

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.





🕜 www.ug.its.edu.in 🕣 www.facebook.com/BBABCAI.T.SMohanNagar/ 📵 www.instagram.com/itsghaziabad

FROM EDITOR DESK

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

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

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

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

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

Vaijayanti Anand vaijayantianand@its.edu.in Assistant Professor (Management) Editor Seema Kashyap seemakashyap@its.edu.in Assistant Professor (Information Technology) Editor

EDITOR



Shivam Jaiswal BCA (2020-2023)

SUPPORTING EDITOR



Himanshu Passey BCA (2020-2023)



Dishika Upadhayay BBA (2020-2023)



Prince Malhotra BCA (2020-23)



Ankur Tiwari BCA (2021-24)



Manish Chandra Bhatt BCA (2021-24)



Deepali Ojha BBA (2020-23)



Keshav Gumber BBA (2019-22)

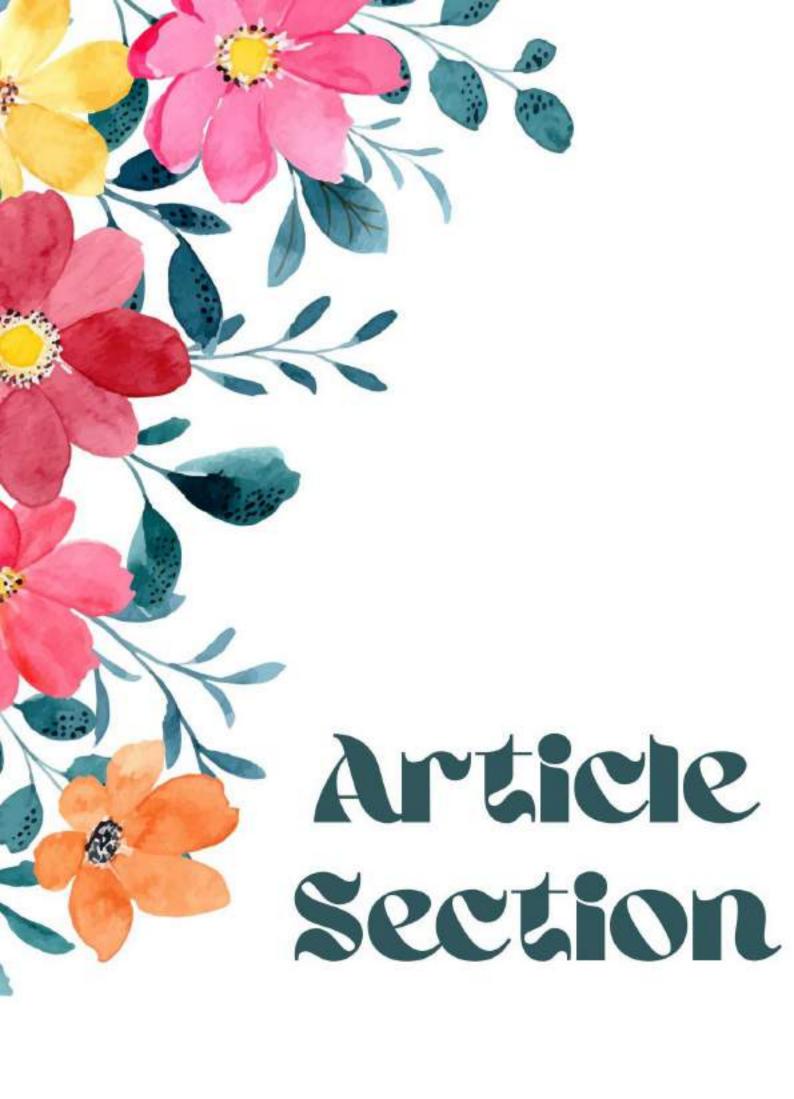
Giving Mords Thoughts

INDEX

	and the same and t
1.	Article: Girls are under more pressure in high school[1]
2.	Article: Class sizes make a big difference[2]
3.	Article: Arete: The Meaning of Life[3]
4.	Article: Be Ambitious With Goals, Not Deadlines[4]
5.	Article: Is being grateful the key to happiness?[5]
6.	Article: Is Charity a moral obligation?[6]
7.	Article: How has education shaped your mind?[7]
8.	Article: Your experience of overcoming fears[8]
9.	Article: How do artificial neural networks work?[9]
10.	Article: Can robots replace humans completely on the
	Workplaces? Why?[10]
11.	Article: Ways of persistent data structure optimization[11]
12.	Article: Why hire a marketing specialist in 2023?[12]
13.	Article: How to Dominate Content Marketing with Machine
	Learning Tools?[13]
14.	Article: How Google Analytics ruined marketing?[14]
15.	Article: Impact of human resource management on business
	Performance[15]
16.	Article: What is economic dependence through the lens of
	employee loyalty?[16]
17.	Article: The pros & cons of the job freelance market[17]
18.	Article: Financial plans and considerations for saving taxes and
	salaried employees[18]
19.	Article: Analysis of the "hurdle" rate of return of the corporation
	[19]

INDEX

20.	Article: After the 'Crypto Crash,' What's Next for Digital	
	Currencies?	[20]
21.	Poet's Corner	[21]
22.	From Books to Canvas	[22]
23.	Awards & Achievements	[24]
24.	I.T.S Media	[25]
25.	Amazing Facts	[26]
26.	I.T.S UG Campus Events	[27]



GIRLS ARE UNDER MORE PRESSURE IN HIGH SCHOOL.

High school has a new level of pressure for teen girls. Some of the issues are the same that they have battled in the fifth to eighth grade and this is carried till the high school with more gravity. High school can be seen as a bridge that leads to adulthood. The teen girls going to school get overwhelmed with the pressure such as to not only look good but also to gain the approval of others. Most of the time face numerous challenges such as preparing for college and a future career too.

