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# THE TATVA

**ITS.**  
GHAZIABAD









# 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  
(Finance)  
Editor



# FROM EDITOR'S DESK

Welcome to THE TATAV 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 ITS and it also speaks to a pervasive belief for the campus. ITS College holds a unique and central place for this magazine.

Dr. Mansi Verma  
Assistant Professor  
(HR)  
Editor







# Student Coordinators



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BBA 3<sup>rd</sup> Year



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**Chitra Bartwal**  
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# Nuclear Deal with Japan

Artical By- Sumit Rana



**T**he Prime Minister of our nation Mr. Narendra Modi has successfully signed the nuclear deal with the Japan's Prime Minister Mr. Shinzō Abe. This deal was signed on November 11, 2016. This

move has boost up bilateral economic and security ties. The two countries had reached a broad agreement for cooperation in civil nuclear energy sector during Japanese Prime Minister Visit to India in December last year but the deal was signed this year in November, 2016.

The deal allowed Japan to export nuclear technology to India, making it the first non-NPT (Non-Proliferation Treaty) to have such a deal with Tokyo. It would also cement the bilateral economic and security ties as the two countries warm up to counter an assertive China.

Japan is a major player in the nuclear energy market and an atomic deal with it will make it easier for U.S. - based nuclear plant makers Westinghouse Electric Corporation and GE Energy Inc. to set up atomic plants in India as both these conglomerates have Japanese investments.

This deal is important for Japan, mainly for economic reasons. Its heavy industries like Mitsubishi and Hitachi are also in the nuclear energy field, and they are running in loss because of Fukushima disaster. These companies desperately need new markets and what better market than our nation. But initially Japan opposed the Indo-US Nuclear deal, as India wasn't a member of Nuclear Suppliers Group (NSG) but later changed its position after realizing that it's going to be the sole loser in lucrative Indian market.

But, why this deal is important for India?

The deal is important for India to secure advance nuclear reactors for sites coming up at Gujarat and Andhra Pradesh. India has always looked up to the Russians and French for nuclear reactors, but since more advanced designs are available with other countries like Japan and United States, India felt a need to diversify its options, that is why the civil nuclear deal signed with those respective countries. India pursued these deals to address India's energy needs.

Both the countries took several rounds of negotiations for this deal, which also helped

to resolve several sticky issues. But cutting the deal wasn't easy, there were several questions and concerns raised in the past that delayed the agreement. Japan, a country with advanced technology but declining population, may provide both a base and an opportunity for the Indian scientific force. It could be a winning situation for both countries. India and Japan. And it is indicated that both the countries may do some innovative work on safety and security, though other countries have a similar provision in their agreements with India. Although in the future

the two countries have to consolidate what they have agreed, covered and gained so far. The deal will turn out mutually beneficial for both countries. India will get its much needed electricity and technological partnership and Japan will get a market for its companies

which are facing a very difficult situation. There's no limit for India and Japan in the nuclear sector.





# US ELECTIONS 2016

ARTICLE BY DILISHA MENON

## ELECTION 2016

DONALD TRUMP



VS.

HILLARY CLINTON



**T**HE 2016 US ELECTIONS WERE HELD ON TUESDAY, NOVEMBER 8 2016. DURING THIS ELECTION, THE PRESIDENT OF THE UNITED STATES AND THE VICE PRESIDENT WERE ELECTED. THE REPUBLICAN PARTY WON THE WHITE HOUSE AND CROWNED REPUBLICAN PARTY PRESIDENTIAL NOMINEE DONALD TRUMP AS THE PRESIDENT OF UNITED STATES AND DEFEATED HILLARY CLINTON.

WHAT CAME AS SURPRISING TO THE WORLD IS THAT IN SPITE OF HILLARY WINNING POPULAR VOTES, DONALD TRUMP WON THE WHITE HOUSE. BUSINESSMAN AND REALITY TV STAR DONALD TRUMP HAS A TOTALLY DIFFERENT APPROACH TOWARDS RULING THE US ECONOMY. VARIOUS FAMOUS NEWSPAPERS QUOTED SAYING THAT TRUMP SEEMS TO BE UNFIT FOR THE POSITION OF BEING THE PRESIDENT BUT THE PUBLIC OF USA THINK OTHERWISE BECAUSE THEIR VOTES MADE HIM THE PRESIDENT.

IT CAN BE SEEN THAT MOST OF THE SUPPORTERS OF THE US PRESIDENT ARE RACISTS IN TERMS OF A SPECIFIC RELIGION AND SKIN COLOUR. DONALD TRUMP HAS BEEN ACCUSED OF DEFAULTING TAX PAYMENTS EARLIER AND IS SUBJECT TO VARIOUS OTHER SIMILAR ENCOUNTERS. HE'S THE 45TH PRESIDENT OF THE USA BY WINNING TOTAL OF 270 ELECTORAL VOTES MAJORITY OF 538 VOTES. EARLY EXIT POLLS FAVOURED THE DEMOCRATIC CANDIDATE HILLARY CLINTON. HOWEVER, AS POLLS CLOSED AND THE RESULTS CAME IN THROUGHOUT THE NIGHT, THOSE EXIT POLLS AND FORECASTS PROVED INACCURATE AS THE REPUBLICAN CANDIDATE PERFORMED SURPRISINGLY WELL IN ALL BATTLEGROUND STATES, ESPECIALLY FLORIDA, OHIO AND NORTH CAROLINA.

US ELECTIONS 2016 WAS NOT JUST SURPRISING BUT A ONE TO HAVE A DISCUSSION OVER AS A LOT SEEMS TO BE IN THE AIR. THE SUPPORTERS OF DONALD TRUMP HAS MANY HOPES ATTACHED AND IT IS BELIEVED THAT HE WILL FULFIL IT. THE NEW PRESIDENT WANTS THAT ALL THE PEOPLE OF USA UNITE AND LEAD THE NATION TOGETHER. PUBLIC OF USA ARE KEEN TO SEE HIM WORKING

AND IS HOPING THAT HIS STYLE LEADERSHIP MAY PROVE REVOLUTION THERE IS A LOT TO SEE AND EXPERI WHILE IT IS UNSURE HOW INDIA BE IMPACTED BY THIS ELECTION. SURPRISING VICTORY OF DONALD TRUMP LEFT MANY AW SPELLED WHILE THE WORLD WAITS TO SEE WHAT HAPPENS FURTHER







The next Global Manufacturing Hub For



# DEFENCE SECTOR



- 1.) Dhanush Howitzer
- 2.) NAG- Anti Tank Guided Missile
- 3.) Pinaka- Multi Barrel Rocket Launcher
- 4.) Akash Surface to Air Missile System
- 5.) Arjun Main Battle Tank
- 6.) Light Combat Aircraft Tejas
- 7.) HAL Dhruv

Could this be a new dawn for India's defence forces? India has the third largest armed forces & the biggest importer of Arms and Military Weapons in the World. Now The Government is working on a plan to modernize its armed forces and upgrade their military hardware like vehicles and weapons. Over the next 8 years Rs. 8.82 Lakh Crores (US\$130 Billion) will be spent doing just that, And with a renewed focus on manufacturing under the Make in India campaign it wants local firms to be the forefront.

