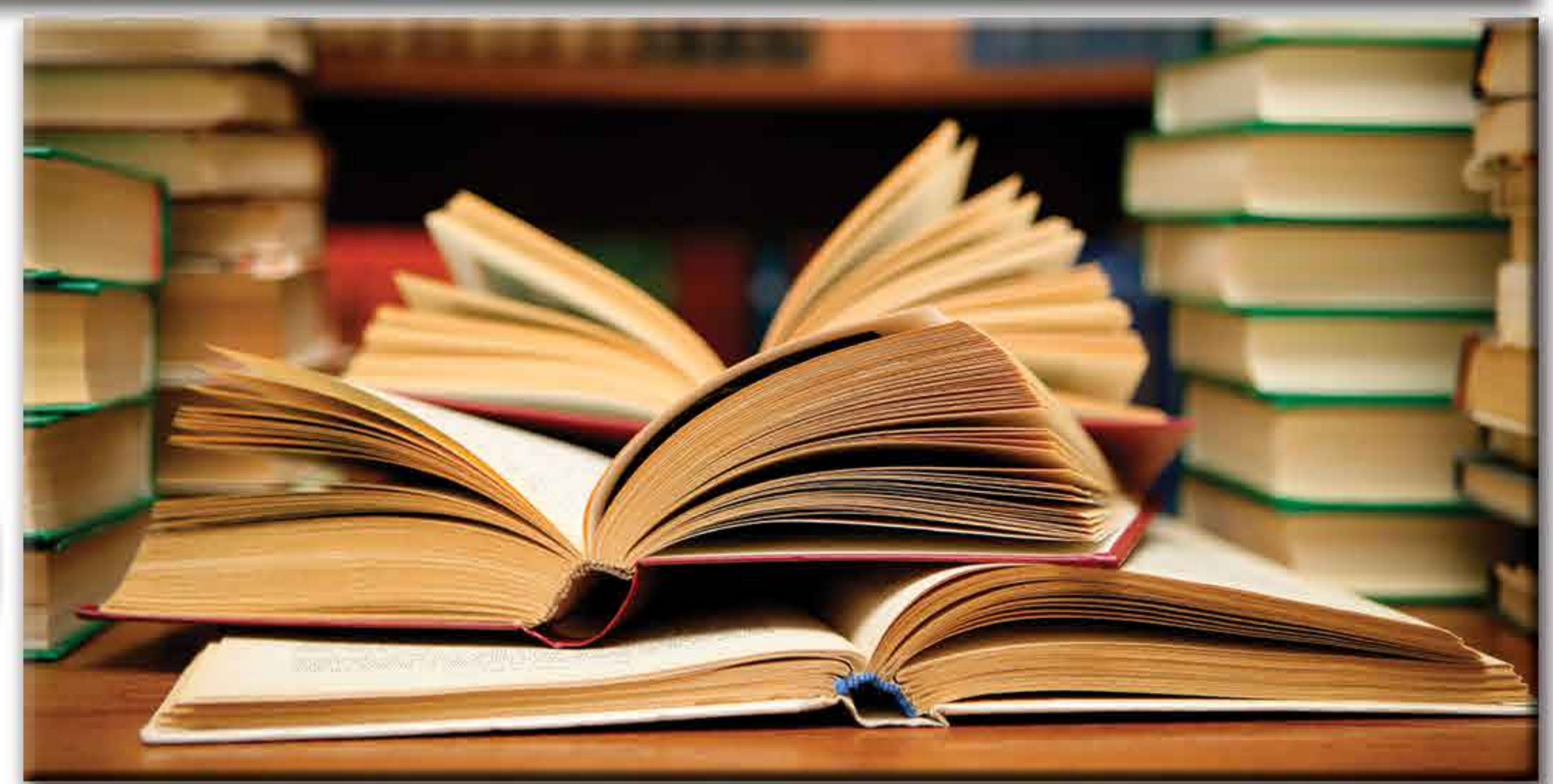
IMPORTANCE OF LIBRARY

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A library is a treasure-house of knowledge. Libraries are only next in importance to schools, colleges and universities as means of educating the public. There is a wide choice of books and the library helps us to escape from the practical necessities of this world. And while there is a charge for travelling in a bus, for entering a cinema or a circus, for seeing a cricket match, there is no such charge for entering a library and becoming engrossed in a book. A well-equipped library is, indeed, the best friend, philosopher and guide. A library has a librarian to guide and attend to the readers. Each academy has a library of its own. Information technology has helped in improving the library facilities. However, the popularity of internet will not adversely affect the importance of a library. Books are human's best friends. They give him company equally in times of happiness as well as in times of distress. They are one of the main sources of knowledge. The best place for easy access to books is a library. A library is a place where not only books but also magazines, journals and newspapers are well-stocked for the benefit of the readers, Encyclopaedia, etc. to know even the minute detail of a thing. It is a treasure-house of knowledge. It helps the spread of education. A reader can either read in the library or borrow the book of his choice and take it home. The library is a popular place in the academic curriculum. The library is a boon for poor students who cannot afford to buy text books or other books of their interest. They can borrow these books and read or study them at ease at home. A library is thus a help to the society. In recent years internet has revolutionized the concept of library. Information technology now plays an important role in improving the library facilities. With the growing popularity of internet, which provides loads of information with just a click of a mouse, one may pause to



think about the decreasing relevance and importance of a library in today's world. But one should keep in mind that a person goes to a library not only to search and get information from books but also to sit and study there. The ambience and the peaceful and scholarly atmosphere that helps us to concentrate more on one's work and study. Thus, libraries will never become redundant. They will always be there to indicate the presence of a well-read and educated society.



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NOTE

THE PAST IS THE ROOT OF PRESENT

7



THE THINGS AND DEEDS WHICH WE DID IN OUR PAST ARE NOW TO GIVE US FRUITS IN OUR PRESENT AND ALSO IN THE FUTURE. THE WHOLE LIFE OF THE HUMAN BEING REVOLVES AROUND THE PAST, THE PRESENT AND THE FUTURE OF HIS LIFE. IT IS REALLY ESSENTIAL TO STUDY OUR PAST TO BRIGHT OUR PRESENT AND FUTURE LIFE. BUT SOME PEOPLE THINK THAT THE PAST HAS NO CONCERN WITH THE FUTURE. OTHERS THINK THAT THE FUTURE IS RELATED TO PRESENT, THE THINGS THEY HAVE IN PRESENT REMAIN SAME AS IN FUTURE.



"YESTERDAY IS HISTORY, TOMORROW IS A MYSTERY, BUT **TODAY IS A GIFT.** THAT IS WHY IT'S CALLED THE **PRESENT.**"

-Master Oogway

DIFFERENT PEOPLE HAVE DIFFERENT PERCEPTION ON THIS. BUT DO WE HAVE EVER QUESTIONED WHY IS IT SO? THIS CAN BE DUE TO THE DIFFERENT EXPERIENCES THEY HOLD IN THEIR LIVES. THUS, WE CAN ALSO SAY THAT SOME OR THE ANOTHER WAY, EXPERIENCE IS THE SECOND NAME OF THE PAST.

WHAT ACTUALLY AFFECTS OUR PRESENT AND FUTURE? IT'S AN EXPERIENCE WHICH A PERSON LEARNS FROM HIS PAST. FUTURE IS UNPREDICTED BUT WE CAN STRIVE TO MAKE IT BETTER BY MEAN OF OUR PAST EXPERIENCES. WITHOUT KNOWING THE PAST WE REPEAT MISTAKES DONE IN THE PAST AND

DESTROY OUR FUTURE. NO ONE KNOWS WHAT WILL HAPPEN IN THE FUTURE BUT THE PAST LEND US A HAND AND THEREBY, LEAD US TO OUR DESTINY. BUT IT'S ALSO NOT THAT WE SHOULD BE FULLY DEPENDENT ON THE PAST SO AS TO MAKE OUR PRESENT AND FUTURE BRIGHT AND BEAUTIFUL. THERE MUST BE A BALANCE BETWEEN OUR PAST EXPERIENCES AND OUR EXPECTATIONS FROM THE PRESENT AND FUTURE.

"DON'T CRY OVER THE PAST, IT'S GONE.

DON'T STRESS OVER THE FUTURE, IT

HASN'T ARRIVED.