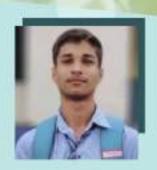
Looking Good is the most prominent area of concern for high school teen girls; they care more about their appearance. They worry about how they look and want to be thin. High school girls often struggle to feel secure in their skin and thus they spend much of their time and energy trying to look perfect. Performance is another point, High school teen girls inspect everything they do in each area of their lives. They become their own



worst critic and put more pressure on meeting expectations. Friendship is the priority for our teens. Girls do spend time on their appearance and if they are not doing that then you can find them on their phones connecting with their friends virtually on social media or planning meet-ups. They think more about the number of friends that are trusted and are in the right social circle.



Reference Link: https://www.123helpme.com/topics/overcoming-fear



Name: Ayush Class: 11th Standard

School: Mukherjee Memorial Girls Sr. Sec.

School, Ghaziabad

CLASS SIZES MAKE A BIG DIFFERENCE.

Class size is a major factor in student learning. To be sure, it is one of several important factors, and more research is needed to determine how it interacts with phenomena such as teacher quality and context, but existing research should guide policy decisions in several ways. Class size can refer to enrollment in or completion of a given class or program of study, and each of these has different implications for a teacher's workload. If a large number of students enroll but do not complete a course, for example, the ratio of class size to workload will shift depending upon

whether enrollment or completion is considered. Furthermore, requiring teachers to teach more classes with smaller numbers of students in each does not constitute a decrease in workload. Although more research is needed to understand the full effect of class size, existing research shows that younger students, at-risk students, and special-needs students receive greater benefit from small



small classes than other populations. Most research on class size does not distinguish among disciplines, so it is easy to assume that an increase or decrease in class size will have the same effect in every classroom. Since class size interacts with several dimensions of learning that extend beyond what can be measured with a standardized test, it is important to use several different measures to determine the effects of making classes smaller.



Reference Link:

https://www.easyessay.com/topics/foundation of school/



Name: Vansh Kashyap Class: 11th Standard

School: Mukherjee Memorial Girls Sr. Sec.

School, Ghaziabad

Email ID: kashyapvansh9953@gmail.com

ARETE: THE MEANING OF LIFE.

Arete is an ancient Greek word meaning excellence or virtue. The arete of something is the highest quality state it can reach. Using arete as a principle for living life means that you are focused on the quality of everything you do and experience. Avoid actions that lack arete. Take actions that focus on arete. When most people think of virtue, they look at moral virtue. But arete as a way of describing quality, touches on much more than that. A beautiful painting can have arete, even though it isn't ethically superior to a dull painting. I believe arete is a

more comprehensive way of viewing life than the two main directions I see from popular Western philosophies. Instead of using words like "happiness" or "purpose" I prefer the word arete. Arete, covers the idea that there is an excellence in everything. Pursuing that excellence, whether it creates happiness for yourself or service for others, should be your ultimate goal. I see both happiness and service



as being subsets of the larger domain of arete. Arete is a nifty word to have. It fits easily in the backpocket of your life philosophy and makes it easier to decide what you should focus on. Instead of focusing on just your total happiness or your total service, you focus on the quality of whatever you do.



Reference Link: https://www.easyessay.com/topics/meaning of life/



Name: Manya Sharma Class: 12th Standard

School: Sarvodya kanya vidyalaya, Ramnagar,

Shahdara

BE AMBITIOUS WITH GOALS, NOT DEADLINES.

As you embark on any new journey, you will inevitably have an idea in your mind of how long it should take you to accomplish your ultimate goal. For example, some new bloggers start out with great passion and write, write, write, day and night. They expect that within six months they will have a six-figure income coming in from their blog and then they are sorely disappointed when it doesn't happen the way they imagined in the beginning. They end up feeling burned out before they ever touched any success and they give up before their efforts have time to materialize into the greatness they first imagined. Their mistake was in focusing on deadlines rather than goals. I have been thinking why people are



careless with their goals. Anything that has a goal and a deadline have to go through with several processes. And processes, take time. Let's break it down. A goal is an intention something to work towards, a plan for actively doing something. Meanwhile a deadline is a time restriction a time limit for an activity, the time by which something must be finished.



Reference Link:

https://www.easyessay.com/topics/ambitious towards goal/



Name: Ashutosh Class: 11th Standard

School: Nutan Vidya Mandir, Delhi

IS BEING GRATEFUL THE KEY TO HAPPINESS?

Each holiday season comes with high expectations for a cozy and festive time of year. However, for many this time of year is tinged with sadness, anxiety, or depression. Certainly, major depression or a severe anxiety disorder benefits most from professional help. But what about those who just feel lost or overwhelmed or down at this time of year? Research (and common sense) suggests that one aspect of the Thanksgiving season can actually lift the spirits, and it's built right into the holiday — being grateful. The word gratitude is derived from the Latin word, Gratia which means grace, graciousness, or gratefulness. In some ways, gratitude encompasses all of these meanings. Gratitude is a thankful appreciation for what an



individual receives, whether tangible or intangible. With gratitude, people acknowledge the goodness in their lives. In the process, people usually recognize that the source of that goodness lies at least partially outside themselves. As a result, being grateful also helps people connect to something larger than themselves as individuals — whether to other people, nature.



Reference Link: https://www.simple.com/topics/hapiness keys/

Name: Priyanshu Class: 11th Standard

School: Mukherjee Memorial Sr. Sec. School,

Delhi

Email ID: priyanshu2020177@gmail.com

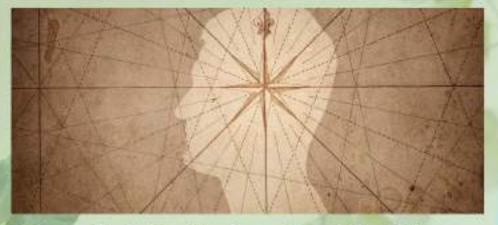
IS CHARITY A MORAL OBLIGATION?