With the increase in FDI, The government has made its intention clear that it wants India to be a regional manufacturing hub. With 100% FDI in defence sector: Up to 49% under automatic route; FDI above 49%, through Government route where it is likely to result in access to modern technology.



### Made military weapons

There are several other State-owned + Private partnership in making defence equipments and bilateral partnerships between India and other countries like Russia, Israel, U.S. & Germany make way for joint venture partnerships in Defence Manufacturing and Export of Defence equipments & Military vehicles and weapons to friendly countries. Countries of South East Asia like Vietnam, Malaysia, Thailand, Philippines & Indonesia have also expressed



With a handful of State-run companies like Bharat Dynamics, Bharat Electronics, Bharat Earth Movers, Defence Research and Development Organisation (DRDO), Garden Research Shipbuilders & Engineers, Goa Shipyard, Hindustan Aeronautics Limited (HAL), Mazagaon Dock Limited & Ordnance Factories Board. They made several military equipments & contribution to the defence sector like

an interest in acquiring the BrahMos cruise missile from India. Not just BrahMos but India's indigenously developed HAL's LCA Tejas has also got attention from countries like Sri Lanka & Egypt who've shown keen interest to take help from India's State owned & Private sector defence companies to modernize their Military Strength. State owned & Private sector defence companies to modernize their Military Strength. With India getting permanent membership in

MTCR (Missile Technology Control Regime) & Foreign Military fighter jet manufacturing companies like Sweden's Saab AB, U.S. based Lockheed Martin Corp. & Boeing Co. show keen interest to manufacture Fighter jets like Gripen E & F-16 in India for Indian Air Force and to export fighter jets manufactured in India, This would create thousands of jobs in India and would boost the Make in India initiative of Prime Minister Sh. Narendra Modi. India's Defence Budget for FY 2016-20 was Rs. 3.40 Lakh Crores (US\$ 52.2 Billion) in which certain projects like Artillery Guns, Mortars, Armed Vehicles & Ammunitions were to be contracted through Bids to Domestic Private Companies like Tata Group, Bharat Forge Limited, Larsen & Turbo, Hinduja Group, Godrej, Mahindra Group, Reliance Industries & The Latest to enter the race Anil Ambani's Reliance Anil Dhirubhai



Defence Group & Adani Group's Adani Defence Systems have rushed to be part of the defence sector.

With So Much potential and So many successful State-Owned, Domestic Private Sector Defence Companies and Joint Venture Partnerships from Foreign State-run Private sector companies to make Defence Equipments in India & to Export it to other peaceful countries, India has The Full Potential to Be The Next Global Manufacturing Hub for Defence Sector



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NOTE



# Indoor Farming



## So you want to be a farmer.

If you had wanted to start farming about 10 to 20 years ago, you would've met several tall order obstacles, mainly related to knowledge/skills and capital requirements. Skills are passed down the lineage, because after all, farming is a complex business. Even if you are working your way in as a first generation farmer, it is likely that an apprenticeship of at least a couple of years (to learn the basics of the business) is required. So to own a farm, not only do you need to fork over large sums to get started, but you need specialized knowledge to make it work.



## What's the appeal of a small farm

Partially spurred by the vast increase in farmers market and the locavore movement, small farms are a hip start up trend. Having the ability to sell directly to consumer or directly to a supermarket or restaurant down the road has made the prospect of farming a more attractive. A more reliable cash flow is one reason, but being able to provide exactly what the locavore want or finding a niche crop, allows the farmer to really know their customer and be able to charge for products accordingly.

## Indoor farming

If you still want to be a farmer, you have a choice to make. Traditional farm or an indoor one. There are many pros and cons for both, but it comes down to this:

1. You live in an urban setting and accessible or economically viable plots of land are not easy to come by.
2. The supply chain to bring crops to your neck of the woods is long.
3. Agricultural inputs (such as water or labor) are costly.
4. Arable land is scarce.
5. Weather prevents you from farming most of the year.
6. The locavore movement is strong in your area.



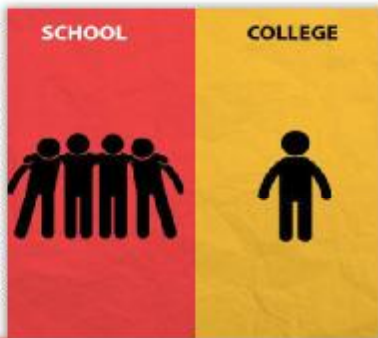


# SCHOOL LIFE v/s COLLEGE LIFE

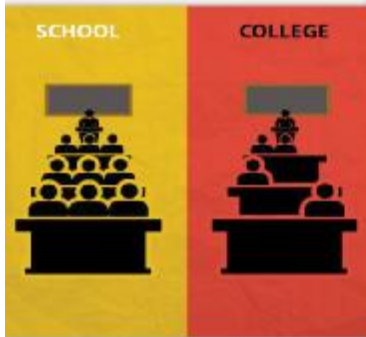


ARTICLE BY-LAVI SHARMA

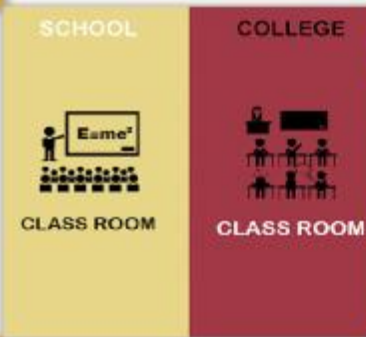
**S**CHOOL LIFE AND COLLEGE LIFE ARE TWO DIFFERENT STAGES IN OUR LIFE THAT OPENS UP THE REALITY AND THE VAST DIFFERENCE BETWEEN BOTH OF THEM. SCHOOL LIFE IS GENERALLY MORE DISCIPLINED THAN COLLEGE LIFE. IT ALLOWS US TO GAIN SENSE AND