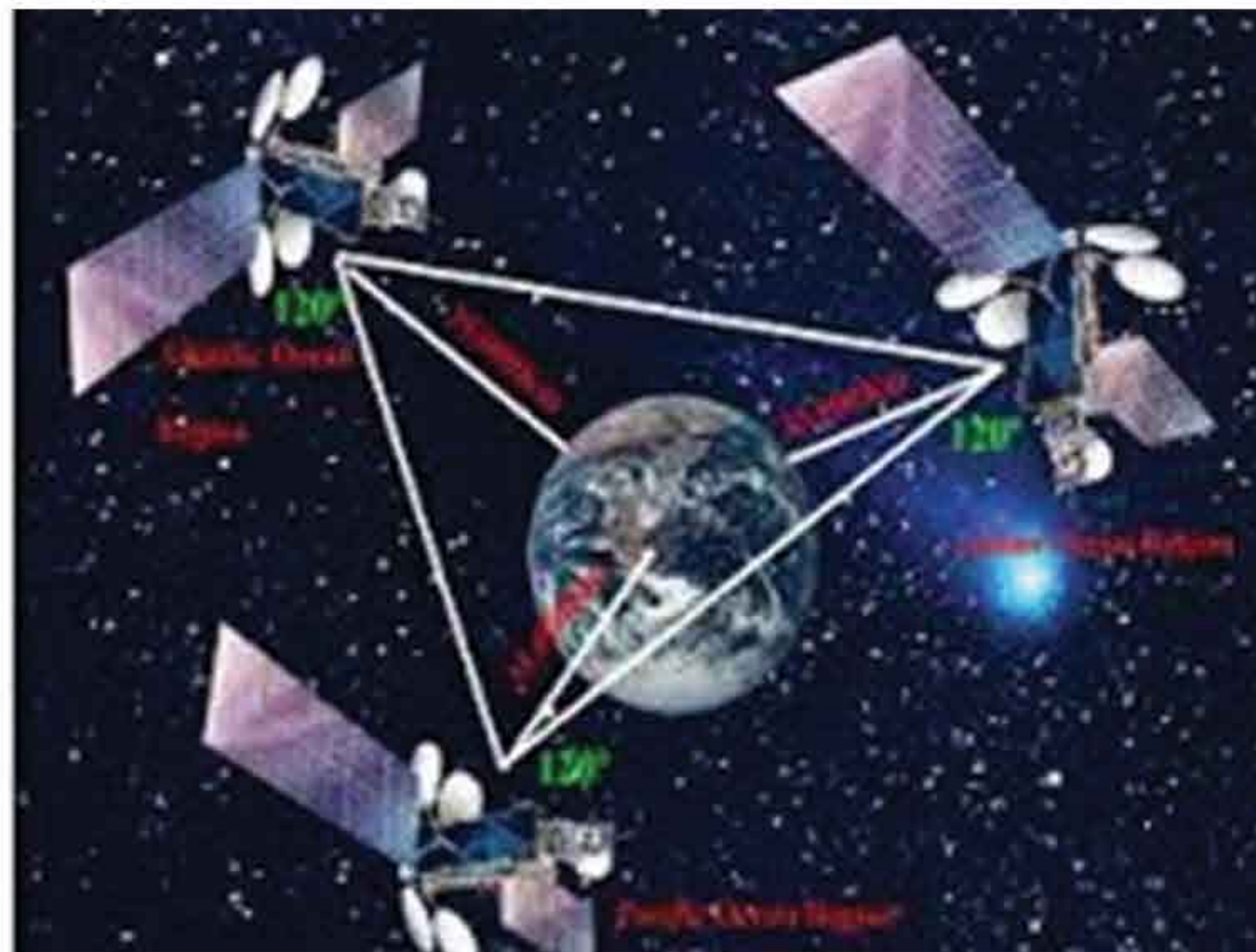
LIVE IN THE PRESENT AND

MAKE IT BEAUTIFUL."



SATELLITE COMMUNICATION

SATELLITE COMMUNICATION IS A PART OF TELECOMMUNICATIONS. ARTIFICIAL SATELLITES PROVIDE COMMUNICATION LINK BETWEEN VARIOUS POINTS ON EARTH. SATELLITE COMMUNICATIONS PLAY A VITAL ROLE IN THE GLOBAL TELECOMMUNICATIONS. APPROXIMATELY OVER 2000 SATELLITES ORBITING EARTH RELAY ANALOG AND DIGITAL SIGNALS CARRYING VOICE, DATA AND VIDEO FROM ONE OR MORE LOCATIONS AROUND THE GLOBE.



ACTIVE SATELLITES, ON THE OTHER HAND, AMPLIFY THE RECEIVED SIGNAL BEFORE RE-TRANSMITTING IT TO THE RECEIVER ON THE GROUND. THE SATELLITES MOVE ON THE ORBITS AND USUALLY HAS THREE PRIMARY TYPES OF ORBITS.

- GEOSTATIONARY ORBITS
- MEDIUM EARTH ORBIT
- LOW EARTH ORBIT

GROUND SEGMENT AND SPACE SEGMENT ARE THE TWO MAIN COMPONENTS OF AN ARTIFICIAL SATELLITE. THE GROUND SEGMENT CONSISTS OF FIXED OR MOBILE TRANSMISSION, RECEPTION, AND ANCILLARY EQUIPMENT. AND THE SPACE SEGMENT WHICH PRIMARILY ITSELF A SATELLITE. A TYPICAL SATELLITE LINK INVOLVES THE TRANSMISSION OR UP LINKING OF A SIGNAL FROM AN EARTH STATION TO A SATELLITE. THE SATELLITE THEN RECEIVES AND AMPLIFIES THE SIGNAL AND RETRANSMITS IT BACK TO EARTH, WHERE IT IS RECEIVED AND AMPLIFIED BY EARTH STATIONS AND TERMINALS. SATELLITE RECEIVERS ON THE GROUND INCLUDE DIRECT-TO-HOME (DTH) SATELLITE EQUIPMENT, MOBILE RECEPTION EQUIPMENT IN AIRCRAFT, SATELLITE TELEPHONES, AND HANDHELD DEVICES.

THE CONCEPT OF SATELLITES WAS FIRST PROPOSED BY ARTHUR C. CLARK. THE FIRST ARTIFICIAL SATELLITE WAS SPUTNIK 1. IT WAS PUT INTO ORBIT BY THE SOVIET UNION ON OCTOBER 4, 1957. THERE ARE ONLY TWO MAJOR CLASSES OF ARTIFICIAL SATELLITES PASSIVE AND ACTIVE. PASSIVE SATELLITES ONLY REFLECT THE SIGNAL COMING FROM THE SOURCE, TOWARD THE DIRECTION OF THE RECEIVER



BUT SATELLITE COMMUNICATION NOT ONLY HAVE ADVANTAGES, BUT IT HAS DISADVANTAGES ALSO. SATELLITE COMMUNICATION COVERS A WIDE AREA OF THE EARTH, HENCE ENTIRE COUNTRY OR REGION CAN BE COVERED WITH ONE SATELLITE. IT IS EASY TO INSTALL AND MANAGE THE GROUND STATION SITES, IT IS ALSO USED FOR GLOBAL POSITIONING SYSTEM (GPS) AND SO ON. BUT, SATELLITE COMMUNICATIONS HAVE DISADVANTAGES TOO. IT TAKES YEARS OF CONSTRUCTION WITH HIGHER COST. SATELLITE ONCE LAUNCHED, REQUIRES TO BE MONITORED AND CONTROLLED SO THAT IT REMAINS IN THE ORBIT. SATELLITE HAS A LIFE WHICH IS ABOUT 12-15 YEARS. DUE TO THIS FACT, ANOTHER LAUNCH NEED TO BE PLANNED BEFORE IT BECOMES UN-OPERATIONAL.

THERE ARE VARIOUS APPLICATIONS OF ARTIFICIAL SATELLITES THAT ARE AVAILABLE.

- TELEPHONE
- MOBILE PHONE
- RADIO BROADCASTING
- AMATEUR RADIO
- INTERNET ACCESS
- MILITARY SATELLITE COMMUNICATION HAS CHANGED THE STYLE OF LIVING IN THIS WORLD. AND IT KEEPS PEOPLE CONNECTED TO EACH OTHER AND ALSO TO THE NATURE. IT GIVES US INFORMATION OF ANYTHING PRESENT IN THIS WORLD.