On one hand, some argue that rich countries have no moral obligation to help poor countries. For example, philosopher Garrett Hardin argues that while aiding poorer nations might make people from richer countries feel better about themselves, it would actually cause suffering to increase in the long run. Hardin believed that poverty is caused by systematic issues, and aiding poorer countries prolongs suffering in countries that do not have the infrastructure to maintain the wellbeing of their citizens. The real issue, to Hardin, is overpopulation, and infrastructure that is too weak to support it. Thus, you can help a starving child today, but you will

only be feeding the problem and prolonging their suffering. Hardin illustrates his point further through what philosophers refer to as the lifeboat analogy. On the other hand, philosopher Peter Singer argues that rich nations have an ethical obligation to help poor nations. Peter Singer created an analogy to illustrate whys this ethical duty exists. Imagine that you were dressed in expensive clothes as you walked to class. All of



the sudden, you notice that a young child appeared to be drowning in a nearby pond. Whether it is on an international level between countries with foreign aid, or on an individual level in your city, poverty is more than just a philosophical problem. Although there are two very different approaches to poverty, perhaps they can be harmonized.



Reference Link: https://lawjournalforsocialjustic9/isthere-a-moral-obligation-to-help-the-poor/



Name: Yash Sharma Course: BCA 3rd Year Batch: 2020-23

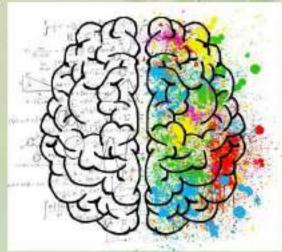
Email ID: yashsharma_bca20_23@its.edu.in

Section: B

HOW HAS EDUCATION SHAPED YOUR MIND?

Education is as broad as the ocean and depend what one pursues will shape your thinking in the most profound way! Education in my experience transformed me from the inside out! It shaped my thinking and the view of the world around me in broad, harmonious ways and sometimes that happened unconsciously! There is not much time in my lifetime to get all the knowledge out there! Every time I learn a new concept, I feel rejuvenated, I have an aha moment and see and synchronize things differently! Education opens new windows in my brain's files, so I am hungry to learn more and I have become a lifelong learner!

this knowledge depending on the personality of my clients I can use a methodology that is right for him/her or any organization for that matter! Education provides me with new and breakthrough realizations. It helps me to realize my limitations and my strengths. So, I can work on my limitations to turn them in my strengths! Education broadens my perspective and enhance as critical thinking, and analytical skills so I can



bring a clarity and possibly a new perspective to any given problem. Education teaches discipline which enables me to have a laser focused attention to details of any given project; I will make sure that all of my projects will be a successful! Education raises the level of wisdom and empathy, so I can connect the inner and outer world around me; people and events in organic and authentic way that win.



Refrence Link: https://www.linkedin.com/pulse/how-hasyour-education-shaped-thinking-desi-tahiraj



Name: Shivam Jaiswal Course: BCA 3rd Year Batch: 2020-23

Email ID: shivamjaiswal_bca20_23@its.edu.in

Section: C

YOUR EXPERIENCE OF OVERCOMING FEARS

Fear is something everyone feels at some point in their life. Fear is a feeling that your body produces in dangerous, threatening, or scary situations. It is the ability to identify danger and make a choice to either confront that fear or flee from the situation. That choice is completely up to the victim, and depends on the person. Although fear is handled differently by every person, it is a common emotion that everyone feels. Some seek out to overcome their fears, and seek the feeling of adrenaline they get from overcoming. Others flee the situation and don't think twice about trying to overcome their fear. In worst case scenarios people freeze up and go

into shock due to the situation. Fear can be a great thing by causing people to rise...show more content. I have overcome a few fears in my life and believe with determination anyone can. I've been afraid of heights my entire life and overcoming that fear took years. I never thought it was possible for me to be in a roller coaster until that one day I was in a situation that made me surpass my fear. I've been afraid of heights since I



can remember. Some people will scream and cry whenever they are far up in the air. Fears can be pretty rational because there are some choices and risks you will have to take because you never know if it's going to be the right choice just like in the video "What fear can teach us".



Reference Link: https://www.123helpme.com/topics/overcoming-fear



Name: Shivani Sahu Course: BCA 3rd Year Batch: 2020-23

Email ID: shivanisahu_bca20_23@its.edu.in

Section: B

HOW DO ARTIFICIAL NEURAL NETWORKS WORK?

The basic unit by which the brain works is a neuron. Neurons transmit electrical signals (action potentials) from one end to the other. This is, electrical signals are transmitted from the dendrites to the axon terminals through the axon body. In this way, the electric signals continue to be transmitted across the synapse from one neuron to another. The human brain has approximately 100 billion neurons. It is difficult to imitate this level of complexity with existing computers. However, nematodes can perform much better than our computers. It is very much important.

Let's think of the operative principles of neurons. Neurons receive signals and generate other signals. That is, they receive input data, perform some processing, and give an output. However, the output is not given at a constant rate; the output is generated when the input value is called an activation function. When the input value is small, the output value is 0, and once the input value rises above the



threshold value, a non-zero output value suddenly appears. Thus, the responses of biological neurons and artificial neurons are similar. However, in reality, artificial neural networks use various functions, most of which use sigmoid functions. Which are also called logistic functions. The sigmoid function has the advantage that it is very simple to calculate to other functions.



Reference Link: https://www.wikipedia.com/topics/neural network



Name: Tanisha Jain Course: BCA 2nd Year Batch: 2021-24

Email 1D: tanishujain_bca21_24@its.edu.in

CAN ROBOTS REPLACE HUMANS COMPLETELY ON THE WORKPLACES? WHY?

We've all heard the warnings of our impending dystopian future. We've read the books and watched the movies, and we know that soon, perhaps in our lifetimes, the robots will take over and humans will be the subservient ones. Our machines will outsmart us, and we'll be relegated to the role of second-class citizens. OK, not really. Robots may be good, but they're not going to be in charge anytime soon. However, what isn't hyperbole is the growing role of robots in the workforce.

Citrix teamed up with Oxford Analytics and Coleman Parkes to survey over 500 C- suite leaders and 1,000 employees within large corporations and mid-market businesses globally on current and future workforce strategies and work models. The first key finding: Robots will not replace humans – But they will make us smarter and more efficient.



These worker augmented assistants will, for example, schedule meetings to take place at the most effective time based on factors ranging from the blood sugar levels of participants to their sentiments at different times of day. And while the meetingsare taking place, they will monitor concentration levels and attitudes and adjust as necessary to drive optimal outcomes.