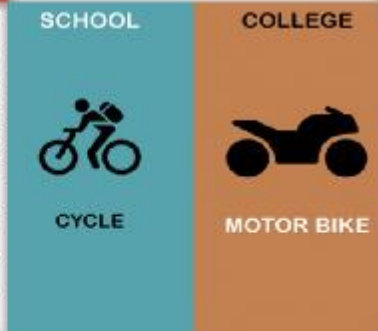
OF CULTURES AND EVENTS. IN SHORT WORDS WE CAN SAY THAT, BOTH COLLEGE AND SCHOOL LIFE MAY HAVE SIMILAR IMPACT ON EVERYONE. DURING OUR SCHOOL, WE LEARN THE BASIC ETIQUETTE REGARDING SOCIAL CONDUCT AND WHILE IN OUR COLLEGE WE DISPLAY THOSE ETIQUETTES TO CREATE NEW



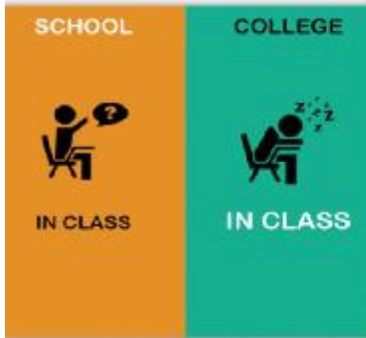
WHERE EVERYONE ARE FILLED WITH ANXIETY, COLLEGE ORGANIZES ORIENTATION PROGRAM TO BOOST THE RELATIONSHIPS AND MAKE EACH ONE OF US FEEL CONNECTED TO THE COLLEGE ENVIRONMENT. BEING AT COLLEGE CAN BE SOCIALLY OVERWHELMING. IT IS GREAT TO EXPLORE THE NEW



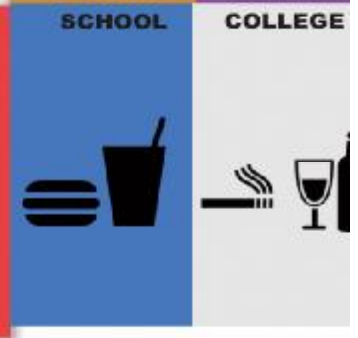
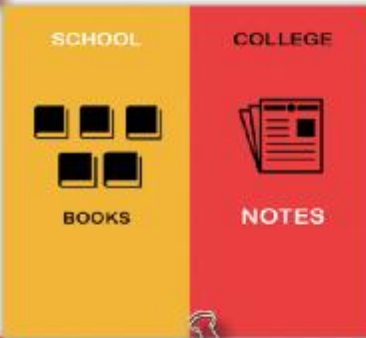
KNOWLEDGE OF WHAT IT WILL BE LIKE TO BE AN ADULT. COLLEGE, ON THE OTHER HAND ALLOWS US TO TAKE COMPLETE OWNERSHIP OF OUR TIME AND RESPONSIBILITY OF WHO WE WANT TO BECOME. IF WE MANAGE TO FOLLOW OUR DREAMS WITH NO DISTRACTIONS AND WORK ON



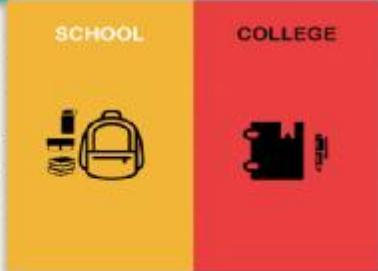
POSSIBILITIES AND BEING AN IMPROVED VERSION OF ONE. IT IS ALL ABOUT ACCEPTING THE CHANGE AND ENJOYING EVERY BIT OF IT AS BOTH THESE PHASES OF OUR STUDENT LIFE GIFTS SOME OF THE BEST AND PRECIOUS MOMENTS IN EVERYONE'S LIVES.



SURROUNDINGS AND TAKE GREAT ADVANTAGE OF THE SOCIAL OPPORTUNITIES WHEREAS DURING OUR SCHOOL DAYS THERE WERE FEW RESTRICTION ON THE WAY WE CONNECT AND SOCIALIZE .ONE OF THE BEST THING ABOUT COLLEGE IS THE FACT THAT ONE GETS THE OPPORTUNITY TO INTERACT WITH A WIDE VARIETY



ON IT CONTINUOUSLY, THEN COLLEGE LIFE BECOMES MORE FRUITFUL AND FUN. THE MAJOR DIFFERENCE BETWEEN SCHOOL AND COLLEGE WE AS STUDENTS USUALLY FACE IS BEING A FREE AND UNIQUE ,UNLIKE SCHOOL WHERE



# Sympathy & Empathy

ARTICLE BY- PRABODH BHARTI



<p><b>EMPATHY</b></p> <p>Acknowledge both your own and other people's emotions</p>	<p><b>SYMPATHY</b></p> <p>Suppress your own and other people's feelings</p>	<p><b>EMPATHY</b></p> <p>Put yourself into their shoes</p>	<p><b>SYMPATHY</b></p> <p>Understand from your own perspective</p>
<p><b>EMPATHY</b></p> <p>No judgement</p>	<p><b>SYMPATHY</b></p> <p>A lot of judgement</p>	<p><b>I</b>n literary, both the words have same meaning but they have a lot of differences. Sympathy refers to a community of fellow feelings. It is a concern for the well-being of another. It's a care or concern for someone who is very close to us. Empathy is a broad range of emotional state of experiencing someone else's situation from his or her perspective. In this state, we indulge ourselves into another's fictional or sentient being. When we sympathize with someone, we have a compassion for that person but we don't necessarily feel his/her feelings. Empathy and sympathy are often used interchangeably. There are certain conditions that must occur when we experience sympathy and these include: attention to a subject, believing that a person is in a state of need and specific characteristics of a given situation. In sympathy, facial expressions show concern but doesn't touch their soul's distresses. 'Empathy' is more of an emotional stage of mind than 'sympathy' as it can be just as honest and heartfelt. We can share our sense of feelings together with a person in a profound personal engagement. Always a person expresses sympathy but shares empathy. Empathy can be more powerful to make communication connections between two individuals. When the feelings are emerging in someone, then he/she will develop a new emotion called compassion which is a blending of understanding and acceptance of others. The person who lacks the capacity to empathize or sympathize is called narcissistic or in extreme cases called psychopathic. But there are some rare cases in which people may not feel these feelings but their experiences are different but this doesn't mean abnormal behavior. Empathy is at the heart of an actor's act. It is a gift for human beings by which they can interact with other feelings deeply given by God. You have to have sympathy for and an empathy with a character in order to play them.</p>	
<p><b>EMPATHY</b></p> <p>Just listen</p>	<p><b>SYMPATHY</b></p> <p>Give unasked advice</p>		
<p><b>EMPATHY</b></p> <p>"I feel how you feel"</p>	<p><b>SYMPATHY</b></p> <p>"I know how you feel"</p>		
<p><b>EMPATHY</b></p> <p>"I can understand how it feels. It must be really hard."</p>	<p><b>SYMPATHY</b></p> <p>"Poor you"</p>		

