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MOUTHWASH AT MULTIPLE VENUES

# I.T.S MOHAN NAGAR, GHAZIABAD

*(Affiliated to C.C. S University, Meerut)*

## *The Tatva*

*An Element of UG universe*

### VOLUME 11 ISSUE 2

*Student's E-magazine*



GHAZIABAD  
(Estd. 1995)

[www.ug.its.edu.in](http://www.ug.its.edu.in)



# 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 9 Institutes and 17 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 the centre excellence in value- based management and technical education, training, research and consultancy strives at developing tomorrow's business leaders. It promotes development through integrated learning and industry- academic partnerships. As an institute, I.T.S stand committed to retaining flexibility and responsiveness to management and corporate needs.

I.T.S believes in holistics 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 systems.



# FROM EDITOR DESK

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

We, at I.T.S, initiate to give new wings to our students who have hidden talent and the new hopes to the world by providing them opportunities in forms 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 the 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 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 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 achievements of every ITS IANS.

VAIJAYANTI ANAND  
vajjayantianand@its.edu.in  
Assistant Professor  
(Management)  
Editor

SEEMA KASHYAP  
seemakashyap@its.edu.in  
Assistant Professor  
(Information Technology)  
Editor

# EDITORS



**SURYANSH PANDEY**  
BBA(2022-2025)



**KAUSHLESH AGARWAL**  
BCA(2022-2025)

# SUB-EDITORS



**ANCHAL PANDEY**  
BCA(2022-2025)



**PRIYANSHI TYAGI**  
BCA(2022-2025)



**SAKSHAM NEGI**  
**BCA(2022-2025)**



**NAVYA GOEL**  
**BCA(2022-2025)**



**GAYATRI KAIM**  
**BCA(2021-2024)**



**MANISH BHATT**  
**BCA(2021-2024)**



**ANKUR TIWARI**  
**BCA(2021-2024)**



*GIVING  
WORDS TO  
THOUGHTS*

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# ARTICLE SECTION



# Are parents really the best teachers?

1

Parents are the first teachers. One can deny the importance of parents in our life or the role of parents in our life but are parents the best teachers? On this beautiful occasion, I wish to convey something to the real teachers in our lives, which are Parents. The things that we learn from our parents are far more important than what we learn from our teachers. I am not denying the invaluable knowledge we learn from our teachers through our academic years, but what we learn from our parents is incomparable. So, parents are the best teachers



Yes, Parents are the best teachers. The phrase “parents are the best teachers” doesn’t mean they are good teachers; this phrase only means that a child learns most from his/her parents. So, what are you teaching your children? Kindness or meanness? Courage or weakness? Compassion or hatred? And remember children mostly learn by watching your actions. Parents are the most important teachers. Parents are the best teachers, why? We learn to survive, talk, and distinguish well from bad, values of life, morality, and such important other things from our parents. We are the true reflection of our parents and our characters are shaped by their personality and behaviors. Later the teachers help us to enhance our knowledge, horizon and our view of life but the very foundation and ground are made by our parents.

THE BEST TEACHERS EDUCATE WITH  
THEIR HEARTS, NOT JUST THEIR  
MINDS



Name- Harsh Gautam  
Class - 12TH  
School- Government boys senior  
secondary school  
Email- Harshnimesh83@gmail.com

**Reference link-**

[https://issuu.com/pathmom/docs/are\\_parents\\_best\\_teachers\\_/s/93312](https://issuu.com/pathmom/docs/are_parents_best_teachers_/s/93312)

# Why should we sponsor social housing?

2

Social housing plays a crucial role in providing affordable and secure homes for individuals and families in need. By sponsoring an article on social housing, you can contribute to raising awareness about this important issue and support efforts to address the housing crisis. This demonstrates your organization's commitment to making a positive impact on society. Sponsoring a social housing article can enhance your brand visibility and reputation. It showcases your organization as a socially responsible entity that cares about addressing societal challenges. This can help build trust and loyalty among your target audience and improve your brand image.

Sponsoring an article allows you to position your organization as a leader in the field of social housing. By sharing insights, best practices, and innovative solutions, you can establish your expertise and demonstrate your organization's knowledge and commitment to finding sustainable housing solutions. Social housing affects a wide range of individuals and communities, including

policymakers, housing authorities, nonprofit organizations, and individuals seeking affordable housing. Sponsoring an article on social housing allows you to reach and engage with this specific target audience, fostering connections and potential collaborations. Sponsoring a social housing article can provide networking opportunities with other organizations and stakeholders involved in the housing sector. It allows you to connect with experts, policymakers, and influencers, potentially opening doors for partnerships and collaborations that can further your organization's goals. Supporting a cause like social housing can boost employee's morale and engagement. By aligning your organization with a meaningful social issue, you inspire your employees to feel proud of their association with the company. This can lead to increased employee's satisfaction, productivity, and retention.



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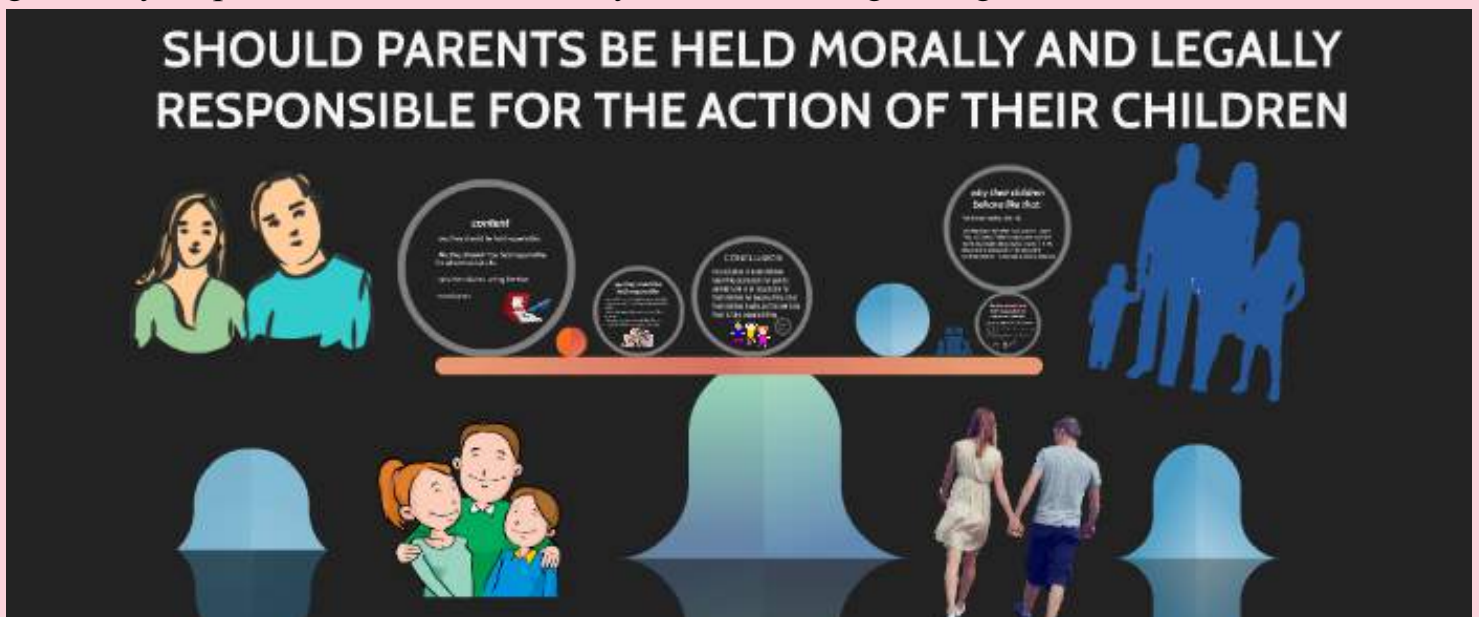
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Name- Ratnesh Puri  
Class- 12TH  
School- N.R Aryan Public School  
Gmail- Ratneshpuri5300@gmail.com

# Can children be held morally responsible for their actions?

Children are typically not yet considered morally responsible for what they do, and although it is commonly accepted that holding a child to norms can help them to develop the capacities that are required for responsible agency, this is not to say that they are already responsible. Hence, we help them to develop in such a manner, we do not (or at least should not) genuinely hold the child responsible. The genuine practice of holding responsible is reserved for young adults and grownups who have the requisite capacities for understanding and living up to moral norms. It is generally thought that only these individuals can be genuinely responsible for the harm they do when transgressing a moral.