Reference Link:

https://www.humanresourcesonline.net/robots-willnot- replace-humans-but-they-will-make-us-smarterand-more-efficient



Name: Bhawana Course: BCA 2nd Year Batch: 2021-24

Email ID: bhawana_bca21_24@its.edu.in

WAYS OF PERSISTENT DATA 11 STRUCTURE OPTIMIZATION

A persistent data structure is a data structure that always preserves the various version of itself when it is modified. Such data structures are immutable, as their operations do not update the structure in-place, but instead always yield a new updated structure. The term was introduced in Driscoll, Sarnak, Sleator, and Tarjans' 1986 article. A data structure is partially persistent if all versions can be accessed but only the newest version can be modified. If there is also a meld or merge operation that can create a new version from two previous versions, the data is confluently persistent. Structures that are not persistent are called ephemeral.



working with flexible hours is that you can work whenever you want will stop you can get to choose your own flexible hours whenever you prefer consistently on shaking things up when it comes to your work equipment, you can choose to work

only be feeding the problem and prolonging their suffering. Hardin illustrates his point further through what philosophers refer to as the lifeboat analogy. On the other hand, philosopher Peter Singer argues that rich nations have an ethical obligation to help poor nations. Peter Singer created an analogy to illustrate whys this ethical duty exists. Imagine that you were dressed in expensive clothes as you walked to class.

Reference Link: https://www.wikipedia.com/datastructure-of-persistent



Name: Archita singh Course: BCA 2nd Year Batch: 2021-24

Email ID: architasingh_bca21_24@its.edu.in

WHY HIRE A MARKETING SPECIALIST IN 2023?

Digital marketing is one such viable career option that students often prefer. According to a report by Goldman Sachs report, the digital marketing industry is going to be valued at US\$160 billion by 2025. This number stands at thrice its current value. Apart from a good package and reliable career growth, there are

Marketing. According to a research study by HubSpot, over 75% of marketers believe that digital marketing campaigns directly influence revenue. Since such numbers attract business owners, they are always on the lookout for digital marketing professionals. Moreover, digital marketing is in high demand due to its excellent reach. It is a tremendous way for companies and



businesses to reach their target audience. Moreover, since offline marketing can drill a hole in the pocket, they are always leaning towards professionals who can create a better online presence for their business without spending too much. When you choose Digital Marketing as a career option, you do not restrict yourself to a single path. There is a lot of scope for experimentation, and you can analyze your skills and choose accordingly.

Did you know that only 487.7 million smartphones were sold in 2011? Fast forward to 2022, there are 6.05 billion smartphones. Moreover, almost 83.72% of people use smartphones on a daily basis.



Reference Link: https://www.felix-its.com/why-choose-adigital-marketing-career-in-2023



Name: Bharti Sharma Course: BCA 2nd Year Batch: 2021-24

Email ID: bhartisharmu_bca21_24@its.edu.in

Machine learning is an application of artificial intelligence (AI) that provides systems the ability to automatically learn and improve from experience without being explicitly programmed. Machine learning focuses on the development of computer programs that can access data and use it to learn for themselves. Machine

learning enables the analysis of massive quantities of data. While it generally delivers faster, more accurate results in order to identify profitable opportunities or dangerous risks, it may also require additional time and resources to train it properly. Combining machine learning with AI and cognitive technologies can make it even more effective in processing large volumes of

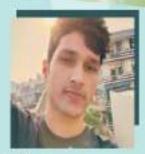


information. We're all drowning in content. There is too much to read, scroll through, and find out what's useful. The consequence of this is decreasing engagement, as seen in the survey.

In your role as a content marketer, you track your blog and social media analytics to understand trends. These trends then help you figure out the direction of your blog and social media efforts. Refreshing your content strategy now entails creating personalized content that is predicted to give you engagement well before you trial-and-error blog topics.



Reference Link: https://www.wikipedia.com/machine learning_refrence/



Name: Shubham Singh Course: BBA 2nd Year Batch: 2021-24

Email ID: shubhamkumaras_bba21_24@its.edu.in

HOW GOOGLE ANALYTICS RUINED MARKETING?

Google Analytics is the most valuable tool for optimization! Digital marketers track and report website traffic using this tool. It is not Google Analytics that ruined marketing, but marketers who don't have any clue about marketing have ruined it! Digital Marketers use the phrases like Social Media Marketing, Content Marketing, Search Engine Optimization, etc. but are unaware of the differences between marketing strategies, marketing content, marketing channels, and the optimization process. Such marketers blame Google Analytics for the ruined marketing strategies. Creativity builds a brand and sells products and channels that generate

ROI, not the activities. After Google Analytics stated social media and other channels as a bucket, the marketers got confused about strategies and channels. The ultimate aim of marketers is to build maximum traffic, but real marketers convert the generated traffic, once time and money are spent on attracting it. Without indepth knowledge of converting traffic, some marketers waste their time.



Traditional marketing assigns the activities based on different strategies based on the conventional promotion methods, but Google Analytics replaced those conventional promotion methods with direct, social, organic search, referral, Email, Paid Search, and Display. This shift has however led to poor marketing as any strategy can be implied on any channel. Strategy and not the channels have been associated with the best practices and delivered the results.



Reference Link: https://creware.asia/google-analyticsruined-marketing/



Name: Salil Agnihotri Course: BCA 2nd Year Batch: 2021-24

Email ID: salilsgnihotri_bca21_24@its.edu.in

Section: D

IMPACT OF HUMAN RESOURCE MANAGEMENT ON BUSINESS PERFORMANCE

In this paper the influence of human resource management (HRM) on business performance is Analyzed. The main goal was to thoroughly and systematically examine literature in the domain of HRM, and business performance that resulted in a concise review paper. A large body of literature Addresses the HRM-business performance link, thus there was plenty of room for an extensive Analysis of various articles. To be more precise, two hundred and twelve (212) articles were Analyzed from which 187 were removed through several steps in the review process. The findings Indicate that there is a positive relationship between HRM



practices and overall business Performance. In addition, HRM has a positive influence on employee well-being, productivity, and Organizational climate. However, there is a possibility that good HRM practices are not the cause of Good business performance, but vice-verse. This issue is addressed, and discussed further in this Present article.