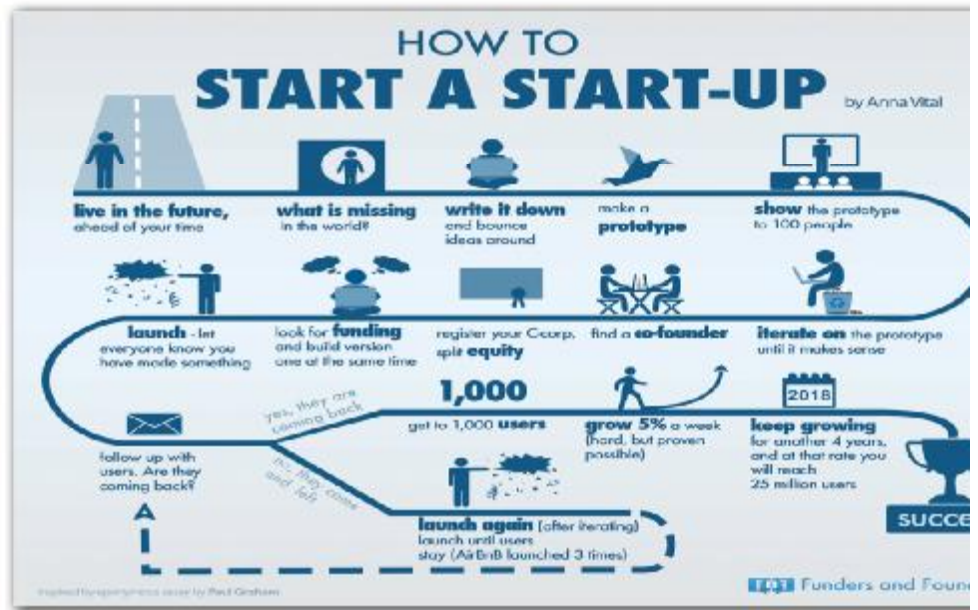




# What to consider for a startup

## ENTREPRENEURIAL VENTURE

**S**tartup is basically a newly established business. A startup is a young business that is just beginning to develop. Startups are usually small and initially financed by an individual or a handful of people. These people try to offer a product that is not currently available in the market or they have a better substitute for an inferior product that is available in the market. As startups, they often require financing, it can be funded by bank loans or you can lend money from your family and friends. Startup comes with a big risk in investing because it will not guarantee you that you will earn money from it, maybe it will throw you in deep debts.

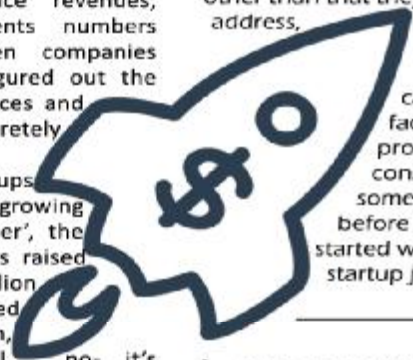


“ A startup is a company working to solve a problem where the solution is not obvious and success is not guaranteed,” says Neil Blumenthal cofounder and co-CEO of Warby Parker.

There are no hard and fast rules on defining a startup since revenues, profits, and employment numbers shift drastically between companies and industries, we’ve figured out the chatter or coworking spaces and employees to start concretely defining a startup.

In recent years, startups with tech companies are growing rapidly. For example ‘Uber’, the car-hailing app which has raised a whopping \$307 million total funding for a reported valuation of \$3.5 billion, really is a startup? Well, no- it’s a multinational logistics company which will generate a reported \$213 million in revenue this year. Certainly, startups often adapt technology to solve problems and the ubiquity of that technology people have access to the internet, while mostly everyone have smartphones- allows critical growth. Though it often is, a startup does not, by definition, have to be tech-oriented. And when a tech startup has grown so big it’s generating multimillion dollar profits, we should acknowledge its status as a startup graduate.

Startup requires long-term technical, functional, financial, and emotional commitment. Some of the people succeed and mostly people fail because they often lack something or other than that they couldn’t address,



resolve the problems but they can avoid facing these problems by considering some factors before getting started with their startup journey.

**Competitors 01**

If marketplace, new rivals may have altered the playing pitch, so having the right strategy, or being able to think on your feet and adjusting to fit, may really will define your success or failure.

**Time management 02**

Start by eliminating or minimizing distractions anything that gets in the way of running your business.

**Lack of planning 03**

Many startups fail because they forgot to plan. Or perhaps they did, but just never covered all the bases. You need to have a proper business plan otherwise you're heading for big trouble.

**Money 04**

For a startup you must need money unless you are lucky and the cash flows directly into your bank account.

1. Idea are easy but implementation is everything.
2. Perfection is a myth, getting started is the key.
3. Build prototype, validate the product, and listen to the users.
4. Love your customers and let them love your product (don't love your product).
5. Your startup must be tech oriented.
6. Your site should be attractive for customers not just your visiting car.

You need to consider these things to create a successful startup. To start with good people, to make something customers actually want, and to spend as little money as possible. If a startup

succeeds it also makes its founder rich So let's start your journey to being rich as much as you want to be.



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2nd year

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# Meditation

ARTICLE BY- ARUJ KAINтура



**I**N TODAY'S MODERN ERA, EVERYONE IS HOOKED UP WITH ONE OR THE OTHER STUFF, WHETHER IT IS A WORKING PROFESSIONAL OR A STUDENT. PEOPLE HAVE EVOLVED THEMSELVES IN SUCH A MANNER THAT THEY SACRIFICE THEIR HEALTH JUST FOR SOME BUCKS. STRESS AND STRAIN HAVE BEEN THEIR WHOLE DAY PARTNER. REFRESHING MORNINGS AND SOOTHING NIGHTS HAVE VANISHED FROM THEIR LIVES. AT LAST, THE ONLY THING THAT THEY ARE LEFT WITH IS ANGER AND HATRED. HIGH BLOOD PRESSURE, DEPRESSION, ANXIETY ARE SOME OF THE DREADFUL CONSEQUENCES WHICH ARE FACED BY ALMOST HALF OF THE POPULATION. SO, IT CAN BE IMAGINED THAT PEOPLE ARE HEADING THEMSELVES TO DOOM. IN THIS RUSHING ERA, MEDITATION IS THE SAVIOUR FOR EVERYONE. MEDITATION IS A PRACTICE WHICH TRAINS MIND TO TACKLE WITH THE UPS AND DOWNS OF ONE'S LIFE.