This standard view has recently come under scrutiny. In my paper “The Nurturing Stance,” I argued that there is often something genuine about the ways in which we hold young children to norms and that, before they become fully responsible for the harm they do, a child can already be held to norms in ways that genuinely and communicatively engage the child in a process of moral development. Rather than an objective stance, we often take a nurturing stance towards children; we consider them fit for being communicatively engaged in a process of moral reflection and learning.



Name- Ayush Singh  
Class- 12TH  
School- N.R Aryan Public School  
Gmail- ayushyadav09039@gmail.com

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[https://issuu.com/pathtomom/docs/are\\_parents\\_best\\_teachers\\_/s/93312](https://issuu.com/pathtomom/docs/are_parents_best_teachers_/s/93312)

# Who are the modern elites?

4

Small groups of persons who exercise disproportionate power and influence. It is customary to distinguish between political elites, whose locations in powerful institutions, organizations, and movements enable them to shape or influence political outcomes, often decisively, and cultural elites, who enjoy a high status and influence in nonpolitical spheres such as arts and letters, philanthropy, professions, and civic associations. At the national level, political elites number only a few thousand persons in all the largest countries,

whereas the makeup of cultural elites is more indeterminate and turns on the non-political spheres regarded as consequential in a society. In their social background, education, and occupations, elites are always more privileged than non-elite populations. They come prevailingly from wealthy families, some of whose members may have held elite positions in preceding

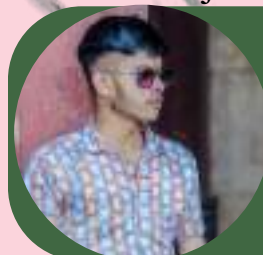
generations. The frequency with which they hold university degrees—often from “elite” institutions—far exceeds the distribution of such education among the nonelite public.

Elites also come disproportionately from high-status occupations—lawyers, teachers, and managers in the public or private sector. There are exceptions, of course. Significant proportions of civil-service elites have careers that begin in lowly positions and involve long climbs to the top. Self-made entrepreneurs are certainly not unknown among business elites. Historically, the elites of trade unions and various social movements exhibited modest backgrounds and educations, though they are now predominantly middle-class in background and university-educated in industrialized countries. Elite-level politicians are increasingly involved in full-time careers in or close to politics, often starting as student political leaders and then serving on leading politician's staffs or holding paid positions in parties; they may also come from politically relevant careers in journalism, public relations, and think tanks.



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Name- Abhimanyu  
School- N.R Aryan Public  
School  
Class- 11TH  
Gmail-Music78691@gmail.com

# The most inspiring teachers you have had

5

Everyone has that one teacher who was their favorite because of how inspiring they were, or because they made the student look at things in a more positive way. Throughout my school experience, the most inspiring teacher to me was Mrs. Sumnanjali was a Science teacher at N.R. Aryan Public School. She taught me during my junior year. She never failed to amaze me and she was always there for students when they needed. From the first day to the last, she always gave great advice on different things. She would stress the subject of following your dreams and staying focused on what is best for you. If she noticed someone was upset, she would address them and try her best to help. Mrs. Sumnanjali wanted everyone to be happy and to help each other with tough times. Not only did she want people to be happy, but she wanted them to be adventurous too.



Traveling interested her a lot and she would always tell us about these outrageous places she has been to. She gave advice on how to save money but she wanted us to experience new things and places. Making friends and getting comfortable with people was another thing she stressed. She wanted us to get out of our comfort zones and go out with friends. All of these things taught me how to be a happier person with myself. She helped me a lot with overcoming my shyness. Traveling has never interested me as much as it had before until I heard about all the trips she went on. She made me look at things differently and more positively than they were before. Mrs. Sumnanjali made me want to live my life to the fullest and to try new things.

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Name- Pankaj Sharma  
Class- 12TH  
School- N. R Aryan Public  
School  
Gmail- pankajsharma10211@gmail.com

# The Surprising Impact of Meeting Free-days

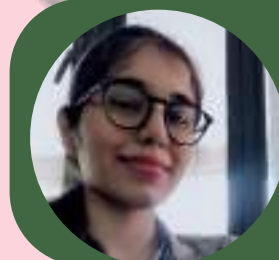
6

Many organizations are implementing no-meeting days, but finding the optimal weekly balance requires deliberation. Even before the pandemic, 71% of managers thought meetings were costly and unproductive. Since many companies have shifted to remote and hybrid workplace models, meetings have steadily increased in frequency and length to compensate for the loss of in-person interactions. In today's scenario workers typically spend more than 85% of their time in meetings, it shows negative impact on negatively affects people's psychological, physical, and mental well-being. Though building trust and achieving team

FREE  
DAYS

cohesion rely on frequent, quality interactions, meetings are no longer the best way to accomplish this. As a result, many organizations, including Facebook and Atlassian, are taking a standby adopting no-meeting days, during which people operate at their own rhythms and collaborate with others at a pace and on a schedule that is convenient, not forced. According to the Recent survey 76 companies, with more than 1,000 employees each and operations in more than 50 countries, that had introduced from one to five no-meeting days per week (prohibiting even one-on-one meetings) during the past 12 months. Nearly half (47%) of the companies we studied reduced meetings by 40% by introducing two no-meeting days per week. The subsequent impact of introducing meeting-free days was profound When one no-meeting day per week was introduced, autonomy, communication, engagement, and satisfaction all improved, resulting in decreased micromanagement and stress, which caused productivity to rise.

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Name :- Vaani Gautam  
Course :- BBA  
Batch: - 2022 -2025  
First Year

# Top Performers Have a Superpower: Happiness

7

In the quest for success, we often look to attributes like intelligence, talent, and hard work as the key drivers. While these factors undoubtedly play a significant role, there is one superpower that is often overlooked: happiness. Yes, you read it right. Happiness is not just a pleasant emotion; it is a powerful catalyst that propels individuals to become top performers in their fields. In this article, we develop into the remarkable connection between happiness and success, uncovering the secrets of those who harness this superpower to achieve great. Numerous scientific studies have shown a strong correlation between happiness and performance. When we are happy, our brains are flooded with feel-good chemicals like dopamine, serotonin, and endorphins. This state of positive emotion expands our cognitive abilities, enhances creativity, and improves problem-solving skills. Happy individuals are also more resilient, adaptable, and have higher levels of motivation.



These qualities provide them with a competitive edge, enabling them to outperform their peers. Shawn Achor, a leading positive psychologist, popularized the concept of the Happiness Research demonstrates that happiness actually precedes success, rather than the other way around. He found that when individuals cultivate a positive mindset and embrace happiness, they experience a boost in productivity, creativity, and overall performance. Their brains become more engaged, allowing them to work smarter, think more innovatively, and achieve exceptional results. Happiness not only fuels to individual success but also sets off a virtuous cycle that extends to various areas of life. Happy people tend to have stronger social connections, better physical health, and higher levels of job satisfaction. These factors contribute to a positive feedback loop, where happiness breeds success and success leads to more happiness. This cycle reinforces their superpower and propels them further along the path of achievement.