Reference Link:

https://www.wikipedia.com/topics/human_resource/



Name: Anshika Juin Course: BCA 2nd Year Batch: 2021-24

Email ID: salilsgnihotri_bca21_24@its.edu.in

Section: B

WHAT IS ECONOMIC DEPENDENCE THROUGH THE LENS OF EMPLOYEE LOYALTY?

Employees are your most valuable assets. They should have the feeling that your organization wants the best for them, and as a result they will continue to do their best and not look for another job. They are the people that work day in, day out to boost your business and help you to reach your goals, and loyal employees can do absolute wonders for the future of your brand. Organization are highly dependent on employees' loyalty; it is important for organizational success. In the past there was still a concept of 'life-time employment', where employers offered the security of a job in exchange for commitment and loyalty. Today, employers are under

pressure from shareholders to perform well and as a result cannot always offer job security. It is not surprising then that some companies are losing around a third of their employee base every year. With numbers like that, employee loyalty can feel like a thing of the past. Many business leaders are worried about



excessive staff turnover, particularly amongst young employees. They see an absence of loyalty in millennial as the cause. Young people have grown up with information on-demand, and connected to apps such as Twitter and Facebook they are constantly informed of new job opportunities by their networks. All businesses will need to hire millennial eventually to keep them going, and when they do it.







Name: Varsha Tyagi Course: BCA 3rd Year Batch: 2020-23

Email ID: varshatyagi_bca20_23@its.edu.in

Section: B

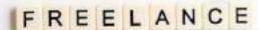
THE PROS & CONS OF THE JOB FREELANCE MARKET

Ever had a big dream that you couldn't afford your salary and daily expenses? And spend time handling freelancing, which currently employs 58 million people and is growing, is on track to become the majority employed in the United States by 2027 please stop. The freelance world is a wild one. Every day, a large number of men and women freelance work on freelancing projects. 40% of the 600% freelancer pulled in the United States have a bachelor's degree or higher, indicating that freelancer or a well-educated group of workers. Freelance statistics after COVID

-19 many in many industries have changed as a result of epidemic. Some have been securely harmed, while others have suffered. What impact has corona virus had on the world of independent employee and freelancers and the solution isn't half bad as with hopes last in the second quarter of 2020 equating to almost 400 million full time jobs which is a convincing statistic, on the other hand, the advantages of



working with flexible hours is that you can work whenever you want will stop you can get to choose your own flexible hours whenever you prefer consistently on shaking things up when it comes to your work equipment, you can choose to work whenever you want.



Reference Link: https://www.123helpme.com/topics/overcoming-fear



Name: Arpit Sharma Course: BCA 2nd Year Batch: 2021-24

Email 1D: arpitsharma_bca21_24@its.edu.in

Section: C

FINANCIAL PLANS AND CONSIDERATIONS FOR SAVING TAXES AND SALARIED EMPLOYEES

A financial plan is something that you create after considering your current income, savings, expenses, future earnings, insurance if any, financial goals and a vision for your future life. You then try to choose savings and investment options accordingly so that you can meet your long-term and short-term financial goals at various stages in your lives. Financial planning is



important when it comes to saving taxes. It is imperative for an individual as it helps in maintaining steady savings percentage even when the financial markets are constantly being played between inflation and on fluctuation.



Tax-saving plans are products where the investor claims the benefits for the amount invested according to the tax laws. As per the section 80C and 80D of the Indian Income Tax Act, anyone can claim deduction on the premium payment made or the investment they have done. The most popular ways are making tax saving investments and claiming the deductions.

Reference Link: Top 12 Tax Saving Tips For Salaried Professionals | Max Life Insurance



Name: Harshita Thakur Course: BBA 2nd Year Batch: 2021-24

Email ID; harshitathakur_bba21_24@its.edu.in

Section: D

ANALYSIS OF THE "HURDLE" RATE OF RETURN OF THE CORPORATION

Hurdles can be hard to cross sometimes, but they aren't always the kind you need to jump over! In this Article, We will examine the concept of a Hurdle rate and

how companies use it to make informed decisions. A wise man once said, "IF YOU DON'T CROSS THE HURDLE, YOU DON'T GET TO THE OTHER SIDE" seems logical, right? It sure is, and the same principle applies in corporate finance. When companies evaluate projects, they set a rate that the projects must earn before they can be considered viable options. The prospective projects must clear the hurdle rate. You may also



encounter the term hurdle rate in the context of hedge funds. Here it indicates the minimum rate of return a hedge fund need to produce before it can earn a performance fee. In this lesson, however, we will focus on the use of hurdle rates in corporate finance.

The minimum acceptable rate of return is synonymous with the hurdle rate. As the concept is widely used in various fields including civil and industrial engineering in addition to finance, various terms have developed for explaining the hurdle rate concept. However, the hurdle rate and MARR are usually interchangeable. A company's cost of capital is how much it pays to access funding.



Reference Link: https://seekingalpha.com/article/4512704what-is-hurdle-rate-marr



Name: Kanishka Tyagi Course: BBA 2nd Year Batch: 2021-24

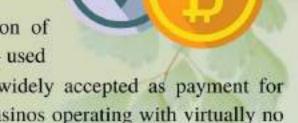
Email ID: kanishkatyagi_bbsi21_24@its.edu.in

Section: E

AFTER THE CRYPTO CRASH 20 WHAT'S NEXT FOR THE DIGITAL CURRENCY?

Recent high-profile financial meltdowns at Bitcoin, Celsius, and Terraform Labs, which together wiped out hundreds of billions in market value, helped trigger a flight from the cryptocurrency market, driving its value from \$2.9 trillion last fall to less than \$900 billion today.

This "crypto crash" has reinforced the perception of critics that markets for the digital currency - used



primarily as an investment vehicle as it is not widely accepted as payment for goods and services—are little more than global casinos operating with virtually no rules or accountability.

Harvard Business School Professor Scott Duke Kominers spoke to the Harvard Gazette about why the crypto market has plunged in value recent months and how a tide of upcoming international regulation could affect the market. The interview has been edited for clarity and length.