IT ALSO PROMOTES RELAXATION, STRESS REDUC AND BUILD INTERNAL ENERGY FOR WHOLE IT IS SCIENTIFICALLY PROVEN THAT MEDITA EASE HEALTH CONCERNS LIKE HIGH BL PRESSURE, DEPRESSION, ANXIETY AND MANY M MEDITATION MAY BE THE MOST TRUSTED WEA FOR STUDENT WHO WANTS TO ACHIEVE H SUCCESS AND FULFIL ALL HIS DREAMS. IT INCRE THE CONCENTRATION LEVEL AND GRABI POWER OF STUDENT, WHICH ASSIST IN CREATI STRONG BASE FOR HIS DESTINY. MEDITATION ONLY MEAN TO REMAIN SILENT AND CONSTAN MAY INVOLVE CLOSING THE EYES AND REPEA MANTRAS. MEDITATION IS A UNIVERSAL MEDI THAT CURES MANY IF THE THREATENING DISEAS

**GIVE 15 MINUTES TO MEDITATI EVERYDAY, IT WILL PAY YOU BACK HOURS OF STRESS FREE LIFE.**





# ME A NOVEL

ARTICLE BY-

I DESCRIBE MYSELF AS A NOVEL. A NOVEL DEFINES ME COMPLETELY. AS A NOVEL IS FULLY DEPENDENT ON ITS AUTHOR, I AM COMPLETELY DEPENDENT ON MY THOUGHT. A NOVEL COMES UP FROM ITS AUTHOR'S MIND AND I COME UP FROM MY OWN MIND. AS A NOVEL HAS STARTING INTRODUCTION THEN IT CONTINUES TILL THE END, MY LIFE ALSO HAS STARTING FROM BIRTH AND END TILL DEATH. YOU WILL NEVER KNOW WHEN THE NOVEL TAKES A TURN OR CHANGES ITS DIRECTION. IT'S COMPLETELY UNPREDICTABLE. THE LIFE OF MINE IS ALSO UNPREDICTABLE, ANY TURN CAN COME AT ANY POINT OF TIME. YOU WILL NEVER REALIZE WHEN YOUR LIFE HAS TAKEN A COMPLETE TURN. A NOVEL CANNOT COMPLAIN ANYONE ELSE RATHER THAN ITS AUTHOR FOR ITS SUCCESS OR FAILURE. EVEN I CAN'T COMPLAIN ANYONE FOR MY ACTIONS. THE BLAME IS ALL MINE FOR MY ACTIONS. A NOVEL HAS VALUE ACCORDING TO ITS MORAL VALUES. AND SIMILARLY, I WILL BE DECIDED AS A GOOD CITIZEN BY MY VALUES AND ATTITUDES. A SINGLE PAGE OF MY LIFE WILL BE INCOMPLETE



*Student Information*  
**Priyanshi**  
BBA sec E  
1st Year

NOTE

# 21st CENTURY TEACHING - TRADITIONAL OR MODERN?

ARTICLE BY-JUGRAJ SINGH



**I**N ORDER TO DETERMINE THE BEST WAY TO MEET THE CHALLENGES OF TEACHING 21ST CENTURY STUDENTS WE NEED TO TAKE A CLOSER LOOK AT WHO THEY ARE. THE ONE WHO ARE NOT COLLEGE READY, MORE TECH SAVVY, LESS TRADITIONAL. TODAY'S STUDENT EXPECT THAT THEIR COLLEGE OR UNIVERSITY EXPERIENCE WILL

WILL PREPARE THEM FOR THEIR CAREER AHEAD WHICH IS MORE RELATED TO JOB COMPETENCIES, JOB SEEKING AND SUCCESS. THE NEW ERA STUDENTS WANT TO BE SUPPORTED BY TECHNOLOGY AND FOCUS ON TRANSFERABLE SKILLS RATHER THAN JUST ACQUIRING KNOWLEDGE. THE QUESTION HERE IS HOW TO TEACH THE DOMAINS OF COMPETENCY? HERE LIES THE ANSWER TO THIS QUESTION.

1. PROVIDE CLEARLY DELINEATED LEARNING GOALS AND MODEL OF LEARNING PROCESS.
2. REPRESENT CONTENT AND CONCEPTS IN VARIOUS WAYS ACCOMPANIED BY ACTIVITIES.
3. ENCOURAGE ELABORATION, QUESTIONING, INVESTIGATION AND EXPLANATION.
4. ENGAGE LEARNERS IN CHALLENGING TASKS,

WHILE SUPPORTING THEM WITH APPROPRIATE SCAFFOLDING.

5. TEACH WITH EXAMPLES CASE STUDIES THAT BRING HIGH REAL WORLD RELEVANCE AND SHOW CONCEPTS AT WORK.
  6. PRIME STUDENTS MOTIVATION BY CONNECTING WITH STUDENT INTEREST EXPERIENCES AND ASPIRATIONS.
  7. ENGAGE STUDENTS IN COLLABORATIVE PROBLEM SOLVING OR OTHER COLLABORATION WITH LEARNING PURPOSE.
  8. PROVIDE MEANINGFUL FEEDBACK. INVITE STUDENTS TO ASSESS THEIR OWN PROGRESS.
- SOMEONE HAS TRULY MENTIONED "I ENJOY MY TASK AS LONG AS I CREATE A CHARACTER OTHERWISE IT'S BORING". IT'S TO BE MORE APPLICABLE IN OUR TEACHING PATTERN

# FIND YOUR LIFE PURPOSE BEFORE IT'S TOO LATE



**D**O YOU KNOW THAT MOST PEOPLE HAVE REGRETS ON THEIR DEATHBED? THE MOST COMMON REGRET IS "I WISH I HAD THE COURAGE TO LIVE A LIFE TRUE TO MYSELF". ASK A QUESTION TO YOURSELF DO I HAVE A CLEAR LIFE PURPOSE THAT I CAN SAY OUT LOUD RIGHT NOW? 98% OF YOU DON'T. A LIFE WITHOUT A CLEAR PURPOSE IS DRIVING WITH NO DESTINATION AND NO DIRECTIONS. YOU'LL RUN OUT OF GAS AND EXPERIENCE A REGRETTABLE DEATH AND NOT A PLEASANT ADVENTURE. THERE ARE CERTAIN BENEFITS OF HAVING A LIFE