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Name: Aryan Mishra  
Course: BBA  
Batch: 2022 - 2025  
First Year

# Toxic Culture is driving the great resignation

Toxic culture or environment of the working area has put employees in such a position where they feel so restless and demotivated and unsatisfied that tend to leave their job. In the era of rapidly growing population where unemployment is very common and major reason for depression anxiety and suicides we must know that if toxic sculpture they might be surviving and working is that compelled them to resign. Points could be considered for



mass resignation it's not surprising that employment instability and restructuring influence employees turnover. Managers fluently resort to layoff and reorganization when companies prospect are bleak. According to analysis more than 40% of employees were thinking about leaving their jobs at beginning of 2020 and as the year went quit in unprecedented numbers. To better understand the source of the great resignation and help leaders respond effectively we analyzed 34 million online employee profiles to identify US workers who left their employees for any reason including quitting, resignation, retiring at being laid off. The great resignation is affecting blue collar and white collar sector with equal force.

**Toxic  
Company  
Culture**



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Name: Shipra Yadav  
Course: BBA  
Batch: 2022 - 2025  
First Year



# How technology is changing the disaster relief?

It has been a challenging year for the humanitarian community. We have grappled with intensifying conflicts in Syria, South Sudan and the central African Republic, as well as devastating natural disasters such as Typhoon Baigan in the Philippines. Sadly, the past 12 months are not an exception, but part of a clear trend. The effects of climate change, extreme poverty, fluctuations in financial markets, food and water shortages, migration, urbanization, population growths and health pandemics are likely to further exacerbate this trend. Meanwhile, traditional donors of humanitarian aid are under increasing pressures to cut spending. In this fast-evolving humanitarian landscape, the established



constituents of the international humanitarian system-the UN agencies, large international NGOs and Red Cross Movement-are striving to be innovative, to find new partners and ways of mobilizing resources. Thus, humanitarians are increasingly turning to businesses and the private sectors to learn how to be innovative and better manage innovation. The business world has meanwhile progressed from philanthropy and the corporate social responsibility movement to more sustained partnerships with humanitarians that harness their expertise in finding new solutions to old questions.

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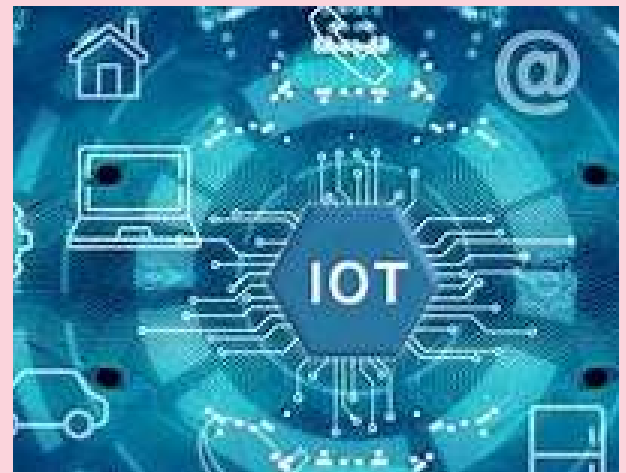


Name: Himanshu Passey  
Course: BCA  
Batch: 2020 - 2023  
Third Year

# Potential hurdles for the Internet of Things

10

The Internet of Things refers to the ever-growing network of physical objects that feature an IP address for internet connectivity, and the communication that occurs between these objects and other internet-enabled devices and systems. The Internet of Things extends internet connectivity beyond traditional devices like desktop and laptop computers, smartphones, tablets to a diverse range of devices and everyday things that utilize embedded technology to communicate and interact with the external environment, all via the internet. Yet, there are some potential hurdles for for the Internet of Things. Even today, the internet is not available in many areas of the worlds. This fact is not just relevant to developing counties, but also to several areas in Northern Europe and America where there is no internet coverage. The whole concept of Internet of Things lies on constant and reliable connectivity. Thus, no reliable source of connectivity causes problems in implementing Internet of things focuses on connecting more and more devices together. This causes more entry points for malware. Devices that are less expensive have greater risks of getting tampered with good news is that there are already a number of trusted vendors who can help to mitigate the risks of security problems along with proven technologies like end-to-end encryption and token-based authentication that are suited for Internet of things application. Hence, there's potential to overcome this hurdle. As many different systems are



getting connected through Internet of Things, it has been creating a lot of interoperability challenges. It is becoming difficult to create real cross-domain services that will allow seamless movement of devices and data.

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Name: Gayatri Kaim  
Course: BCA  
Batch: 2021- 2024  
Second Year

# How Bitcoins and Cryptocurrencies are hurting the Gamers ?

Legal experts warn there is no safety net for players who effectively invest in risky assets, leaving them highly vulnerable should a project fail or the market for the assets dry up. As global regulators seek to get to grips with cryptocurrencies themselves, there is little oversight of NFTs or the relatively niche offshoot of play-to-earn games, which typically use in game crypto tokens that can be cashed out into traditional money. "Storing any value in projects like this is risky. The earning in play to earn, blockchain-based games is often through rewards paid in the native token of the project", said David Lee, cryptocurrency associate at London based law firm Fladgate. " There are no guaranteed values of either



either the token or the in-game asset as their value is often determined by supply and demand in the market. This means there can be significant volatility in the price and, if the project becomes less popular or is abandoned, then there is a potential for the assets to become worthless". Yet advocates of these games say success is built upon a combination of factors such as skill, strategy and luck. "There is definitely money to be made, but there is also money to be lost here," Pegaxy's Wilton added", Play to earn should not be confused with charity, that's how people get hurt".

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Name: Saqib  
Course: BCA  
Batch: 2022- 2025  
First Year

# How Paid Promos Take the Shine Off YouTube Stars?

YouTube has become a platform where talented individuals can showcase their skills, entertain millions, and build a dedicated following. However, as the platform has evolved, so have the opportunities for monetization. One such avenue is paid promotions, where YouTube stars collaborate with brands to promote products or services. While these partnerships offer financial rewards, they also carry the risk of tarnishing the authenticity and credibility that YouTube stars have cultivated. This article explores how paid promos can take the shine off YouTube stars and the implications it has on their relationship with their audience. Authenticity is a cornerstone of success for YouTube stars. Their ability to connect genuinely with their viewers is what sets them apart. However, when paid promotions come into play, the line between genuine content and sponsored advertisements can blur. YouTube stars risk losing their unique voice and the trust they have established with their audience. Viewers may perceive them as question the motives behind their endorsements, leading to a diminished sense of authenticity. Paid promos, when not managed carefully, can result in over commercialization of content.



Subscribers may become overwhelmed with sponsored content, making it challenging to differentiate between authentic recommendations and paid advertisements. The excessive presence of promotions can lead to a decline in viewership and engagement. YouTube stars must strike a balance between monetization opportunities and maintaining the originality that attracted their audience in the first place..