Destination Ground Station

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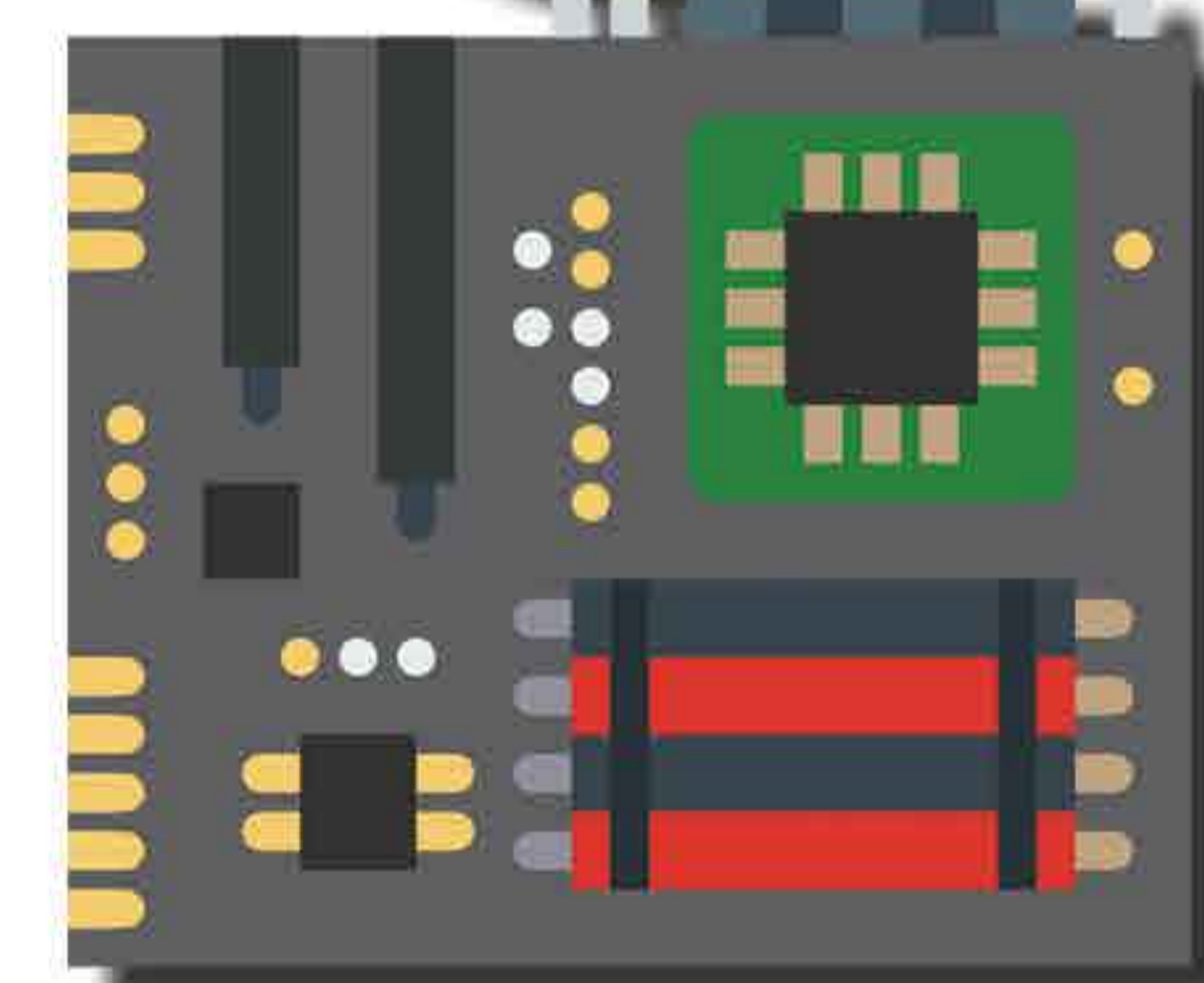
NOTE

HARDWARE VS SOFTWARE

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HARDWARE

Hardware refers to the physical elements of a computer. This is also sometime called the machinery or the equipment of the computer. Examples of hardware in a computer are the keyboard, the monitor, the mouse and the central processing unit. . A computer's hardware is comprised of many different parts, but perhaps the most important of these is the motherboard. The motherboard is made up of even more parts that power and control the computer. In contrast to software, hardware is a physical entity. Hardware and software are interconnected, without software, the hardware of a computer would have no function. However, without the creation of hardware to perform tasks directed by software via the central processing unit, software would be useless. Hardware is limited to specifically designed tasks that are, taken independently, very simple while Software implements algorithms (problem solutions) that allow the computer to complete much more complex tasks.



SOFTWARE

Software, commonly known as programs or apps, consists of all the instructions that tell the hardware how to perform a task. These instructions come from a software developer in the form that will be accepted by the platform (operating system + CPU) that they are based on. Compatibility of software will vary as the design of the software and the operating system differ. Software that is designed for Windows XP may experience a compatibility issue when running under Windows 2000 or NT.

Software is capable of performing many tasks, as opposed to hardware which can only perform mechanical tasks that they are designed for.

Practical computer systems divide software systems into two major classes:

System software: Helps run the computer hardware and computer system itself. System software includes operating systems, device drivers, diagnostic tools and more. System software is almost always pre-installed on your computer.

Application software: Allows users to accomplish one or more tasks. It includes word processing, web browsing and almost any other task for which you might install software. (Some application software is pre-installed on most computer systems.)



Contact Information
NEERAJ KUMAR
BCA 2ND YEAR

NOTE

ADVERTISING IS THE BEST WAY OF COMMUNICATION WITH CUSTOMERS.

ADVERTISING IS ONE OF THE OLDEST FORMS OF PUBLIC ANNOUNCEMENT AND OCCUPIES A VITAL POSITION IN AN ORGANISATION'S PRODUCT MIX.

ASK A PROFESSIONAL IN THE BUSINESS WHAT THE KEY TO SUCCESS IS IN ADVERTISING, AND YOU'LL MOST LIKELY GET AN ANSWER THAT ECHOES THE MANTRA OF STEPHAN VOGEL, OGILVY & MATHER GERMANY'S CHIEF CREATIVE OFFICER: "NOTHING IS MORE EFFICIENT THAN CREATIVE ADVERTISING. CREATIVE ADVERTISING IS MORE MEMORABLE, LONGER LASTING, WORKS WITH LESS MEDIA SPENDING, AND BUILDS A FAN COMMUNITY...FASTER."

BUT ARE CREATIVE ADS MORE EFFECTIVE IN INSPIRING PEOPLE TO BUY PRODUCTS THAN ADS THAT SIMPLY CATALOGUE PRODUCT

ATTRIBUTES OR BENEFITS?

NUMEROUS LABORATORY EXPERIMENTS HAVE FOUND THAT CREATIVE MESSAGES GET MORE ATTENTION AND LEAD TO POSITIVE ATTITUDES ABOUT THE PRODUCTS BEING MARKETED, BUT THERE'S NO FIRM EVIDENCE THAT SHOWS HOW THOSE MESSAGES INFLUENCE PURCHASE BEHAVIOUR. SIMILARLY, THERE IS REMARKABLY LITTLE EMPIRICAL RESEARCH THAT TIES CREATIVE MESSAGING TO ACTUAL SALES REVENUES. BECAUSE PRODUCT AND BRAND MANAGERS—AND THE AGENCIES PITCHING TO THEM—HAVE LACKED A SYSTEMATIC WAY TO ASSESS THE EFFECTIVENESS OF THEIR ADS, CREATIVE ADVERTISING HAS BEEN A CRAPSHOOT.

DRAWING ON RESEARCH IN COMMUNICATIONS PSYCHOLOGY, WE HAVE DEVELOPED A CONSUMER SURVEY APPROACH FOR MEASURING PERCEIVED CREATIVITY ALONG FIVE DIMENSIONS. WE APPLIED THIS APPROACH IN A STUDY OF 437 TV ADVERTISING CAMPAIGNS FOR 90 FAST-MOVING CONSUMER GOODS BRANDS IN GERMANY FROM JANUARY 2005 TO OCTOBER 2010.

IN COMING UP WITH DIMENSIONS ALONG WHICH TO MEASURE CREATIVITY ADS, WE

DREW ON SOCIAL AND EDUCATIONAL PSYCHOLOGY LITERATURE THAT DEFINES CREATIVITY AS DIVERGENT THINKING—NAMELY, THE ABILITY TO FIND UNUSUAL AND NON-OBVIOUS SOLUTIONS TO A PROBLEM.