Gazette: What set off the cryptocurrency slide? Kominers: For the past six months, we've been tilting into a state of overall financial uncertainty. Crypto assets are very volatile, in part because there's so much uncertainty about which crypto technologies are likely to be the most useful in the long run—for example, which ones the market may coordinate on for mediums of



exchange, and a lot of the applications are technological in nature and novel (or at least unproven). And so, there's a lot of uncertainty and a lot of the value of return is downstream.

Reference Link: https://hbswk.hbs.edu/item/after-thecrypto-crash-whats-next-for-digital-currencies



Name: Anuj Kanojiya Course: BBA 2nd Year Batch: 2021-24

Email ID: anujkanojiya_bba21_24@its.edu.in

Section: D



Poet's Corner

माँ

दुनियां में तीन देव हैं-ब्रह्मा जन्मदाता हैं इसलिए लोग उन्हें पूजते हैं। विष्णु पालक और महेश संहारक है। इसलिए लोग उन्हें सिर झुकाते हैं। ब्रह्मा में विष्णु में महेश नहीं समा सकते लेकिन मां एक ऐसा तत्व है जिसमें ब्रह्मा भी है और महेश भी है। मां जन्म देती है इसलिए ब्रह्मा है संतान को पालती है इसलिए विष्णु है तथा उसे संस्कार देती है इसलिए महेश भी है। "नौ महीने पाच किलों का पत्थर पेट पर बांध कर देखो तभी मां के महत्व का अंदाजा होगा।"



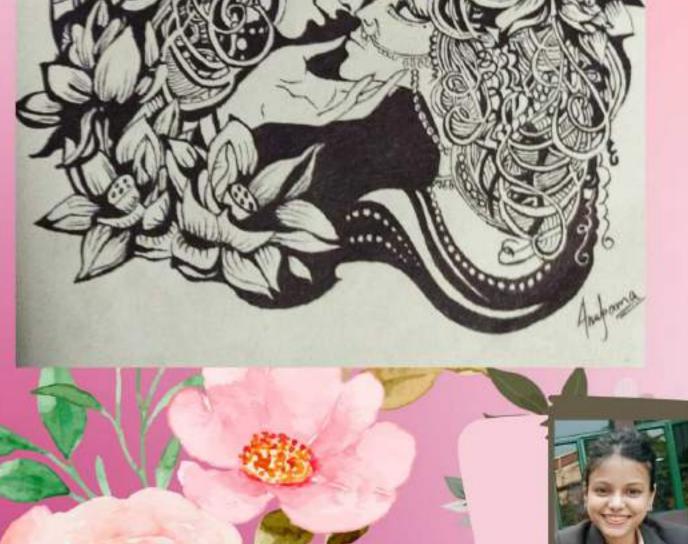


Name: Anshika Jain Course: BCA 2nd Year Section: B Batch: 2021-2024 Email ID: anshikajain_bca21_24 @its.edu.in









Name: Anupama Course: BCA 2nd Year

Section: D Batch: 2021-2024

E-mail: anupuma_bca21_24@its.edu.in

Proud to share that **ITS Mohan Nagar Ghaziabad UG Campus** has been listed among Top 05 BBA and Top 6 BCA Colleges in India by GHRDC Ranking Survey-2022 with an improved Ranking this year:

5th Rank in the Category of Eminence In India & 5th Rank in the Northern Region.

6th Rank in Super Excellence Category in India & 2nd Rank in the Northern Region.

Congratulations to all ITS stakeholders for this achievement.



आईटीएस मोहननगर में बारहवीं कक्षा में सर्वोत्तम अंक प्राप्त करने वाले विद्यार्थी सम्मानित







वेशान्त्रश इन्हेर्ट्स्ट क्या रिल्सी त्यारेचा चंत्र च चलावे हो संद HOLE IT AS STORMED SHIP LATER. अंक प्राप्त काने कार्य आप-राटाओं के सम्बर्धान किया गया। अर्थानेत्रा केल्प प्रसार में प्रीक्षका हुए आपना की एक सम्बद्ध करवीया का अल्पीतक

MINISTER BY 1884 VERNING W. रेस्टर्मेन (कार्य गृह्यकार) वे भीति वहा विशेष्ट (गीता होन्सी वृह, अहेरी अनुवीर्त्ता के निर्देश हो, अहेरी कुछा प्रदेश डो. कुरेश कुमा चीत्र, तृही चीता जो चईत डॉलाल हो नैसे राई प are performed to each trans-राजेंद्र कुछ। एवं एक्क्सिक सार्थ । अंबेक्स के दौरा औ, दुसित हुन्या

property soften and annual with the Bi-more water it pay utility is

हर आहे जाने का प्रमान में प्रशासन de fore-lighte Factor: Names authoris

मान प्रकृतकार के स्ट्रीत क्रियात स्थान का प्रकृत पर अव्यक्तित क्रि स्थान प्रकृत की प्रकृत कुल स्थान स्थान के पूर्व पुरस्का तथा कि

ते और या त्या बर ते कि अब आहे. service were some that

जनीर सामा कि जान्यों का सम्पन्न कि जान्यों में जीन जान्य पीजनीयत जन्मकों से से सम्पन्न है। अदिवास कुर आंध

WIND THANKS SCHOOL SHOP

12वीं में 75 फीसद से ज्यादा अंक लाने वाले छात्र-छात्राएं पुरस्कृत



छात्र-छात्राओं को सम्मानित किया



स्तर्भ व्याप्त से प्रिप्त करात्रों और से अक्षात्रीय पर पांचित्र की की सामानका है। अपूर्व प्रतिप्त पर कींच्या पांचित्रका से प्रतिप्ता पर पितानका से प्रतिप्ता से प्रतिप्ता प्रतिप्ता की व्याप्त की स्तर्भ की क्षा कांच्या की स्तर्भ की क्षा कांच्या की स्तर्भ की कांच्या कांच्या की स्तर्भ की कांच्या की स्तर्भ की स्तर्भ की कांच्या की स्तर्भ करात्रीय की किन्द की से कांच्या करात्रीय की