Name: Karan Kaushik  
Course: BCA  
Batch: 2021 - 2024  
Second Year

Reference link-  
<https://hbswk.hbs.edu/item/how-paid-promos-take-the-shine-off-youtube-stars->

# How Blown Deadlines Can Crush Big Ideas For Entrepreneurs?

13

Entrepreneurs are driven by big ideas and the desire to bring innovative solutions to the market. However, even the most promising concepts can falter if deadlines are not met. Blown deadlines have the potential to derail projects, hinder progress, and crush the aspirations of entrepreneurs. In this article, we will explore how missed deadlines can have a detrimental impact on big ideas and the strategies entrepreneurs can employ to mitigate these challenges. Deadlines serve as milestones that keep projects on track and maintain momentum. When deadlines are missed, the energy and enthusiasm surrounding the big idea can wane. Team members may lose motivation, and the project & sense of urgency diminishes. This loss of momentum can make it difficult to regain the initial excitement, hindering the progress of the entrepreneurial venture. For entrepreneurs, time is of the essence. Bringing a big idea to market requires timely execution. Blown deadlines result in delays in product development, testing, and launch. This delay provides an opportunity for competitors to seize the market advantage, erode the uniqueness of the idea, or introduce similar solutions. Entrepreneurs risk losing their first-mover advantage and market share due to missed deadlines. Entrepreneurs often rely on external funding to turn their big ideas into reality. Blown deadlines can strain investor confidence and jeopardize future funding opportunities. Investors expect entrepreneurs to meet their commitments and execute projects within the agreed-upon timelines. Failure to do so can raise doubts about the entrepreneurs ability to deliver and may result in reduced financial support or a complete withdrawal of funding.



Reference link-

<https://hbswk.hbs.edu/item/for-entrepreneurs-blown-deadlines-can-crush-big-ideas>



Name: Janvi Bhatt  
Course: BCA  
Batch: 2021 - 2024  
Second Year

# The Best Customer Experience opportunities for Digital Marketers

In today digital landscape, providing an exceptional customer experience is essential for the success of any business. As digital marketers navigate the ever-evolving world of technology and consumer expectations, they have a myriad of opportunities to create memorable interactions and build long-lasting relationships with customers. In this article, we will explore some of the best customer experience opportunities for digital marketers to capitalize on. Personalization is a powerful tool in digital marketing that allows businesses to tailor their messaging and offerings to individual customers. By leveraging customer data and a



advanced analytics, marketers can deliver personalized experiences across various touchpoints, including website content, email campaigns, and targeted advertisements. Personalization not only enhances customer satisfaction but also increases engagement and drives conversions. Digital marketers have a wide array of opportunities to create exceptional customer experiences.

**Reference link-**  
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Name: Dimple  
Course: BCA  
Batch: 2021 - 2024  
Second Year

# The Role Of HR Leaders in promoting employees wellbeing in the workplace

15

In today's world, it has become more important than ever for organisations to hire the best available staff as well as find ways to keep them motivated and committed. Motivated employees bring in increased productivity by achieving higher levels of output. However, often at times, there is a lack of motivation and engagement in the workplace that makes employees feel demoralised and of less significance to the organisation. This acts as a significant contributor to emotional distress and burnout that eventually leads to a range of psychological disorders. A study by ASSOCHAM in April 2015 stated that nearly 42.5% of employees in private sectors suffered from general anxiety disorder or depression.



To promote psychological health through motivation and engagement in an organisation, the human resources (HR) role is critical. Their purpose is to promote self-confidence, creativity, autonomy, and initiative which are the essential characteristics to meet the internal demands of the organization and streamline the productive flow for work performance. Promoting employee well-being is an essential responsibility of HR. By providing a safe and healthy work environment, promoting employee retention and engagement, and creating a positive organizational culture, HR can contribute to the overall success of the organization.

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Name- Prashant  
Course -BCA  
Batch- 2022 - 2025  
First Year

# How Fair is your workplace?

16

When we think about fairness in the workplace, we often think about things like equal pay for equal work or being treated the same as others. But fairness is about more than that. It's also about creating an environment where everyone has an opportunity to succeed. That means providing employees with the resources and support they need to do their jobs.

It means having policies and practices in place that are fair and consistent. And it means creating a culture of respect, where everyone feels valued and respected for who they are and what they contribute. Fairness in the workplace refers to an aspect of organizational justice with regards to both process and outcome impartiality. Some of the factors that support fair treatment in the workplace



include mutual respect, strong interpersonal relationships and honest communication. Creating a fair workplace isn't always easy, but it's worth it. When employees feel like they're being treated fairly, they're more likely to be engaged and productive. And that benefits everyone – businesses, employees, and society as a whole. How to exhibit fairness in the workplace.

Encourage mutual respect. ...

Model correct behavior. ...

Change rules to promote fairness. ...

Communicate with your employees. ...

Create transparent promotion procedures.

Commit to fair paychecks.

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Name- Taniya Rani  
Course- BCA  
Batch- 2022 - 2025  
First Year



# The Future of Work is Employee Well-being

17

The key to achieving employee wellbeing is to look deeper and listen to employees more intently to enable more wholesome and sustainable solutions Employee benefits have long formed an integral part of companies' talent attraction, retention, and engagement strategy. They are essential in fostering a positive and healthy work culture that prevents employee turnover, burnout and its negative influence on productivity.



Employee wellbeing has gained heightened focus and acceleration since the onset of the pandemic. Most organization's stepped forward immediately to safeguard their employees against the Covid-19 by rolling out a suite of initiatives and benefits to support employees' physical, mental, and financial wellbeing. With this enhanced focus on employee wellbeing, organization's must proactively invest time and efforts to develop a long-term, differentiated wellbeing proposition that front-ends the overall value proposition. It's time to rethink how organization's can support employee wellbeing to set their workforce up for success.

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Name- Ayush Jha  
Couse- BBA  
Batch- 2022 - 2025  
First Year

# Why Budgeting is important?

18

Budgeting is a crucial aspect of financial management that empowers individuals to allocate their resources effectively. By creating a plan that outlines income, expenses, and savings, budgeting provides financial control and awareness, enabling informed decisions and the ability to prioritize spending based on goals. It plays a vital role in debt management and reduction, as well as building an emergency fund to prepare for unexpected events. Additionally, budgeting cultivates disciplined saving habits, promotes



financial stability, and reduces stress by providing a clear framework and peace of mind. Embracing budgeting as a positive step towards financial success allows individuals to take control of their financial future and achieve long-term stability.



## Reference link-

<https://en.m.wikipedia.org/wiki/budgeting-is-important>



Name: Mohammed Ammaar  
Course: BCA  
Batch: 2020 - 2023  
Third Year

# Investing : Method to become Rich

19

Investing is a proven method to potentially become rich and build long-term wealth. By putting your money to work in various financial markets and assets, you have the opportunity to generate substantial returns over time. The key to successful investing lies in understanding the importance of diversification and risk management. Diversifying your investments across different asset classes, such as stocks, bonds, real estate, and mutual funds, helps mitigate risk and maximize potential returns. Additionally, developing a long-term perspective and resisting the urge to make impulsive decisions during market fluctuations is crucial. Investing requires patience, discipline, and staying informed about market trends. Taking advantage of tax-efficient investment accounts and seeking professional guidance can further enhance your chances of success.



While investing involves risk, the potential rewards make it an essential strategy for wealth accumulation. Start early, stay committed, and harness the power of Investing to pave your way towards financial prosperity and a potentially rich future.



**Reference link-**  
<https://en.m.wikipedia.org/wiki/investing->



Name : Anchal Pandey  
Course: BCA  
Batch: 2022 - 2025  
First Year

# Market on Future Commerce

20

Commerce is undergoing a transformative shift driven by technology and changing consumer behavior. Businesses must adapt to seize opportunities. The future lies in embracing e-commerce, mobile shopping, data-driven strategies, sustainability, and omnichannel experiences. Online shopping offers convenience and variety, while mobile shopping caters to on-the-go consumers. Data-driven decision-making improves personalization and marketing effectiveness. Sustainability is gaining importance, with eco-conscious consumers favoring responsible businesses. Integrating offline and online channels through omnichannel experiences creates a seamless shopping journey.