PREDICTING AN Ad's EFFECTIVENESS

ORIGINALITY:

AN ORIGINAL AD COMPRISES ELEMENTS THAT ARE RARE OR SURPRISING, OR THAT MOVE AWAY FROM THE OBVIOUS AND COMMON PLACE.

FLEXIBILITY:

AN AD SCORING HIGH ON FLEXIBILITY SMOOTHLY LINKS THE PRODUCT TO A RANGE OF DIFFERENT USES OR IDEAS..

ELABORATION:

MANY ADS CONTAIN UNEXPECTED DETAILS OR EXTEND SIMPLE IDEAS SO

FREELY DISTRIBUTED

8. REGIONAL DAILY NEWSPAPER

9. NATIONAL DAILY NEWSPAPER

RADIO ADVERTISING

10. 15/30 SECOND RADIO ADVERTISEMENTS

11. RADIO INTERVIEWS

OUTDOOR ADVERTISING

12. BILLBOARDS

13. VIDEO BILLBOARD

14. BUS SHELTERS

15. BUS BACKS

16. TRUCK SIDES

17. CAR SIGNAGE

18. OUTDOOR SIGNAGE ON YOUR BUILDING

19. MINIATURE BILLBOARDS: CORE-FLUTE SIGNAGE STABBED INTO GRASS VERGES

20. POSTERS AROUND TOWN

21. FREE STANDING DISPLAYS IN SHOPPING MALLS

22. HOT AIR BALLOONS / BLIMPS

23. PAINT A SPORTS FIELD

WITH YOUR LOGO

24. BURN

YOUR LOGO

ONTO THE

SIDE OF A

TMOUNTAIN

MAIL

25. DIRECT MAIL /

ADDRESSED MAIL

26. UN-ADDRESSED PO BOX MAIL DROP – FLYERS/POSTCARDS

27. UN-ADDRESSED RESIDENTIAL MAIL DROP – FLYERS/POSTCARDS

ONE-ON-ONE

28. IN-PERSON COLD CALLING (UNANNOUNCED)

29. TELEMARKETING

30. PARTICIPATE IN NETWORKING GROUPS (E.G. CHAMBER OF COMMERCE, BNI)

ONLINE ADVERTISING

31. TEXT ADS (E.G. GOOGLE AD WORDS)

32. DISPLAY ADVERTISING (BANNER, SKYSCRAPER, VIDEO, APPLICATIONS/SOFTWARE E.G. MSN MESSENGER)



THAT THEY BECOME MORE INTERACTIVE AND COMPLICATED.

SYNTHESIS:

THIS DIMENSION OF CREATIVITY IS ABOUT BLENDING OR CONNECTING NORMALLY UNRELATED TO OBJECTS OR IDEAS.

ARTISTIC VALUE:

ADS WITH A HIGH LEVEL OF ARTISTIC CREATIVITY CONTAIN AESTHETICALLY APPEALING VERBAL, VISUAL, OR SOUND ELEMENTS. THEIR PRODUCTION QUALITY IS HIGH, THEIR DIALOGUE IS CLEVER, AND THEIR COLOUR PALETTE IS ORIGINAL, OR THEIR MUSIC IS MEMORABLE.

WAYS TO ADVERTISE

CINEMA ADVERTISING

1. PRE-MOVIE ADVERTISEMENTS
2. IN-MOVIE PRODUCT PLACEMENT

TV ADVERTISING

3. 15/30 SECOND TELEVISION ADVERTISEMENTS
4. INFOMERCIALS
5. TV PROGRAMME SPONSORSHIP
6. TELEVISION INTERVIEWS

NEWSPAPER ADVERTISING

7. REGIONAL COMMUNITY NEWSPAPER – FREELY



AMAZING FACTS

11



THE AVERAGE COMPUTER USER BLINKS 7 TIMES A MINUTE, LESS THAN HALF THE NORMAL RATE OF 20.

BILL GATE HOUSE WAS DESIGNED USING A MACINTOSH COMPUTER.



INSIDE ORIGINAL MACINTOSH CASE YOU WILL FIND 47 SIGNATURES FOR EACH MEMBER OF APPLE'S MACINTOSH DIVISION AS OF 1982.

THE FIRST COMPUTER MOUSE WAS INVENTED BY DOUG ENGELBART IN AROUND 1964 AND WAS MADE OF WOOD.



FACEBOOK PAYS ATLEAST \$500 IF YOU CAN FIND A WAY TO HACK THE SITE.

GOOGLE HELPS PRONOUNCE MASSIVE NUMBERS IF YOU TYPE '=ENGLISH' AFTER SEARCHING FOR A NUMBER.



CO-FOUNDERS LARRY PAGE AND SERGEY BRIN ORIGINALLY NAMED GOOGLE 'BACKRUB'.

THE NAME 'GOOGLE' IS ACTUALLY DERIVED FROM THE MATHEMATICAL TERM 'GOOGOL' WHICH IS BASICALLY 1 WITH A 100 ZEROS FOLLOWING IT



HARD WORK VS SMART WORK

HARD WORK BASICALLY A GREAT DEAL OF EFFORT OR ENDURANCE. YOU OFTEN LISTEN THAT PEOPLE TELL YOU TO WORK "SMART", IF YOU WANT TO SUCCEED IN YOUR LIFE. BUT THAT DOESN'T MEAN YOU DON'T WORK HARD. BECAUSE HARD WORK ALWAYS PAYS. BELIEVE IT OR NOT BUT JUST BEING SMART OR WORKING SMART WILL ONLY LEAD YOU TO THE HALF WAY OF YOUR TARGET. IF YOU REALLY WANT TO BE SUCCESSFUL, YOU HAVE TO PUT LONG HOURS INTO YOUR WORK. YOU NEED TO START EARLY, AND STAY UP LATE, WHEN EVERYONE IS ENJOYING THE EVENINGS AND NIGHTS YOU HAVE TO WORK IN THOSE



FOR HARD WORKERS, HARD WORK IS OFTEN THE ONLY ESCAPE FROM REALITY, BRINGING A SENSE OF SECURITY AND STABILITY IN LIFE. BUT IN REALITY, ONLY HARD WORK RARELY LEADS TO THE GREATEST PROGRESS POSSIBLE IN LIFE. YOU CAN'T ONLY WORK HARD, YOU ALSO HAVE TO THINK AND WORK SMART. YOU CAN'T ONLY BE A WARRIOR IN LIFE, YOU ALSO HAVE TO GROW UP INTO A GENERAL. DON'T ONLY BE A HARD WORKER, BE BOTH A HARD AND A SMART WORKER.

EFFICIENTLY. BUT IT'S VERY HARD TO FIND CLEAR GUIDELINES ON WHAT WORKING SMART REALLY MEANS AND HOW IT'S DIFFERENT FROM HARD WORK. MANY PEOPLE WORK HARD BUT ONLY FEW BECOME SUCCESSFUL IN THEIR LIFE AND THAT'S BECAUSE SMART WORK IS WHAT MAKES THE DIFFERENCE.

THE IDEA THAT YOU SHOULD WORK SMARTER, NOT ONLY HARDER ISN'T ANYTHING NEW. BECOMING SMARTER AND OUTPERFORMING OTHERS WITH SMART WORK YOU NEED TO REALIZE WHAT YOU ARE UP TO. YOU SHOULD KNOW TO WORK SMARTER AND TO

WORK SMARTER THERE ARE SOME ELEMENT THAT CAN TAKE YOUR SUCCESS LEVEL A STEP FURTHER. ELEMENTS LIKE:

- LIFE MANAGEMENT SKILLS
- TIME MANAGEMENT SKILLS
- KNOWING WHAT YOU WANT
- THINKING BEFORE ACTING
- HAVING CONTROL

THESE ELEMENTS WILL HELP YOU TO WORK SMART BUT NO SMART WORKER HAS ALL OF THEM, BUT THE MORE ELEMENTS YOU MANAGE TO IMPLEMENT INTO YOUR WORKING STRATEGY AND STYLE, THE SMARTER YOU WILL BECOME.



EVENINGS AND NIGHTS.