PEOPLE WITH A CLEAR PURPOSE ARE HEALTHIER AND ARE MORE SUCCESSFUL. EVERYTHING COMES DOWN TO ONE SIMPLE QUESTION "IS THIS DECISION ALIGNED WITH MY PURPOSE IN LIFE". STUDIES HAVE SHOWN THAT KNOWING YOUR PURPOSE MAKES YOU HAPPIER AND MORE MOTIVATED. MANY OF US MIGHT BE IN DILEMMA TO KNOW OUR LIFE PURPOSE BUT THE SOLUTION IS HERE. IN ORDER TO FIND YOUR PURPOSE OF LIFE JUST ANSWER THESE 3 SIMPLE QUESTIONS:- 1. WHAT IS IMPORTANT TO YOU AND WHY? 2. WHAT ARE YOU GOOD AT? 3. HOW COULD THE WORLD BE IMPROVED? ONCE YOU DECIDE YOUR LIFE PURPOSE THERE ARE CERTAIN THINGS YOU NEED TO REMEMBER, FOR INSTANCE KEEP YOUR PURPOSE SHORT, SIMPLE, NATURAL, VISIBLE, ILLUSTRATED AND ACCOUNTABLE. THE MOST IMPORTANT REMINDER IS TO CHOOSE YOUR PURPOSE "LOOK IT'S SIMPLE. YOU HAVE 2 OPTIONS IN YOUR LIFE EITHER LIVING OR EXISTING". DECIDE WHICH ONE TO CHOOSE.





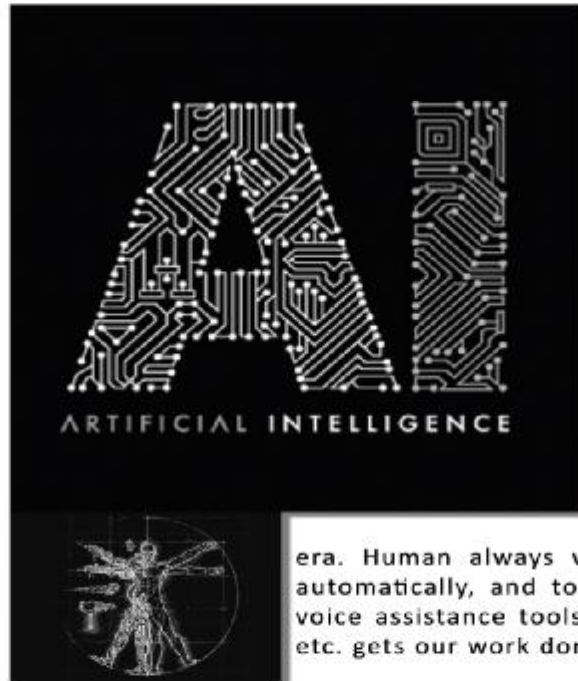
# ARTIFICIAL INTELLIGENCE

Artical By- RAJ



**A**rtificial intelligence is the branch of computer science concerned with making computers behave like humans. Artificial Intelligence (AI) is a field that has a long history but is still constantly and actively growing and changing. Artificial intelligence might be new to this world but it has changed the way we think about technology.

Artificial Intelligence (AI) technology is increasingly prevalent in our everyday lives. It has uses in a variety of industries from gaming, journalism/media to finance, as well as in the state-of-the-art research fields from robotics, medical diagnosis to quantum science.



## What is involved Intelligence?

- Ability to interact with the world
  - to perceive, understand, and
  - e.g., speech recognition
  - understanding and synthesis
  - e.g., image understanding
  - e.g., ability to take actions, to
  - an effect

The latest Technology such voice recognition, face detection, Object Identifier, Robotics etc. Voice Recognition or as some may say personal assistance, is one of the growing technology in our era. Human always want to get their work completed automatically, and today it has become a reality. So voice assistance tools such as Siri, Google Now, Cort etc. gets our work done by simply giving a voice command.

### SIRI

Siri is a personal assistant feature found on the iPhone, iPad and iPod touch, that allows you to use your voice to control your device. You can use Siri to send messages, emails, tweets, and more.

### Google Now

Google Now is an intelligent personal assistant developed by Google. Google Now, including Now cards, voice search and commands, is available in the Google app for Android and iOS.

### Cortana

Cortana is the name for the intelligent personal assistant and knowledge navigator for Windows Phone 8.1 and Windows 10 introduced by Microsoft.

All are designed to make calls, messages, emails etc. What once was a dream has now become a reality.

Recently Google made an Artificial Intelligence Program called as Giorgio cam, which can identify the object you capture in a photo and also describe the details of the object.

Use the link below to have a look at the new technology.

<https://aiexperiments.withgoogle.com>

All projects are based on A.I and the objective is to make our world a smarter place to work on.

And the good news is that you may also get involved in A.I research. You just need an intelligent idea, and then you may send your theory with description to GOOGLE, MICROSOFT and so on.





# AMAZING FACTS



60-80 % OF ALL NEW JOBS ALL OVER THE WORLD COME FROM SMALL BUSINESSES & START-UPS

APPLE IS WORTH MORE THAN THE ENTIRE RUSSIAN STOCK MARKET.



VOLKSWAGEN OWNS BENTLEY, BUGATTI, LAMBORGHINI, AUDI, DUCATI AND PORSCHE

70 % OF ALL THE WORLD'S SPICES COME FROM INDIA.



IN 2009, WHATSAPP CO-FOUNDER BRIAN ACTON WAS TURNED DOWN FOR A JOB AT FACEBOOK. FIVE YEARS LATER, FACEBOOK PURCHASED WHATSAPP FOR US\$19 BILLION.

IN 2014, ABOUT 89% OF GOOGLE'S US\$66 BILLION IN REVENUE CAME FROM ADVERTISING.



IN 2014, DUBAI LAUNCHED A PROGRAM THAT PAYS CHILDREN 2 GRAMS OF GOLD FOR EVERY KILOGRAM OF WEIGHT THEY LOSE.

FIFA HAS MORE MEMBER COUNTRIES THAN THE UNITED NATIONS (U.N.)