Embracing these transformations positions businesses for success in the evolving commerce landscape, fueling growth and competitiveness. Adaptation is key to thriving in the future of commerce.



Reference link:  
<https://tapmi.finance/2023/01/08/future-commerce>



Name : Tanishka  
Course: BCA  
Batch: 2020 - 2023  
Third Year

# POET CORNER

आज तू बिखरा है, एक रोज तू निखरेगा है,  
 डला है जो आज सूरज, कल सुबह निकलेगा है  
 माना तेरी मंजिल है, इन लोहो की जंजीरो में है,  
 पर तू तपेगा जब तेरी तपन से, वो लोहा भी पिघलेगा।  
 मंजिलो के रास्तो में कांटे तो सभी क है,  
 पर तेरे अंदर जूनून है, तो तू कांटो पर चलेगा है।  
 माना आज तू बिखरा है, एक रोज तू निखरेगा है,  
 डला है आज सूरज, कल सुबह निकलेगा है।”  
 “हवाए विपरीत क्यों ना चले, तू कदम कदम बढ़ेगा है,  
 तुझे है कल लिए तैयार होना, तो आज तो गिरेगा है।  
 तेरी कोशिश देख हवाओ का रुख, एक रोज तो बदलेगा है,  
 माना आज तू बिखरा है, एक रोज तू निखरेगा है,  
 डला है आज जो सूरज कल सुनह निकलेगा है”



Name : Anshuman Kumar  
 Course: BBA  
 Batch: 2022 - 2025  
 First Year

Had I the heavens' embroidered cloths,  
Enwrought with golden and silver light,  
The blue and the dim and the dark cloths  
Of night and light and the half light,  
I would spread the cloths under your feet ...



Name : Ayushi Sharma  
Course: BCA  
Batch: 2022 - 2025  
First Year

# LET'S DRAW





Name : Muskan Kumari  
Course: BBA  
Batch: 2022 - 2025  
First Year



Name : Shipra Yadav  
Course: BBA  
Batch: 2022 - 2025  
First Year

# I.T.S MEDIA

25

Huge Media Coverage of NAVTARANG - 2023, The 17th Annual Fest of I.T.S UG Campus held on 25th & 26th April 2023 and concluded on a Grand Note with Live Performance of Bollywood Singer Shruti Pathak at I.T.S. Mohan Nagar, Ghaziabad and participation of over 3000+ Students from 160+ Universities & Colleges of Delhi-NCR in 22 Activities organized in the Event.



## आईटीएस में 17वें वार्षिकोत्सव नवतरंग 2023 का हुआ समापन



गजियाबाद (हिन्द आस्था)। आईटीएस मोहननगर संस्थान ने अपने 17वें वार्षिकोत्सव नवतरंग इंटर कॉलेज कम्प्लेक्स फेस्ट 2023 का आयोजन किया। दो दिन चले इस वार्षिकोत्सव में 22 तरह की विभिन्न प्रतियोगिताओं जैसे विक्टर, डॉनरड, विजनेस प्लन, सोल्वे ड्रास, सुब ड्रास, टी शर्ट डिज़ाइन, क्विज़, गैटिंग नेट आर्ट, स्टीट प्ले, सोल्वे सिमिंग, डेटल ऑफ बैंक, कंस्टर मैकिंग, फेस डिज़ाइन, फेस ड्रा, फोटो, मिमिडी, अलहादी, ब्रुएट सिमिंग, डिबेट कम्पटीशन, रमोली, वेस्ट आउट ऑफ वेस्ट, सुडोकु आदि का आयोजन किया गया। इस प्रतियोगिता में राष्ट्रीय राजधानी क्षेत्र के लगभग 150 महाविद्यालयों के 1200 से भी अधिक छात्र छात्राओं ने भाग लिया। विभिन्न

प्रतियोगिता में अधिकारता, दिल्ली विश्वविद्यालय, इंदरप्रस्थ विश्वविद्यालय, डॉ. पी.पी.जे अब्दुल कलाम प्रतियोगिता विश्वविद्यालय, सुभारती विश्वविद्यालय एवं कौमारी सराज सिंह विश्वविद्यालय के विद्यार्थियों ने भाग लिया। प्रतियोगिताओं के विजेताओं को नकद पुरस्कार एवं प्रमाण पत्र प्रदान किये गए। इकट्ठेन में सरस्वती के वरपौं में टीप प्रदर्शित कर किया गया। कार्यक्रम के दौरान चहु पब्लिक स्कूल के बच्चों ने अद्भुत संगीत कार्यक्रम प्रस्तुत किया। वार्षिकोत्सव के समापन को और सजदार बनाने के लिए स्टाफ/विद्यार्थी समारंभ बुलि चटक द्वारा गीत प्रस्तुत किये गए। सोशलमिडिटी नाइट में बुलि चटक ने अपने सुपरहीट गानों का छात्रों ने भारपूर

आनंद लिया और खुब जमकर गाये। दूसरे दिन चली विभिन्न प्रतियोगिताओं में सोल्वे ड्रास प्रतियोगिता में टीआईएस कॉलेज दिल्ली की टीम प्रथम एवं हाई टेक गजियाबाद की टीम द्वितीय स्थान पर रही। अंतसारी प्रतियोगिता में आरबीसीटी गजियाबाद प्रथम एवं एमएएच कॉलेज गजियाबाद द्वितीय स्थान पर रहे। वेस्ट आउट ऑफ वेस्ट प्रतियोगिता में आईटीएस मोहननगर प्रथम एवं एमएएच कॉलेज गजियाबाद दूसरे स्थान पर रहे, डिबेट कम्पटीशन में आईटीएस नौरा प्रथम एवं हाई टेक गजियाबाद दूसरे स्थान पर रहे। रमोली में एमिशन स्टडीज नर्व कैपस दिल्ली प्रथम एवं नौरा इंटरनेशनल यूनिवर्सिटी

दूसरे स्थान पर रही। सुडोकु प्रतियोगिता में आईटीएस गजियाबाद प्रथम एवं कृष्ण इंजीनियरिंग कॉलेज द्वितीय स्थान पर रहे। वीर ऑफ बैंड में केआईटी मुरादनगर प्रथम एवं टेकबीआ कॉलेज दिल्ली द्वितीय स्थान पर रहे। ब्रुएट सिमिंग में केआईटी मुरादनगर प्रथम एवं आईटीएस गजियाबाद की टीम द्वितीय स्थान पर रही इस अवसर पर आईटीएस सुप ऑफ इंस्टीट्यूशन के चेयरमैन डॉ. आरपी चहु, वाईस चेयरमैन अमित चहु, सचिव बीके अरोरा, इन्फोवर्टर पीआर सुरेंद्र सूद, युजी कैपस के इन्फोवर्टर डॉ. सुनील कुमार घांडे, युजी कैपस की वाईस प्रिंसिपल प्रोफेसर नेसी शर्मा, अध्यक्षकमल एवं छात्र छात्राएं उपस्थित रहे।

# AMAZING FACTS

# 26

- The world's oldest known creature is the Greenland Shark, which can live for over 400 years.
- The Earth's largest volcano is Mauna Loa in Hawaii, which stands about 13,678 feet (4,169 meters) above sea level and extends about 30,080 feet (9,170 meters) below sea level.
- The blue whale is the largest animal ever known to have existed. It can grow up to 98 feet (30 meters) in length and weigh as much as 200 tons.
- The Great Barrier Reef in Australia is the largest living structure on Earth. It stretches over 1,400 miles (2,300 kilometers) and is visible from space.
- Honey never spoils. Archaeologists have found pots of honey in ancient Egyptian tombs that are over 3,000 years old and still perfectly edible.
- The Sahara Desert is the largest hot desert in the world, covering an area of about 3.6 million square miles (9.4 million square kilometers).
- The deepest part of the world's oceans is the Mariana Trench in the western Pacific Ocean. It reaches a depth of about 36,070 feet (10,994 meters).
- The hummingbird is the only bird that can fly backward.
- The oldest known written recipe is a recipe for beer. It dates back to around 1800 BCE and was found in ancient Mesopotamia (modern-day Iraq).
- The Andromeda Galaxy, located about 2.5 million light-years away from Earth, is approaching our Milky Way galaxy and is expected to collide with it in about 4 billion years.
- I hope you find these facts amazing! Let me know if you want to know more.