HARD WORK TRANSLATES YOUR VISION AND IDEAS. HARD WORK ALWAYS GETS NOTICED IN THE LONG RUN, PEOPLE CAN'T HELP BUT NOTICE HARD WORK. ON THE OTHER HAND SMART WORK HELPS YOU TO WORK



Contact Information

Saumya Kumar

BCA sec B
2nd Year

NOTE

IMPORTANCE OF TEAM AT WORK

13

Teams are formed when individuals with a common taste, preference, liking, and attitude come and work together for a common goal. Team play a very important role in organizations as well as our personal lives. "Two heads are better than one." We've all heard the old adage encouraging teamwork, but what does working together really do for you? Here are some ways that shows the importance of team at workplace.

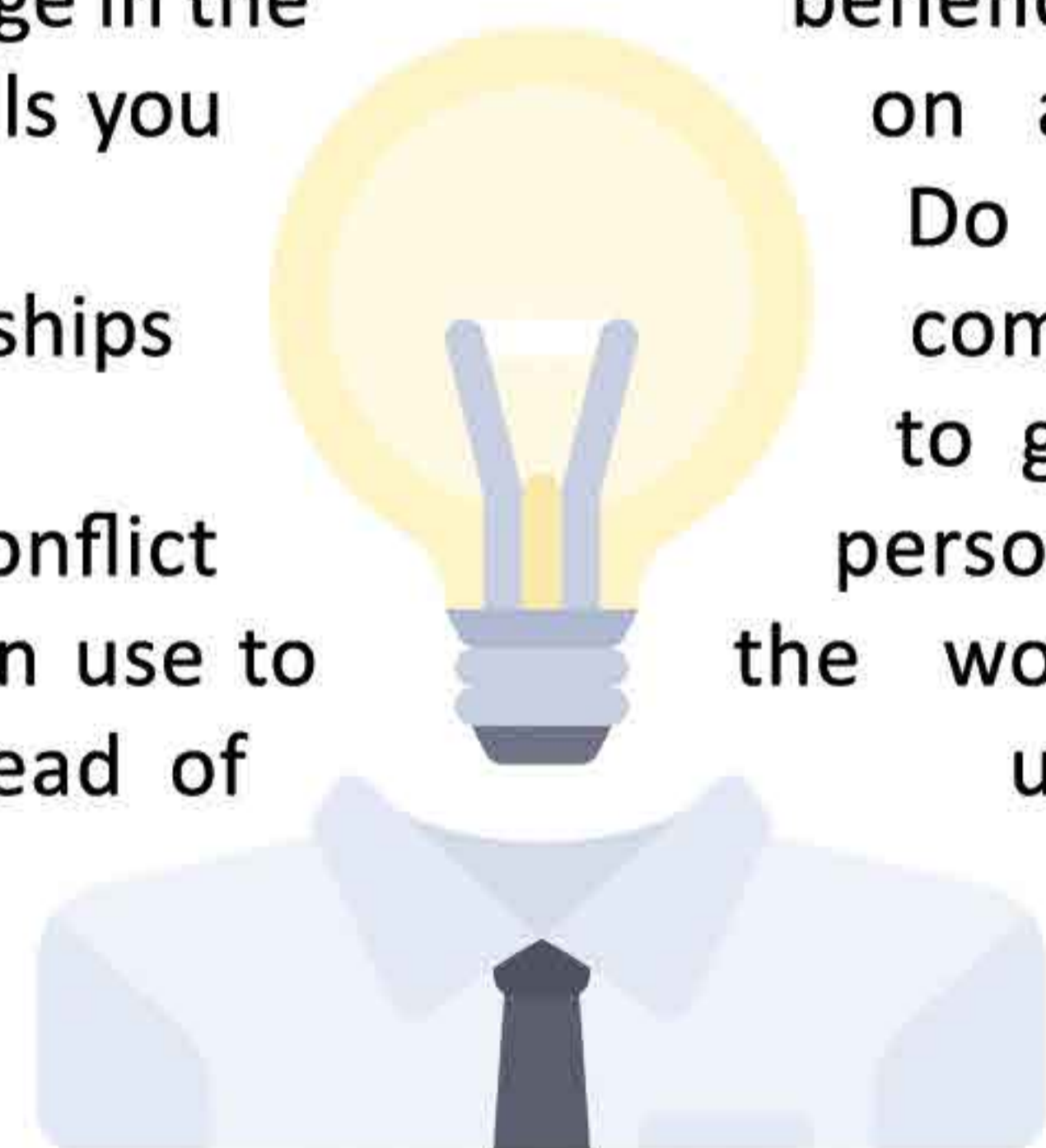


"COMING TOGETHER IS A BEGINNING.

KEEPING TOGETHER IS PROGRESS. WORKING TOGETHER IS SUCCESS."

- Creativity arrives when people work together in a team.
 - Teamwork maximizes shared knowledge in the workplace and helps you learn new skills you can use for the rest of your career.
 - Teamwork establishes strong relationships with coworkers.
 - Teamwork helps in learning conflict resolution is a skill that employees can use to resolve the conflicts themselves instead of turning to management.
 - Working as a team allows team members to take more risks as they have the support of the entire group to fall back on in case of failure.
- Teamwork is essential in corporates for better utput and a better bonding among employees.

There may be no "I" in team, but teamwork can still be beneficial to employees on a personal level. Do not allow competitive natures to get in the way of personal growth in the workplace. Instead, understand how to resolve conflicts and trust teammates to contribute their best ideas. Learn from your team members and build on each other's skills to create more impressive results in the workplace.



EVERY EMPLOYEE IS DEPENDENT ON HIS FELLOW EMPLOYEES TO WORK TOGETHER AND CONTRIBUTE EFFICIENTLY TO THE ORGANIZATION. NO EMPLOYEE CAN WORK ALONE; HE HAS TO TAKE THE HELP OF HIS COLLEAGUES TO ACCOMPLISH THE TASKS EFFICIENTLY. IT HAS BEEN OBSERVED THAT THE OUTCOME COMES OUT TO BE FAR BETTER WHEN EMPLOYEES WORK IN A TEAM RATHER THAN INDIVIDUALLY AS EVERY INDIVIDUAL CAN CONTRIBUTE IN HIS BEST POSSIBLE WAY. IN ORGANIZATIONS, INDIVIDUALS HAVING A SIMILAR INTEREST AND SPECIALIZATIONS COME TOGETHER ON A COMMON PLATFORM AND FORM A TEAM.

VINCE LOMBARDI, THE LEGENDARY FOOTBALL COACH, DEFINED TEAMWORK AS "INDIVIDUAL COMMITMENT TO A GROUP EFFORT -- THAT IS WHAT MAKES A TEAM WORK, A COMPANY WORK, A SOCIETY WORK, A CIVILIZATION WORK." TEAMWORK HAS OFTEN BEEN DESCRIBED AS ONE PLUS ONE EQUALS THREE. ON TEAMS, PEOPLE CAN WORK TOGETHER AND ACCOMPLISH MUCH MORE THAN THEY COULD BY THEMSELVES. THIS CONCEPT OF SYNERGY IS HOW MANY SPORTS TEAMS ACHIEVE SUCCESS. OFTEN, THE TEAMS WITH THE BEST PLAYERS DO NOT WIN CHAMPIONSHIPS. IT IS FREQUENTLY THE TEAMS THAT WORK BEST TOGETHER THAT ACCOMPLISH GREAT THINGS. YOUR COMPANY CAN ALSO ACCOMPLISH GREAT THINGS WHEN EVERYONE IS WORKING TOGETHER TOWARD A COMMON GOAL. DEFINE THAT GOAL CLEARLY AND WATCH YOUR PEOPLE ACHIEVE IT.