आईटीएस मोहननगर संस्थान द्वारा १२ वीं कक्षा में सर्वोत्तीर्ण अंक प्राप्त करने वाले छात्र छात्राओं को किया गया सम्मानित





मनस्वी वाणी संवाददाता

गाजियाबाद । आईटीएस मोहन नगर इन्स्टीट्युट दवारा दिल्ली-एन. सी. आर क्षेत्र के 12वीं कक्षा की बोर्ड परीक्षा में 75 प्रतिशत एवं उससे अधिक अंक प्राप्त करने वाले छात्र-छात्राओं को सम्मानित किया गया। जिसके लिए आई॰टी॰एस॰ मोहन नगर में एक सम्मान

समारोह का आयोजन अरुपोंद्र कुमार पूर्व मुख्य सचिव, भारत सरकार एवं पूर्व चेयरमैन रेलवे बोर्ड, ए. डी. एम्सिटी गाजियाबाद विपिन कमार, आईटीएस ग्रुप ऑफ एजुकेशन्स के चेयरमैन आर. पी. चड्डा, वाइंस चेयरमैन अर्पित चड्डा, निर्देशक (पीआर) स्रेन्दर सुद, आईटीएसयुजी परिसर के निर्देशक डॉ. सुनील कुमार पांडेय की मौजदगी में किया गया।

🕜 www.ug.its.edu.in 👔 www.facebook.com/BBABCA1.T.SMohanNagar/ 📵 www.instagram.com/itsghaziabad/

AMAZING FACTS

- Asia is the largest continent on earth. This also means it has the largest population with over 4.46 billion people!
- The Grand Canyon is the largest canyon in the world. Located in Arizona, it is massive, with an elevation of 2,600 feet and a length of 277 miles.
- Some fish cough. In order to clear the particles and bacteria out of their gills, the fish's ventilation cycle is interrupted with a cough.
- It would only take one hour to drive to space if you could go straight up in the air.
- Mars has lower gravity than Earth. That means a person that weighs 200 pounds on Earth would only weigh 76 pounds on Mars.
- 6. While most of us think the Earth is shaped like a large sphere, it actually looks more like a "squished ball" that bulges out at the equator. We can thank gravity for that!
- 7. While most of us think the Earth is shaped like a large sphere, it actually looks more like a "squished ball" that bulges out at the equator. We can thank gravity for that!
- The nearest star to Earth is 4.2 light-years away. It's called the Proxima Centauri.
- Venus is the hottest planet in the solar system, with temperatures of over 450 degrees Celcius.
- Cashews don't grow like other nuts they actually grow on cashew apples. The fruit contains a more bitter flesh than other varieties.
- Hawaii's Mauna Loa is the largest active volcano in the world.
- Elephants are the only animal that can't jump.

Name: Keshav Gumber Course: BBA 3rd Year Batch: 2019-2022

E-mail ID:

keshavgumber bba19 22@its.edu.in

UGHIGHLIGHTS



UGEVENTS







27

INDUSTRY VISIT FOR BBA & BCA STUDENTS TO HAIER INDUSTRIAL PARK, GREATER NOIDA

Haier, the global leader in Home Appliances & Consumer Electronics and World's Number 1 brand in Major Appliances for 13 Consecutive Years. Having it's Headquarter in Greater Noida, Uttar Pradesh. Haier India has Pan India operations and a vast distribution network across the country.

It was a great learning experience for the students they thoroughly enjoyed the hospitality extended by the Haier team throughout the visit.



FLAG HOISTING ON CELEBRATION OF COMPLETION OF 75TH YEARS OF INDEPENDENCE OF OUR COUNTRY

The completion of 75th Years of Independence A Day that reminds us the sacrifices and contribution of our countrymen to get the freedom of our Great nation is celebrated at I.T.S, Mohan Nagar, Ghaziabad with Flag Hoisting, joined by Dr. R.P. Chadha, our Honorable Chairman of I.T.S - The Education Group followed by beautiful cultural performances, poetry etc. by our students to celebrate 76th Independence Day.

On this occasion of students, faculty & staff members of the Institute were present and greeted each other.







ACADEMIC EXCELLENCE AWARDS & FELICITATION CEREMONY

Special recognition for School Principals and School wise "BestTeacher" have been given in Academic Excellence Awards & Felicitation Ceremony. The Meritorious Students, who have secured 75% or more marks in 12th Board Examinations 2022 were awarded with medals and Certificates and Certificate of Appreciation was also given to those who Topped in their Schools in their Respective Stream. The event witnessed huge participation of Principals, Teachers, Parents and Students from approximately 210 schools across Delhi-NCR and around 1500+ were witnessed this mega event.







www.ug.its.edu.in @ www.facebook.com/BBABCA1.T.5MohanNagar/ @ www.instagram.com/itsghaziabad/



PARTICIPATION OF STUDENTS IN THE 9TH INTERNATIONAL BUSINESS PLAN CHAMPIONSHIP AT IIM, INDORE

Students from I.T.S Mohan Nagar Ghaziabad UG Campus- Vidhi Tomar (BBA Batch 20-23), Harsh Batar (BBA Batch 20-23), Jessica Kaur (BBA Batch 20-23), Vansh Arora (BBA Batch 20-23) and Ayush Ranjan (BBA Batch 20-23) participated in the 9th International Business Plan Championship at IIM, Indore.

Students were selected from the initial round held at I.T.S Mohan Nagar Ghaziabad and they worked on a Business Plan which they had named as "PARISHRAM". Their Business Plan was on bridging the gap between Businessmen and workers (who are employable but unable to find a job) using a mobile application. This business plan is already in execution phase and they have successfully placed some workers on job.

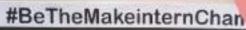


36



International B-Plan Championship







International B-Plan Championship



















ENTHUSIASTIC CULTURAL EVENT ON THE AUSPICIOUS DAY OF 134TH BIRTH ANNIVERSARY OF DR. SARVEPALLI RADHAKRISHNAN WHICH IS RECOGNISED AS TEACHER'S DAY

Director-PR Sood Sir, Director-UG Dr. Sunil Kumar Pandy Sir and Vice Principal-UG Campus Prof. Nancy Sharma Ma'am addressed the gathering of learned academic fraternity and offered their wishes on this occasion. Students devoted their gratitude and regards by their specular performances. All the performances by the students made this remarkable day really a memorable day for all their learned faculty members.