Name : Vansh Arora  
Course: BBA  
Batch: 2022 - 2025  
First Year

# UG HIGHLIGHTS



# AWARDS & ACHIEVEMENTS



**I.T.S Mohan Nagar, Ghaziabad**  
**UG Campus**



(Affiliated to CCS University, Meerut - NAAC A++ Grade University)

## INDIA TODAY RANKING - 2023



## INDIA TODAY GROUP MDRA SURVEY-2023

announced in its July 2023  
Edition Magazine  
'THE BEST COLLEGES OF INDIA'



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+91 8447744041 / 42 / 43 / 44 / 47



## **LEARNINGS @ ITS** **Experiences of BBA Students' visit to** **IIM Bangalore**



**Karan Mirchandani**  
**BBA (2017-20)**

“Obliged to ITS for grooming me to present our B-Plan at IIM Bangalore”



**Mohit Jha**  
**BBA (2017-20)**

“Gratitude to ITS for continuous mentoring by e-cell for the championship”



**Yashashvi Sharma**  
**BBA (2017-20)**

“Feel fortunate & blessed to be at ITS. Had an amazing experience at IIMB”



**Priyanka Arora**  
**BBA (2018-21)**

“Wonderful learning experience at IIMB. Indebted to ITS for this lifetime opportunity”



**Shivam Choudhary**  
**BBA (2017-20)**

“Witnessed so many innovative business ideas. Grateful to ITS for this unique experience.”

[www.ug.its.edu.in](http://www.ug.its.edu.in) [www.facebook.com/BBABCAI.TSMohanNagar/](https://www.facebook.com/BBABCAI.TSMohanNagar/) [www.instagram.com/itsghaziabad/](https://www.instagram.com/itsghaziabad/)

+91 8447744041, 8447744042

# UG EVENTS



**I.T.S Mohan Nagar, Ghaziabad**  
(Affiliated to CCS University, Meerut) | NAAC A++ Accredited University



**UG Campus**

## Navtarang - 2023

(17<sup>th</sup> Annual Inter College Cultural Fest)

25<sup>th</sup> - 26<sup>th</sup> April, 2023

ATTRACTIVE CASH PRIZES  
**CELEBRITY Night**  
Passes for all Participants



**Shruti Pathak**  
Indian Playback Singer  
Live!



For Registration

**CONTACT :**

Dr. Manoj Kumar - 8512006644 | Dr. Sandeep Garg - 9911133391  
Prof. Mala Shharma - 8512862169 | Prof. Shreyta Raj - 8750089470  
Dr. Vidushi Singh - 8447744052 | Prof. Aadil Khan - 9718454174

**Register on : [www.ug.its.edu.in/navtarang-2023](http://www.ug.its.edu.in/navtarang-2023)**  
**Email : [navtarangug@its.edu.in](mailto:navtarangug@its.edu.in)**



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# Web Application & Development

I.T.S. Mohan Nagar UG Campus organized 2- Days workshop on “Web Application development using python” for the Students of BCA Program on 31 March, 23 & April 1, 2023. The objective of the workshop was to provide Basic knowledge of Python, HTML, CSS, Javascript, understanding of working on Django framework and to build web applications.



3RD APRIL, 2023

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# Personal Branding by Using Social Media

I.T.S. Mohan Nagar, Ghaziabad, UG Campus has organized Workshop on “Personal Branding using Social Media” for BBA and BCA Final Year students on April 3rd, 2023. The objective of the workshop was to educate college students on how to build their personal brand using social media platforms. The workshop was conducted by Prof Yachana Malhotra, an expert in social media and personal branding. The session covered various aspects of personal branding like creating a personal brand statement, identifying target audiences, and using social media platforms to build a brand. The advantages of personal branding like creating connections, enhanced reach, making narrative and leadership building were discussed at length. During the workshop, attendees were given practical exercises to help them apply the concepts they learned. The exercises included creating a personal brand statement and developing a social media strategy to promote their brand. The attendees were enthusiastic and engaged throughout the workshop, asking questions and sharing their experiences related to social media and personal branding.



# Tattoo Competition

Fine Arts club of I.T.S. Mohan Nagar, Ghaziabad, UG Campus organized Tattoo competition for all the students of BBA and BCA on April 5, 2023. The objective behind this competition was to celebrate the beauty of self-expression through the timeless art of tattoos that adds a touch of edge. The students showcased their skills, creativity and imagination as they bring to life the tales etched on the skin. All UG Students Participated in the Competition. Students were quiet enthusiast in the event. They appeared on time and were happy Drawing, drew many beautiful and creative tattoos. Some students were also involved in helping each others as a model for their tattoo.



5TH APRIL, 2023

30

**In House Workshop on “Selling Skills & its Significance”, “Challenging the Myths of Industrial Era: A Counter Intuitive Thinking (BLUE OCEAN STRATEGY)”, “Understanding Importance Of Data Analytics Using Excel”, “Towards Professional Life”, “Smart Agriculture Using IOT Data Analytics And Machine Learning”, “Investment in Capital Market” from 5th April 2023 to 19th April 2023 for BBA & BCA IIIrd year students .**

The aim of the workshop was to provide participants with core knowledge about sales as a function and as a process. In addition, participants will acquire several skills related to negotiation and objection handling, resolving customer issues and closing sales. The objective of the workshop was to discuss various strategic management models under the broad headings of Generic strategies, competitive/red ocean strategies, monopoly/blue ocean strategies & their bases in Indian Industries. Dr. V.N. Bajpai, an expert in Strategic Management & Marketing, conducted the workshop. The Session brief about the difference between Red Ocean Strategy & Blue ocean strategy. This course aims to provide skills and knowledge which will allow students to learn MS Excel tools, techniques and create lookup functions. Microsoft excel is a familiar and most recommended tool for all industries from technical to management level. The eminent speaker started the session by the introduction of topic ms excel and its uses in data analytic. The workshop helps students to do the analysis of data with the help of Excel. This workshop was intended for budding managers who look to improve their interpersonal relationships at workplace. The workshop was conducted by Dr. D. K Pandey and Dr. Shikha Arora. The objective of the workshop was to educate college students on how to build their personal brand and cracking an interview. Dr Anuradha Chug and her team members conducted the session on Role of IoT in Agriculture using machine learning and Data mining Agriculture Data collection remotely through SIM and cloud subscription using Data loggers and its live demo, Python scripts and its hands on sessions on Google Colab on collected data for various applications such as disease prediction... precision farming and Deep Learning Algorithm for image data for early detection of plant disease.



6TH APRIL, 2023

32

# Fashion Show Competition

The members of Fashionista- The Fashion Club participated in the Fashion Show Competition during Spandan 2023 organized by NDIM, New Delhi on April 06, 2023. Teams from Kamla Nehru College (DU); ATDC, New Delhi; in-house team of NDIM, Miranda House, New Delhi; Floral Fashion Academy, etc participated in the event on the theme of Met Gala coupled with social causes. The team from I.T.S. won the second runners- up position beating the stiff competition from Delhi University colleges.