THE INDUSTRIAL REVOLUTION BEGAN THE ERA OF MASS PRODUCTION AND ALSO THE DIVISION OF TASKS IN THE WORKFORCE. EMPLOYEES NOW SPECIALIZE IN AREAS AND CONTRIBUTE TO THE TEAM THROUGH THE WORK THEY PRODUCE. BY SPECIALIZING IN AREAS LIKE MERCHANDISING OR ACCOUNTING, THEY BECOME MORE EXPERT AT THEIR TASKS AND MAKE YOUR TEAM MORE EFFECTIVE AS A RESULT. WORKING IN TEAMS ALSO TEACHES YOUR ASSOCIATES TO WORK TOGETHER MORE



EFFECTIVELY AND FREQUENTLY NEW WAYS OF DOING THINGS ARE DISCOVERED BY TEAM MEMBERS WORKING TOGETHER TO SOLVE A PROBLEM. IN TEAM SPORTS, TEAM MEMBERS WORK TOGETHER IN ORDER TO WIN. INDIVIDUAL WEAKNESSES CAN BE MINIMIZED THROUGH THE EFFORTS OF THE TEAM. IN FOOTBALL, FOR EXAMPLE, A WEAKER LINEMAN RECEIVES HELP FROM A TEAM MATE TO HELP BLOCK A COMPETING PLAYER AND THE PASS IS

COMPLETED SUCCESSFULLY. IN YOUR COMPANY, YOU PLACE YOUR PEOPLE WHERE THEIR STRENGTHS CAN BE BEST USED. PEOPLE WITH THE BEST HUMAN RELATIONS SKILLS ARE PLACED IN HUMAN RESOURCES AND YOUR BEST ADVERTISERS WORK IN MERCHANDISING. WEAKNESSES CAN BE REDUCED WHEN YOUR PEOPLE CONCENTRATE ON THEIR AREAS OF STRENGTH. TEAMS THAT ENJOY WORKING TOGETHER CAN ACCOMPLISH GREAT THINGS FOR YOUR COMPANY AND GREAT TEAMS ACHIEVE THEIR GOALS AGAIN AND AGAIN. THEREFORE, TEAM WORK IS ALWAYS WORKOUT TO ACHIEVE THE DESIRED GOALS OF ANY ORGANIZATION RATHER THAN BY AN INDICIAL.



Contact Information

CHITRA BARTWAL
BCA sec B
2nd Year

NOTE

INDIAN BANKING SYSTEM

Bank is an institution that accepts deposits of money from public.
• Anybody who has account in the bank can withdraw money .bank also lends money.

Banking in India:

In the modern sense, originated in the last decades of the 18th century among the first banks were the Bank of HINDOSTAN, which was established in 1770 and liquidated in 1829-32; and the general bank of India is established in 1786 but failed in 1791.

☒ The largest bank and the oldest still in existence is the state Bank of India (S.B.I).it is originated as the Bank of Calcutta in June 1806. This one of the three banks funded by a presidency government, the other two was the Bank of Bombay and Bank of Madras.

☒ The Reserve Bank of India ,India's central banking authority, was established in April 1935,but was nationalized on 1 January 1949 under the terms of the Reserve Bank of India Act,1948.

The banking regulation Act was enacted in 1949. It also provided that no new bank or branch of an existing bank could be opened without a license from the RBI, and no two banks could have common banks directors.

☒ The Indian banking sector is broadly classified into 'scheduled banks' and 'non-scheduled banks'. All banks included

in the second scheduled to the Reserve bank of India Act, 1934 are scheduled banks.

These banks comprise scheduled commercial Banks and scheduled co-operative Banks. Scheduled co-operative banks consist of scheduled state co-operative banks and scheduled urban co-operative banks.

Scheduled commercial banks in India are categorized into five different groups:

1. State bank of India and its associates.

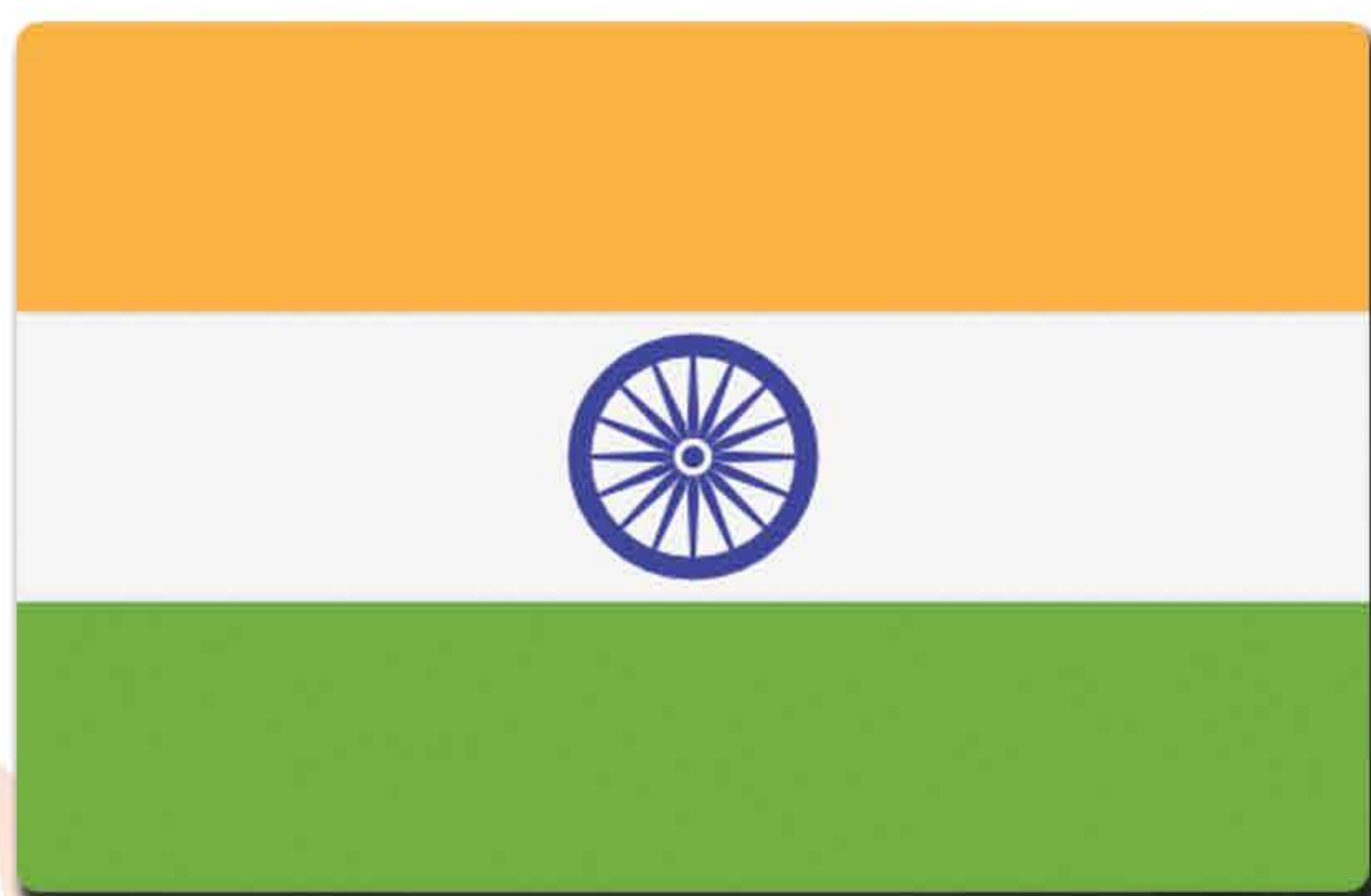
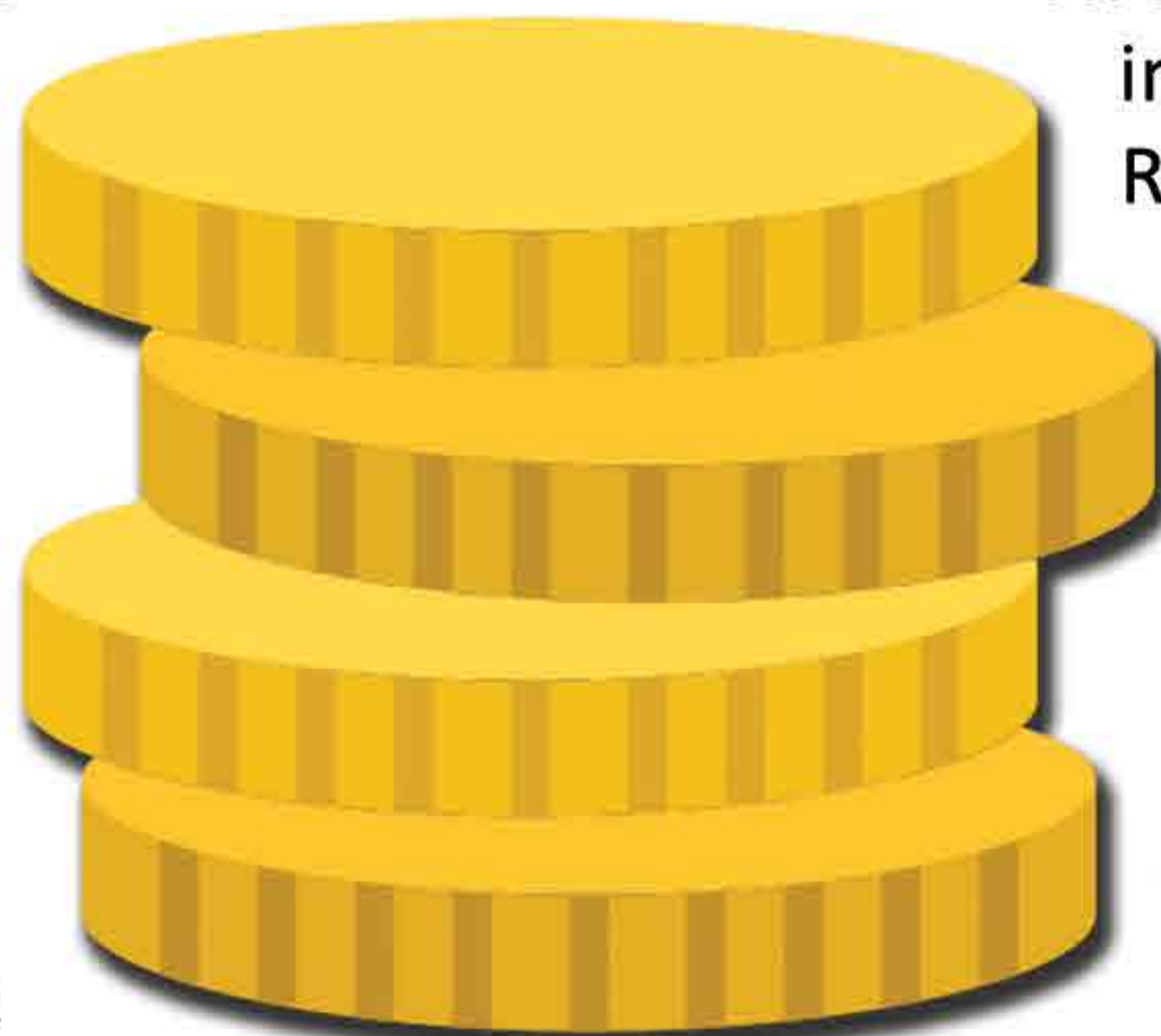
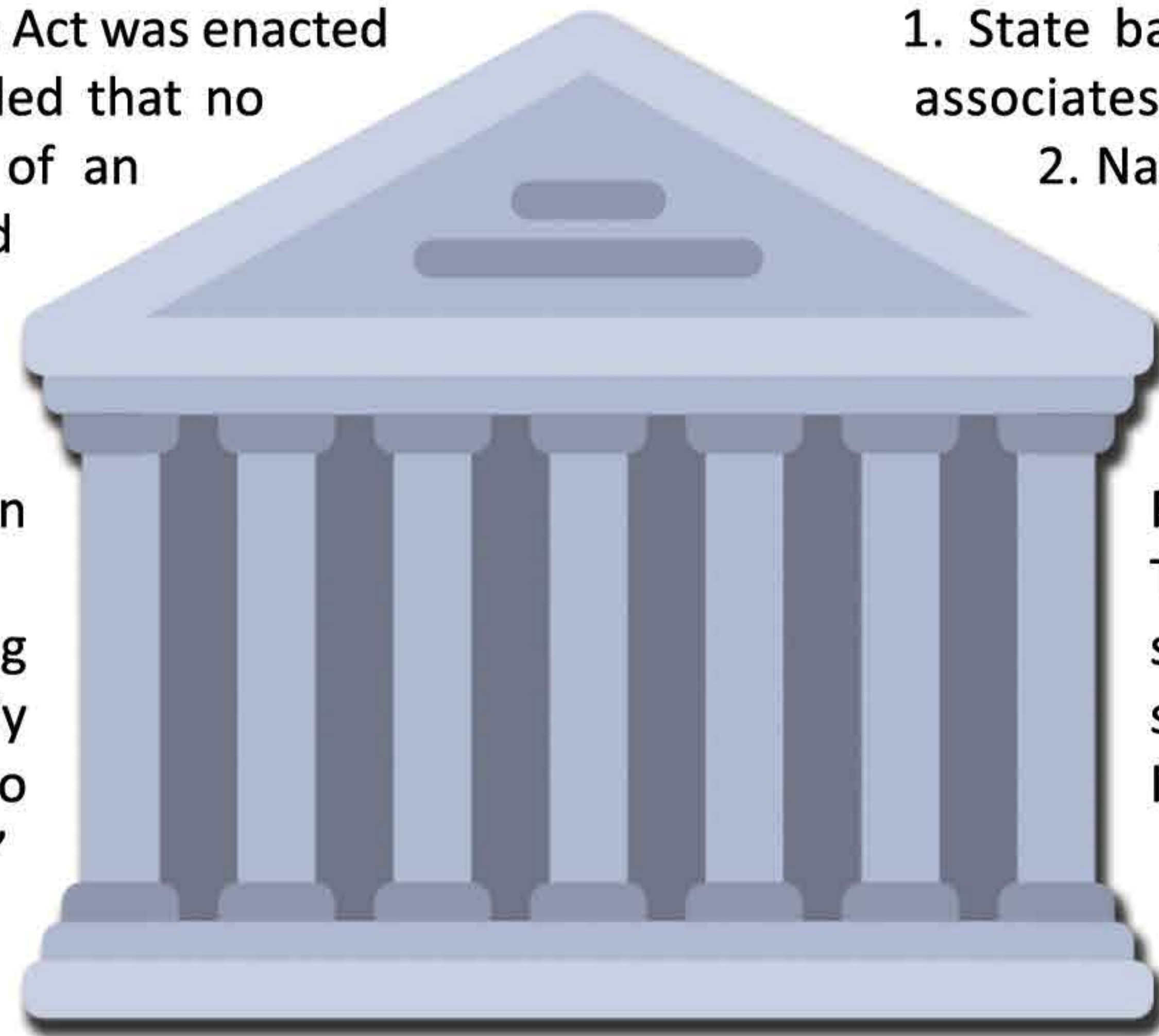
2. Nationalized Banks

3. Private sector banks

4. Foreign banks

5.

Regional rural banks
The Indian banking system is the structured system. It divides banks into various different categories and all the banks having their limited



NOTE

Contact Information
NARGIS BANO
BCA 2ND YEAR



Change is a law of nature. Every has to accept this. Now the question arises, how should we cope up with this change? One way is in control manner and another is in the passive way. A control manner is to lead the life with discipline and discipline life is the guaranty to the success in life. Therefore, for a student discipline is most important as student's life which is the base of the entire life.

In reference to discipline I would like to share the following lives to clarify why the discipline necessary for a student and others too. Control thoughts become your expressions. Discipline expression leads to words the actions. Discipline and right actions build up one's nature and the discipline nature maker one's character and one's character is his/ her destiny and a great wealth. So, from above lines we can understand well that what is the significance of discipline in our life. Only by the discipline life we can achieve the acme of glory which is also proved by the great personalities in the world.

THE ONLY THING
STOPPING AN
AVERAGE MAN
FROM BECOMING
GREAT IS
HARDWORK,
DEDICATION AND
DISCIPLINE.

- Robert Schuller



Contact Information
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S.H.K.G.S.B.V.
NEW DELHI-24.
CLASS-12

NOTE

PROUD MOMENT

I.T.S AWARDED AS BEST MANAGEMENT COLLEGE IN NORTH INDIA FOR PLACEMENTS 2017.



PROUD MOMENT

PLEASED TO SHARE THE PROUD MOMENT THAT DR. VIDYA SEKHRI DIRECTOR UG I.T.S MOHAN NAGAR GHAZIABAD HAD RECIVED THE AWARD OF "INNOVATIVE ACADEMIC LEADER 2017" FOR OUTSTANDING AND EXEMPLARY CONTRIBUTION TOWARDS EDUCATION DURING THE GLOBAL EDUCATION AND SKILL SUMMIT HELD AT INDIA INTERNATIONAL CENTRE, NEW DELHI ON 23RD MARCH, 2017 (THURSDAY).





JANUARY GLIMPSE

20

JAN
2017

23-25

ENTREPRENEURSHIP-CELL OF UG CAMPUS, I.T.S MOHAN NAGAR, GHAZIABAD ORGANIZED A 3- DAYS "ENTREPRENEURSHIP AWARENESS CAMP (EAC)", SPONSORED BY NSTEDB, DST, GOVERNMENT OF INDIA, NEW DELHI & EDII AHMEDABAD, GUJARAT FROM 23RD TO 25TH JANUARY, 2017 AT I.T.S DENTAL COLLEGE, MURAD NAGAR



JAN
2017

24-25

ITS MOHAN NAGAR CAMPUS ORGANISED WORKSHOP ON : WEB APPLICATION DEVELOPMENT USING PHP FOR BCA III YEAR STUDENTS.