38







🛅 www.linkedin.com/in/its-mohannagar-ghaziabad/ 🕥 twitter.com/ITSMohanNagar

PLACEMENT READINESS ENHANCEMENT PROGRAM – 2022, FOR BBA & BCA FINAL YEAR STUDENTS

Day 1 (06/09/22)

The objective of the Program was to holistically prepare the students for upcoming placement drives.





5 DAYS ORIENTATION PROGRAMME "PRARAMBH 2022" FOR 27TH BATCH OF BBA (2022-25)

Honourable Vice Chairman ITS-The Education Group Shri Arpit Chadha, Shri Felix Mohan, CEO Cisco Cyber Security As Chief Guest, Shri Prasenjit Mukherjee, Cisco-Team Computers Ex. Ceo-Igtpl as Guest of Honor, Shri Abhinav Sinha, Entrepreneur & Founder Eko India Financial Service Pvt. Lmt. as Guest of Honor, Dr. Burzin Bharucha, Advisor Ernst and Young as Keynote Speaker, Dr. Sunil Kumar Pandey Director (UG) and Prof. Nancy Sharma, Vice Principal graced the occasion with their benign presence.













5 DAYS ORIENTATION PROGRAMME PRARAMBH 2022 FOR 26TH BATCH OF BCA (2022-25)

Shri Arvind Thakur, Member, board of Management at NIIT, Vice Chairman and Managing Director at NIIT Technologies was the Chief Guest and Dr. Burzin Bharucha, Advisor, E & Y was the Guest of Honor in the inauguration of Prarambh -2022.







SESSION ON TRAFFIC RULES & SAFETY"AND "HOW TO KEEP ONESELF SAFE FROM CYBER CRIMES

Special Sessions in association with Amar Ujala and UP Police Department namely "Police ki Pathshala" to sensitize the newly admitted students of BBA & BCA 1st Year (Batch 2022-2025) on Friday, 30.09.2022 in the One Week long Orientation Program, as under:

BBA 1st Year (2022-2025): How to keep oneself Safe from Cyber Crimes

BCA 1st Year (2022-2025): Traffic Rules and Road Safety







DISCLAIMER

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



NEXT CALL FOR ARTICLES FOR NEXT ISSUE OF TATVA FOR SCHOOL STUDENTS

Dear Students,

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

- 1) How can an average student become a topper of his school?
- 2) Big confusion of student: Study online/offline?
- 3) How should be the education system according to students?
- 4) What is the greatest challenge that students face today 2022?
- 5) How can school students earn passive income by using social media?

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

- 1. The word limit should not exceed 400 words.
- 2. The articles should be in Times New Roman with font size of 12.
- Along with the article, the sender must cenclose his name, class as well as name of his school with contact details.
- 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-

vaijayantianand@its.edu.in

seemakashyap@its.edu.in

Before 21ST February, 2023. Selected articles/ poems etc. will be published in October-December, 2022 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 Students of I.T.S UG Campus. 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) Location based service use: A metaverse investigation
- 2) Environing Technologies: A theory of making environment
- 3) Length of Independence & demographic failure.

IT TOPICS:

- 1) Metaverse, future of the internet or simply a buzz?
- 2) Reducing industrial cyber risk amid digital transformation.
- 3) How robotic process & intelligent automation are altering government performance?

MARKETING TOPICS:

- 1) What is the difference between traditional/digital marketing?
- 2) Marketing a recession: How to make marketing investments when the company is rough?
- 3) How google knows which content belongs to which author?

HR TOPICS:

- 1) What is the role of HR in Remote recruitment?
- 2) What is the need of performance management?
- 3) Why employee referral program is important for company?

FINANCE TOPICS:

- 1) Effectiveness of technical analysis in banking sector of equity market.
- State of goods and service tax(GST) revenue collection a comparative study.
- Working capital management and profitability of banks in India.

CALL FOR ARTICLES FOR NEXT ISSUE OF TATVA FOR COLLEGE STUDENTS

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 - vaijayantianand@its.edu.in

seemakashyap@its.edu.in

Before 21ST February, 2023. Selected articles/ poems etc. will be published in October-December, 2022 ISSUE. If your article will be selected to be published in "Tatva" you will be notified by email.

Thanks & Regards.



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

CAMPUS-I Mohan Nagar (ESTD. 1995)

COURSES OFFERED PGDM / MBA / MCA/ BBA/BCA/ Ph.D.

CAMPUS-II

Murad Nagar (ESTD. 2000)

COURSES OFFERED

Ph.D. (Phamaceutical Science)/ MDS/BDS/M.Sc (Biotech)/ B.Sc (Biotech)/BPT/MPT/B.Pharm M.Pharm

CAMPUS-III

Greater Noida (ESTD. 2006)

COURSES OFFERED

MEA / B.Tech- ME + CSE + CE · ECE · EE

CAMPUS-IV

Greater Noida (ESTD. 2006)

COURSES OFFERED

MDS/BDS

CAMPUS-V



Chadha Public



Village Nargla Suntits. PD: Sivalkhas via Jani, Bleent - 250501 Errall: err@its.edu.lm, 08192900780













www.its.edu.in

I.T.S - UG Campus

(An ISO 9001:2008 Certified Institute, Accredited W Grade by NAAC) Mohan Nagar, Ghaziabad 201 007

Website: www.its.edu.in E-mail: admissions.mn@its.edu.in, itsmn@its.edu.in

I.T.S Education Goup: www.facebook.com/ITS.Education.Group I.T.S UG Campus: https://www.facebook.com/itsugbbabca

BBA/BCA: www.facebook.com/BBABCAI.T.SMohanNagar/





www.facebook.com/ITSmohannagargzb



www.linkedin.com/in/its-mohannagar-ghaziabad



www.instagram.com/itsghaziabad/ www.instagram.com/itsghaziabad/ www.instagram.com/itsghaziabad/