7TH APRIL, 2023

33

# Mass Communication - Janmat

Mass Communication Club – “Janmat” at I.T.S. Mohan Nagar, Ghaziabad, UG Campus has organized an Inter Institutional Meme making contest in multiple themes on April 07, 2023. The primary objective of this program was to provide our students an opportunity and platform to prove their talent and their artistic exploration. The program started with the welcome of the distinguished guest Dr. Charu Malhotra (Associate Professor - I.T.S. U.G. Campus). The students of BBA and BCA (All Years) participated in this contest. The contest was based on the following themes: “Offline Exam/ iPhone 14/ IPL/ Last Moment Exam Preparation/ My Plans 2023/ Indian Parents be Like/ Every Student Ever/ Toppers and Backbenchers/ Delhi’s Weather/ Delhi NCR Pollution/ Fitness Goals/ Life in College”. Participants created very attractive and impressive memes. All the participants were very keen and enthusiastic during the event.



# Campus to Corridor

I.T.S. Mohan Nagar, UG Campus organized Alumni Talk on 'Campus to Corporate corridor' for BCA I year students on 10th April 2023. Ms. Mansi Khanna, BCA Batch(2008-11), Team Lead – Tech Assurance Ameriprise Financial was the resource person for alumni session. I.T.S. is focused to give a global experience to its students. We request our alumni regularly to visit their Alma-mater so that they can share their experiences and explorations as Journey from “Campus to Corporate Corridors” and once again they can revive their nostalgic moments along with sharing their pathways with juniors.





11TH APRIL, 2023

35

# Quantitative Aptitude & Vocabulary Fun

I.T.S. Mohan Nagar, Ghaziabad, UG Campus has organized session on Quantitative Aptitude and Vocabulary Fundamentals on 11th April, 2023. The Guest lecture was delivered by Mr. Ramanuj (Director- Career Launcher) and Ms. Neha (Verbal Mentor & PDP Trainer). This workshop exposed the students to categorize, apply and use thought process to distinguish between concepts of Quantitative methods. It explained the fundamentals related to various possibilities and probabilities related to quantitative aptitude. This exercise enabled the students to critically evaluate various real-life situations by resorting to an analysis of key issues and factors. A robust vocabulary improves all areas of communication — listening, speaking, reading, and writing. After delivering their session, they encouraged students to clear their doubts and clarified many doubts related to aptitude and vocabulary fundamentals.



11TH APRIL, 2023

36

# Guest Lecture Personal Wealth Management

I.T.S. Mohan Nagar, UG Campus has organized a workshop on “Personal Wealth Management” for BBA & BCA III year on April 11, 2023. Dr. Anusha Agarwal, Professor-Finance, I.T.S School of Management-Mohan Nagar, Ghaziabad was the resource person of this workshop. She started the session by giving the brief introduction about importance and relevance of personal wealth management. During the workshop she has discussed the roadmap to financial freedom in detail.



12TH APRIL, 2023

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# INCHOATE-2.0

Final phase of INCHOATE 2.0 was organized at ITS Mohan Nagar UG campus under “Campus 2 Corporate” program. There were 6 teams who presented their business ideas along with a prototype in front of judges and other participants. The members of jury panel were Mr. Debojit Sen (Asst. Vice President, Car Dekho Group & Co-Founder - Crack ED), Mr. Ramit Bedi (Senior Talent Acquisition Specialist,ipro HR) and Ms Anisha Gupta (Head of Growth & Partnerships ,Myways.ai) Members of opening ceremony were Director UG, Dr. Sunil Kumar Pandey Sir, Vice principal Prof. Nancy Sharma Ma’am, Event Coordinator Ms. Divya Gupta, Event Coordinator Prof. Amit Singh & Faculty Mentors. Each team has presented their business ideas with enthusiasm, one by one in a very smooth manner. Evaluation was based on the basis of their communication skill, presentation skills, technical competency and creativity. Winners were decided on the basis of cumulative score of judging panel.







12TH APRIL, 2023

40

# Armed Forces

I.T.S. Mohan Nagar, Ghaziabad, UG Campus has organized a Guest Lecture on Leadership in Action uncovering Strategic Management Lessons “from Armed Forces” on April 12, 2023 for BBA 1st yr students. The Guest lecture has carried on by LT. Cdr Ankit Gaur, Indian Naval Officer. This lecture has expose students with insights into the effective leadership strategies used in the military, highlighting the strategic management lessons that can be applied to other professional Front also. LT. Cdr Ankit Gaur give the insights about military management techniques which students have linked with practical management practices .Through this lecture, Students have gained a deeper understanding of the importance of Management and marketing in achieving organizational objectives, and will be able to apply these lessons to their own personal and professional development. After delivering his lecture he encouraged students to clear their doubts and clarified many doubts of the budding managers. Overall the session was very informative and practical oriented .



25TH & 26TH APRIL, 2023

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# Navtarang - 17th Annual Fest

NAVTARANG - 2023, The 17th Annual Fest of I.T.S. (UG Campus), Mohan Nagar, Ghaziabad concluded on a Grand Note with huge participation of over 2500+ Participants from 160+ Universities and Colleges of Delhi-NCR including most of the leading colleges of University of Delhi, IP University etc.. The event comprised of 22 Activities including - Group Dance, Quiz, T-Shirt Painting, Creative Writing, Nail Art/Tattoo Making, Nukkad Natak, Solo Singing, Cross Words, Business Plan, Ad-Mad Show, Poster Making, Face Painting, Poetry/Shayari/Mimicry, Fashion Show, Solo Dance, Antakshari, Best Out of Waste Running Model, Debate Competition, Rangoli, SUDOKU, War of Band and Duet Singing. The event concluded with electrifying performance of Bollywood Singer - "Shruti Pathak" on Day-2 before about 3000 students and participants of various activities in NAVTARANG - 2023.









26TH APRIL, 2023

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# Navtarang - Celebrity Night

NAVATARANG - 2023, The 17th Annual Fest of I.T.S UG Campus, Mohan Nagar, Ghaziabad concluded on a Grand Note with electrifying performance of **Bollywood Singer Shruti Pathak** in the presence of over **2700+** Students and participants of the event at Mohan Nagar, Ghaziabad Campus. Everyone present enjoyed the Celebrity Night.





2ND MAY, 2023

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# Microsoft Centre of Excellence Megabyte

Microsoft Center of Excellence was inaugurated on 02nd May 2023 at I.T.S. Mohan Nagar, Ghaziabad. This will provide Free Learning & Microsoft Certification opportunity to all the Faculty, Staff and Students of the Institute, especially of MCA and BCA Courses of the Institute:

1. Microsoft \*Azure Data Fundamentals\*
2. Microsoft \*Azure AI Fundamentals\*
3. Microsoft \*Dynamics 365 Fundamentals\* (CRM)
4. Microsoft \*Security, Compliance, and Identity Fundamentals\*
5. Microsoft \*Power Platform\* Fundamentals
6. Microsoft \*Dynamics 365\* (ERP)
7. Microsoft \*Certified Educator\*
8. Introduction to Azure Fundamentals

I.T.S. Ghaziabad always strive for providing best of the learning, up-skilling and Re-skilling opportunities to all the Faculty, Staff Members and Students. Towards this, the newly established Centre of Excellence will provide an opportunity of Free Learning & Free Certification Opportunity on all major Technologies to all the Faculty, Staff Members and Students of I.T.S Ghaziabad