THE "Fi" IN "WiFi" DOESN'T MEAN ANYTHING. THE CREATORS JUST CALLED IT BECAUSE IT RHYMED WITH "HiFi".

WiFi™



THE RICHEST 1% OF THE POPULATION OWNS 48% OF THE WORLD'S WEALTH.

INDIAN HOUSEWIVES HOLD 11% OF THE WORLD'S GOLD. THAT IS MORE THAN RESERVES OF THE U.S., IMF, SWITZERLAND AND GERMANY PUT TOGETHER.



THE WORLD'S MOST VALUABLE BRANDS ARE APPLE, MICROSOFT, AND GOOGLE.

IF YOU EARN MORE THAN US\$ 21,000 APPROX. (INR 14,20,000) A YEAR, YOU ARE PART OF THE RICHEST 4% OF THE PLANET.



THE GREAT WALL OF CHINA IS NOT VISIBLE FROM SPACE, BUT CHINA'S AIR POLLUTION IS.

INDIA HAS MORE POPULATION THAN THE ENTIRE WESTERN HEMISPHERE OF EARTH.



JAPAN HAS MORE THAN 50,000 WHO ARE OVER 100 YEARS OLD.



*Student Information*  
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BBA (2014-2017)  
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NOTE



# Walk With Me Mama

POEM BY- GAGANDEEP KAUR

Walk along side with me.  
Mama  
And hold my little hand  
I have so many things to  
learn  
That I don't yet  
understand

Teach me things to keep  
me safe  
From the dangers  
everybody  
Show me how to do my  
best  
at home, at school, at play

Every child needs gentle  
hand  
To guide them as they  
grow  
So walk along side me,  
Mama  
We have a long way to go





# AWARDS & ACCOLADES @ I.T.S UG CAMPUS

"I.T.S UG Campus awarded Best Private Management College for UG Programmes (BBA & BCA ) by ASSOCHAM. "



# PROUD MOMENT @ I.T.S UG CAMPUS

Best Computer Application College in India - 2016" and awarded for Outstanding and Exemplary Contribution to Education by Centre for Education Growth and Research (CEGR) for the year 2016



Prof. (Dr.) Vidya Sekhri, Director UG, I.T.S. Mohan Nagar, Ghaziabad receiving Rashtriya Shiksha Gaurav Puraskar 2016 for her outstanding contribution towards education at India International Center, New Delhi



# ***Under Graduate ITS Students stood as University Rank Holders***

**ITS**  
**The Education Group**  
GHAZIABAD • MURADNAGAR • G.NOIDA  
Estd. 1995  
[www.its.edu.in](http://www.its.edu.in)

**Congratulations for Securing University Rank**



**Nainika Agarwal**  
1<sup>st</sup> Rank (B.C.A - 2013-2016)



**Ginni Gupta**  
3<sup>rd</sup> Rank (B.B.A - 2013-2016)



**Jaspreet Kaur**  
4<sup>th</sup> Rank (B.B.A - 2013-2016)



**Madhuri Gupta**  
10<sup>th</sup> Rank (B.C.A - 2013-2016)

# ACADEMIC ACTIVITIES @ I.T.S UG CAMPUS

Academic advising is a collaborative relationship between a student and an academic advisor. The intent of this collaboration is assist the student in developing meaningful educational goals that are consistent with personal interests, values and abilities. Here I.T.S we do have many interesting activities and events in form of Guest Lectures, Workshops and Award Ceremonies to make o students academically strong. Following were the things happen during the month of October 2016 to December 2016 under the roof Academics –

- Guest lecture by Mr. Ashish Kr. Shrivastava, Analyst, Globe Capital Market Ltd. On “Share Pricing and Risk Management” For BBA - 3 Semester - 26<sup>th</sup> Oct. 2016
- Guest Lecture by Mr. Pankaj Chopra, Founder & CEO, 5 Rivers Portfolio Managers Pvt. Ltd On “Financial Market” for BBA - 3 Semester - 4<sup>th</sup> Nov. 2016
- Guest Lecture by Mr. Gagandeep Singh, Senior Financial Analyst, Citicorp Services India Pvt. Ltd On “ Insight to Capital Market” for BBA - 1 Semester - 5<sup>th</sup> Nov. 2016
- Guest Lecture by Dr. Frank Bond, Director, Institute Of Management Studies For Bba Students On “Organizational Behavior and Occupational Psychology in relation to Leadership Mgmt.” for BBA students - 18<sup>th</sup> Nov. 2016
- Workshop on Marketing Strategies of “21st century customers & supply chain mgt” for BBA - 3 & 5 semester students On 22 Nov. 2016
- Workshop on “Financial Literacy Sponsored – SEBI” On 28<sup>th</sup> Nov. 2016
- Interaction session on “Cyber Laws” by Ms. Rachita Rajvanshi, Secretary, Team Awaaz an NGO On 5<sup>th</sup> Nov. 2016
- Merit Award Ceremony for BBA/BCA - 2 & 3 year students On 9<sup>th</sup> Dec. 2016
- Seminar on “Project Platform Selection” For BCA - 5 Semester On 23<sup>rd</sup> Dec. 2016
- Workshop on “ERP – SD” for BBA - 3 semester students On 7<sup>th</sup> Dec. 2016
- Guest lecture by Mr. Najmul Hasan, Team Leads, Cepta Pvt Ltd. On “Data Structure” 10<sup>th</sup> Dec. 2016 for BCA - 3 semester





# CSR ACTIVITIES (DISHA) @ I.T.S UG CAMPUS

Corporate social responsibility (CSR) is a broad term used to describe efforts to improve society in some way. I.T.S we do have many interesting activities and events in form of DISHA a CSR Group engaged in social work like – Educating underprivileged children and helping them with other necessities of their life through voluntary donations and all. Following are the things that happened during the month of October 2016 to December 2016 under the roof of CSR Activities (Disha) –

- Education programme for underprivileged children by Disha - social service club on 7<sup>th</sup> Oct., 14<sup>th</sup> Oct., 21<sup>st</sup> Oct, 4<sup>th</sup> Nov., 25<sup>th</sup> Nov. 2<sup>nd</sup> Dec. And 23<sup>rd</sup> Nov. 2016
- Donation camp by Disha social service club from 13<sup>th</sup> Oct. To 15<sup>th</sup> Oct. 2016
- Diwali celebration for underprivileged children by Disha - social service club on 28<sup>th</sup> Oct. 2016
- Donation camp by Disha social service club from 19<sup>th</sup> Dec. To 21<sup>st</sup> Dec. 2016