FEBRUARY GLIMPSE

21

FEB
2017

13

AS A CSR INITIATIVE OF I.T.S – THE EDUCATION GROUP, DISHA-A SOCIAL SERVICE CLUB IN UG CAMPUS ORGANIZES “A WEEKLY SLUM EDUCATION PROGRAMME” IN SLUM AREA OF VASUNDHARA SECTOR-14 ON 3 FEBRUARY 2017



FEB
2017

17

LITERARY CLUB OF I.T.S UG CAMPUS ORGANISED “SPEAK UP” – AN EXTEMPORE SPEECH COMPETITION ON 17TH FEBRUARY, 2017 FOR BBA AND BCA STUDENTS.



FEBRUARY GLIMPSE

22

FEB
2017

20

I.T.S UG CAMPUS ORGANIZED A SEMINAR ON 'STOCK MIND' FOR BBA (BATCH 2014 -2017 & 2013-2016) STUDENTS ON 20TH FEBRUARY 2017 TO TEACH STUDENTS NOT JUST INVESTING AND FINANCIAL SKILLS BUT ESSENTIAL LIFE SKILLS, STOCK MIND HELPS TO GIVE A BOOST TO THEIR CAREER. STOCK MIND IS INDIA'S BIGGEST VIRTUAL STOCK MARKET GAME WHICH OFFERS A PLATFORM TO THE STUDENTS TO LEARN , COMPETE AND WIN EXCITING PRIZES



FEB
2017

22

FINANCE CLUB OF I.T.S UG CAMPUS ORGANISED A PANEL DISCUSSION ON UNION BUDGET-2017.VARIOUS ASPECTS OF THE BUDGET WERE DISCUSSED BY PANELLISTS CA ANUJGOYAL, CS G.P.MADAAN, CS SUNDEEP KUMAR PARASHAR AND CS DEEPASINGHAL. STUDENTS FROM I.T.S OF BBA AND BCA COURSES AND STUDENTS FROM GHAZIABAD CHAPTER OF ICSI PARTICIPATED IN THE EVENT



MARCH GLIMPSE

MAR
2017

6

A TRIBUTE TO INDIAN CLASSICAL MUSIC' UNDER THE AEGIS OF SPIC MACAY' WORLD RENOWNED FLAUTIST (BASURI - PLAYER) PT. RAJENDRAPRASANNA AND HIS TEAM OF ACCOMPLISHED ON MONDAY, 06TH MARCH 2016



MAR
2017

7

I.T.S MOHAN NAGAR ORGANIZED AN ADVENTURE CAMP ON 7TH MARCH, 2017 FOR UG STUDENTS IN UG CAMPUS. THIS CAMP INCLUDED VARIOUS ADVENTUROUS ACTIVITIES LIKE; FLYING FOX, WALL CLIMBING, GROUND ROLLER, DOUBLE ROPE BRIDGE, COMMANDO NET, RAPPPELLING, TEAM BUILDING, HOP BALL, SWINGING LADDER, TUG OF WAR, MONKEY CRAWL, ARCHERY, AUSTRALIAN TROLLEY BURMA BRIDGE, SWINGING BAMBOO AND MORE ACTIVITIES ETC.



MARCH GLIMPSE

24

MAR
2017

8

ITS-UG CAMPUS ORGANISED SYMPOSIUM ON "EMPOWERING WOMEN – CREATING INNOVATIVE ECOSYSTEM" ON THE OCCASION OF INTERNATIONAL WOMEN'S DAY ON MARCH 8, 2017.



MAR
2017

9

HR CLUB OF I.T.S UG CAMPUS ORGANIZED A SESSION ON "GOLDEN MANTRAS FOR SUCCESS" ON 9TH MARCH, 2017 FOR BBA STUDENTS.

A WELL EXPERIENCED TRAINER, DR. DEEPALI MONGA AND HER ACCOMPANISTS MS. SHEFALI MONGA HAD STARTED A SESSION WITH THE VERY EFFECTIVE THOUGHT ON SUCCESS AND THEN AFTER THEY FOLLOWED WITH GREAT NLP EXERCISES WITH STUDENTS FOR THE SESSION.



MARCH GLIMPSE

25

MAR
2017

17

TECHNOTRIX CLUB-UG CAMPUS ORGANIZED A TECHNICAL EVENT ON MARCH 17,2017 FOR UNDERGRADUATE STUDENTS. THE OBJECTIVE BEHIND THIS COMPETITION IS TO CELEBRATE THE TECHNICAL PROFICIENCY OF THE UNDERGRADUATE STUDENTS OF INFORMATION TECHNOLOGY.



MAR
2017

17-18

FINANCE CLUB OF I.T.S UG CAMPUS ORGANISED A WORKSHOP ON "USE OF EXCEL IN FINANCE ON 17TH-18TH MARCH, 2017. AN EMINENT SPEAKER MR.HARENDRANATHIOWARI, ASSISTANT PROFESSOR, SRI RAM COLLEGE OF COMMERCE, DELHI UNIVERSITY TOOK THE SESSION AND TAUGHT THE USE OF EXCEL IN VARIOUS AREAS



MARCH GLIMPSE

MAR
2017

21

I.T.S MOHAN NAGAR CAMPUS ORGANISED ONE DAY CONFERENCE ON "INTELLECTUAL PROPERTY RIGHTS" ON TUESDAY 21ST MARCH 2017 IN ASSOCIATION WITH CWEI



I.T.S UG CAMPUS ORGANIZED AN INTERACTION SESSION ON "GLOBAL ENTREPRENEURSHIP CULTURAL MEET-2" WITH FOREIGN DELEGATES FOR BBA/BCA STUDENTS ON MARCH 21, 2017

MAR
2017

21



MARCH GLIMPSE



I.T.S UG CAMPUS ORGANISED AN INDUSTRIAL VISIT TO MOTHER DAIRY, DELHI ON MARCH 7, 2017 FOR THE STUDENTS OF BCA



I.T.S UG CAMPUS ORGANIZED AN INDUSTRY VISIT TO "DAINIK JAGRAN" FOR BCA III YEAR STUDENTS ON MARCH 31, 2017. THE PRIME OBJECTIVE OF THE VISIT WAS TO ACQUAINT STUDENTS WITH THE WORKING OF NEWSPAPER INDUSTRY IN INDIA.



Industrial visit to DAINIK JAGRAN on 31 March 2017.



MARCH GLIMPSE

28

MAR
2017

21

DELHI NCR'S BIGGEST INTER COLLEGE
CULTURAL FEST- **NAV TARANG**



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. SAVE THE PLANET EARTH**
- 2. IMPORTANCE OF DIGITAL WORLD**
- 3. THE COALITION POLITICS**
- 4. FREEDOM OF THE PRESS**
- 5. THE IMPACT OF TELEVISION ON LIFE 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 300 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 –

- anupmaagarwal@its.edu.in
- mansiverma@its.edu.in

Before 30th April 2017. Selected articles/ poems etc. will be published in April 2017 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. LIFE IN BIG CITY
2. IMPORTANCE OF ELECTION
3. WORK IS WORSHIP
4. SPORTS AND SPIRIT
5. FUTURE OF ROBOTICS

INFORMATION TECHNOLOGY

1. ERA OF 4G
2. INTERNET BANKING SYSTEM

MARKETING

1. ONLINE MARKETING
2. ROLE OF MALLS IN MARKETING

HUMAN RESOURCE

1. TEAM MANAGEMENT
2. E-HR PRACTICES

FINANCE

1. KNOWLEDGE ON FINANCIAL INSTRUMENT
2. AGRICULTURE FINANCING

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 300 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 –

- anupmaagarwal@its.edu.in
- mansiverma@its.edu.in

BEFORE 10TH FEB 2017. SELECTED ARTICLES/ POEMS ETC. WILL BE PUBLISHED IN APRIL 2017 ISSUE. IF YOUR ARTICLE WILL BE SELECTED TO BE PUBLISHED IN “TATVA” YOU WILL BE NOTIFIED BY EMAIL.

THANKS & REGARDS

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