14TH MAY - 18TH MAY, 2023

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# Study Abroad Tour

With great pleasure I.T.S Mohan Nagar, Ghaziabad, UG Campus wish to share that a joyous flag off was given to our BBA & BCA students to a 4 Night / 5 Days Study Abroad Tour to Dubai and Abu Dhabi. The student group escorted by Prof. Neeraj Jain will be leaving early morning on 14th May 2023 to Dubai. The objective of the tour is learning cross cultural experience along with international exposure to industrial practices and global academics environment. Students will also be visiting Usky Transport , Prognica Lab etc . I.T.S. Mohan Nagar UG Campus has organized a study abroad tour to Dubai and Abu Dhabi for BBA & BCA students from 14th May to 18th May 2023. The Student Contingent along with Prof Neeraj Kumar Jain landed in Dubai on 14th Morning. Day 1(14th May,2023)- The day was spent in exploring the city, the students went for a guided city tour, where they visited the 7th Star hotel Burj Al Arab , Marina Beach , and other tourist attractions . In the evening the students had a gala dinner at the Dhow cruise and enjoyed the evening with music and masti with friends. Day 2(15th May,2023)- The students explored various shopping destinations , like Meena Bazar , Gold souk ,spice souk etc , The evening they had a wonderful time at Desert Safari where they had a ride of the desert on a land cruiser and had a glimpse of the Arabic culture , The students enjoyed Tanura Dance , Fire Dance and Belly Dance and then had sumptuo. Day 3(16th May,2023)- The third day was scheduled as a day trip to Abu Dhabi it started by visiting Sheikh Zayed Grand Mosque. The architecture of the Mosque was breath taking. After visiting the mosque the tour proceeded towards YAS mall which is situated in YAS Island famous tourist attraction in Abu Dhabi. Then the students visited Ferrari World which is Home to the world's fastest rollercoaster, the highest loop ride, the tallest space-frame structure ever built on the planet and over 40 record-breaking attractions, this was the ultimate destination for non-stop, hyper-adrenaline, heart-racing fun! The Students had an amazing experience.. The day ended at Indian cafe house (Indian restaurant) where the students enjoyed the sumptuous Indian cuisine. **Day-4 of our BBA & BCA Students at I.T.S. Mohan Nagar, Ghaziabad (UG Campus) on Education Tour to Dubai & UAE apart from exploring places of attractions!**

**1. Visit to SoiLAB (Sharjah Open Innovation Lab) a - Sharjah Industrial design company in Sharjah, UAE.**

**2. Visit to IEKA, Dubai:**

It is a Scandinavian chain selling ready-to-assemble furniture, plus housewares, in a warehouse-like space operating in about 50 Countries with about 12000 Products, world's **largest furniture retailer** since **2008**.

Day 5(18 May)- The final day of the tour Students visited Ace Crane Systems, an innovative and progressive overhead crane and hoist manufacturing company, based in the United Arab Emirates.

Our BCA Alumni working in Dubai, came to meet his faculty and juniors at the hotel on the 18th and the students were really happy to interact with their senior.

The Trip ended on a very happy note and the students Boarded their flight back home with happy memories for their life .







25TH MAY, 2023

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# Hackathon

**Megabyte – 2023: National Hackathon** organized by Technotrix Club UG Campus I.T.S. Mohan Nagar, Ghaziabad.

The Hackathon commenced with an inspiring opening ceremony, featuring keynote speeches from prominent figures in the Tech industry. On this occasion following industry experts, leaders and academicians in their respective fields.

1. **Shri Upkar Singh**

IT Leader, Digital Strategist, DevOps Leader  
Business Digital Thinker & TEDx Speaker

2. **Shri Bohitesh Mishra**

Co-Founder & CTO - Avexa Systems Pvt Ltd.  
Co-Founder - DECISIONTREE ENDEAVOUR India  
Co-Founder & COO - Xiphias XPay Life Pvt Ltd.  
Ex. Program Manager - MothersonSumi Infotech & Designs Ltd (MIND)

3. **Dr. Sunil Kumar Pandey**

Director UG-IT - I.T.S. Mohan Nagar Ghaziabad

4. **Prof. Nancy Sharma**

Vice Principal - I.T.S. Mohan Nagar Ghaziabad

All eminent speakers guided the all participants. They emphasized the importance of collaborative problem-solving and shared their experiences and insights, motivating the participants to push their boundaries. In the Hackathon event participation of Teams from far off places including **Ranchi, Bhopal, Jaipur, Chandigarh, Pauri Garhwal, Panipat, Lucknow, Kanpur, Mathura, Ghaziabad, Delhi** etc.

Throughout the day, expert mentors from various technical domains were available to guide the participants. They offered invaluable advice, shared industry best practices, and helped teams refine their project ideas. The mentors' expertise greatly enhanced the quality of the projects and provided a valuable learning experience for the participants.





# DISCLAIMER

Articles in this Magazine are the opinions of writers/contributors; they are not expressed against any specific person, social class or any entity on whole. It has been best tried to maintain sancity and sovereignty of an education group. Facts are presented are correct to 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. We are graciously inviting you to send articles, poems, amazing facts, puzzles etc on the below mentioned topics for our next issue:

1. The Importance of Mental Health Awareness
2. The Rising of E-Learning
3. The Benefits of Extracurricular Activities
4. The Impact of social media on youth
5. The Power of Volunteerism

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 article should be in Times New Roman with Font size of 12.
3. Along with this 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 photographs in .JPG formats so that the same can be published along with this article.

We are looking forward for your participation in article writing etc. and making Tatva more spellbinding . Please mail your articles/poems etc. w ill be published in July-September 2023 ISSUE.

vaijaynatanand@its.edu.in

seemakashyap@its.edu.in

Before 10th July, 2023. Selected articles/poems etc. will be published in July - September 2023 ISSUE. If your article will be selected to be published in "Tatva" you will be notified by email.

With Best Wishes

Editors

# NEXT 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 articles, poems, amazing facts, puzzles etc on the below mentioned topics for our next issue:

## GENERAL TOPICS

1. The Benefits and Drawbacks of Social Media Usage
2. The Rise of Plant - Based Diets and their Impact on Health and the Environment
3. The Ethics of Artificial Intelligence: Balancing Progress with Responsibility

## IT TOPICS

1. Metaverse Technology & current market
2. The Internet of Things (IOT) and its impact on Daily Life: Opportunities and Risks.
3. The potential of AI in healthcare

## MARKETING TOPICS

1. Comparison of advertising v/s building brand equity.
2. Influencer marketing research: review and future research agenda
3. Traditional Marketing vs. Digital Marketing: Which one is Better When it Comes to Tracking KPIs

## HR TOPICS

1. Employee financial wellbeing becomes part of the HR agenda
2. How is software simplifying recruitment?
3. Talent management approaches among MNCs in the USA

## FINANCE TOPICS

1. Importance of financial literacy & financial behaviour for youth
2. Financial markets & monetary policy: success or failure
3. Mobile financial services, financial inclusion, and development: A detailed study

# **NEXT 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 etc. w ill be published in July-September 2023 Issue.

[vaijaynatianand@its.edu.in](mailto:vaijaynatianand@its.edu.in)

[seemakashyap@its.edu.in](mailto:seemakashyap@its.edu.in)

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With Best Wishes

Editors



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Mohan Nagar, Ghaziabad 201 007 **Mob:**08447744044/43/42/41

**Website:** [www.its.edu.in](http://www.its.edu.in) **E- mail:** [admissions.mn@its.edu.in](mailto:admissions.mn@its.edu.in), [itsmn@its.edu.in](mailto:itsmn@its.edu.in)

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