# CAMPUS LIFE (FUN & GAMES) @ I.T.S UG CAMPUS

Campus Life of students must be academic strong but it should also be full of fun. So, here in I.T.S we always believe in amalgamation of two and thus tend to organize different events which are academically important yet should be conducted in more interesting and fun manner, so to develop interest in them. Following are the things happen during the month of October 2016 to December 2016 under the roof of Campus Life (Fun & Games) –

- Interpreting video competition for BBA / BCA students On 14<sup>th</sup> Oct. 2016
- Nukkad Natak on cracker by theatre club On 17<sup>th</sup> Oct. 2016
- Mahendi competition On 18<sup>th</sup> Oct. 2016
- Film making competition for BBA/BCA students On 4<sup>th</sup> Nov. 2016
- 6<sup>th</sup> annual inter-school quiz competition for schools of Delhi-NCR On 11<sup>th</sup> Nov. 2016
- India international trade fair visit, Pragati Maidan, New Delhi for BBA - 3 semester On 14<sup>th</sup> Nov. 2016
- Boot camp for BBA / BCA - 1 Semster students On 29<sup>th</sup> Nov. 2016
- Bhutan trip for UG students From 29<sup>th</sup> Nov. 2016 to 6<sup>th</sup> Dec. 2016
- Adventure camp for BBA/BCA students On 6<sup>th</sup> Dec. 2016
- One Day Tour - family kingdom for BBA/BCA - 5 semester students On 8<sup>th</sup> Dec. 2016
- Collage making competition for BBA/BCA students On 8<sup>th</sup> Dec. 2016





# CORPORATE INTERFACE @ I.T.S UG CAMPUS

Today, the definition of a good management school is largely dependent on its ability to offer industry interface to its students that help them enhancing their practical knowledge and make them ready for the corporate world and we at I.T.S believe the same. For which we have developed CRC (Corporate Resource Center) for our students, in which regular placement drives and many other placement activities are being planned for our students. CRC is placed in our I.T.S. which creates opportunities for students' career. Following are the things that happen during the month of October 2016 to December 2016 under the roof of Corporate Interface –

- Askesis Corporate Pvt Ltd placement for BBA - 5 semester students On 17<sup>th</sup> Oct. 2016
- UAS International internship drive for BBA - 3 semester On 4<sup>th</sup> Nov. 2016
- IDBI federal Internship drive for BBA - 3, 5 semester On 8<sup>th</sup> Nov. 2016
- Industry visit – CETPA for BCA - 3 semester On 17<sup>th</sup> Nov. 2016
- Industry visit - Mother Dairy For BCA - 3 semester On 24<sup>th</sup> Nov. 2016
- CEBS placement for BCA - 5 semester students On 12<sup>th</sup> Dec. 2016
- Mywish Market Places Pvt. Ltd placement for BBA - 5 semester students On 22<sup>nd</sup> Dec. 2016
- Off campus placement drive with easyday for BCA - 5 semester students On 27<sup>th</sup> Dec. 2016
- Attending "India Telecom 2016" conference by FICCI with 50 students from 1<sup>st</sup> Nov. To 2<sup>nd</sup> Nov. 2016



# GLOBAL EXPOSURE @ I.T.S UG CAMPUS

The best part of studying in a global environment is that it helps you to develop contacts with people of different nationalities and give you an opportunity to build a global network of contacts. In future some of these contacts might prove to be of great help in your career. I.T.S also believes that international exposure to students is very important for their career development. Thus, helps students to develop themselves up to that level with the help of some activities like – Foreign Speakers for discussions on international level, International Conferences etc. Following are the things that happened during the month of October 2016 to December 2016 under the roof of International Exposure –

- Global Entrepreneurship Culture for BBA / BCA students on 26<sup>th</sup> Oct. 2016
- International Conference from 18<sup>th</sup> Nov. To 19<sup>th</sup> Nov. 2016
- Foreign Language Certificate Ceremony on 23<sup>rd</sup> Dec. 2016





# SPORTS ACTIVITIES @ I.T.S UG CAMPUS

The great virtue of sports teaches everybody to acquire the will to win. If anyone knows how to acquire any will, he will succeed in every aspect of life. Life is full of struggle that has been started since the creation of the world. However, a constant and prominent fight must help the fighter to overcome every difficulty against any obstacle. So, I.T.S also believes to build our students team spirit and involve them in various sports activities. Following are the things happen during the month of October 2016 to December 2016 under the roof of sports activities –

- Organized Yoga camp For BBA/BCA students On 21<sup>st</sup> Oct. 2016
- Ch. Charan Singh University, Meerut organized Chess Competition 2016-17 at Multanial Degree College, Modininagar, Ghaziabad on 12 & 13 November,2016



# EVENTS @ I.T.S UG CAMPUS

Entrepreneurship awareness camps sponsor by DST NIMAT for BBA/BCA - On 19<sup>th</sup> Oct. to 20<sup>th</sup> Oct. and 24<sup>th</sup> Oct., 1<sup>st</sup> Dec to 3<sup>rd</sup> Dec, 19<sup>th</sup> Dec. to 21<sup>st</sup> Dec. 2016



Sansmaran - Alumina Meet of BCA & MCA On 3<sup>rd</sup> Dec. 2016

Sansmaran - Alumina Meet of BBA, MBA & PGDM On 17<sup>th</sup> Dec. 2016





## **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. What Money can't Buy**
- 2. Student Discipline**
- 3. Impact of Cinema in Life**
- 4. Value of Newspaper**
- 5. Environment in Danger**

*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](mailto:anupmaagarwal@its.edu.in)*
- [mansiverma@its.edu.in](mailto: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*

## **CALL FOR ARTICLES FOR NEXT ISSUE OF TATVA FOR COLLEGE STUDENTS**

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- 1. Empowerment of Women**
- 2. Demonetization**
- 3. Consumer Protection - Why and How?**
- 4. The Importance of Library**
- 5. The Past is the root of present**

### **For Information Technology Section – Topics**

- 1. Satellite Communication**
- 2. Hardware Vs. Software**

### **For Marketing Section – Topics**

- 1. Importance of Advertising**
- 2. Impact of Digital Marketing**

### **For HR Section – Topics**

- 1. Hard Work Vs. Smart Work**
- 2. Importance of Team at Work**

### **For Finance Section – Topics**

- 1. Indian Banking System**
- 2. Micro Financing**

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*Thanks & Regards*

# Disclaimer

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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.







DESIGNED BY- SUMIT P