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THE TATVA

E-MAGAZINE OF I.T.S. U.G. CAMPUS VOLUME 9 ISSUE 3 JULY TO SEPTEMBER 2021



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FROM EDITOR'S 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 ITSTANS.

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GIVING WORDS TO THOUGHTS



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HOW DO BRANDS EXPLOIT IMPULSIVE BUYING? 01



Impulsive buying behaviour is the key to exploit the various brands in the e-shopping world. But due to the psychological complexity of consumer buying decisions, firms are not able to design new strategies for the e-tail customers compared to the retail customers in the organized sector.



The main focus of the study is on the brand exploitation through impulsive buying in the e-tail portals. There are many known and unknown variables of impulsive buying in the online portals, which affects the brand exploitation. Hence, the present study is limited to identify the different internal and external factors that influences the impulsive buying of customers in the e-tail shopping



environment compared to the traditional retail shopping traditions. There has been a considerable research done in the organized retail sectors to derive the compulsive buying patterns through the self-congruence and impulsive buying tendency that creates a competitive advantage for brand exploitation. But little research has been carried on

the e-tail portals. The study begins with identifying some fundamental research questions after the detailed literature review, formation of standard hypothesis. The chi-square test was applied for the hypotheses.

Reference Link -

<https://www.socialmediatoday.com/content/impact-social-media-marketing-brands>

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Some may argue the majority of employees should change their workplace from office to home. In my opinion, the benefits of working from home offset the drawbacks due to various reasons. Working from home is a lot more comfortable for lots of people. Employees can save a great deal of time and money since they do not have to travel so often, which means people will have more time for work and themselves, too. Less traveling will also help reduce traffic congestion and environmental pollution. Besides, working at home does not mean staying inside all day long, people can choose to work in their garden or backyard, wherever makes them feel convenient to work. Moreover, employees are under less stress with a flexible working schedule. Some may argue the majority of employees should change their workplace from office to home. In my opinion, the benefits of working from home offset the drawbacks due to various



reasons. Working from home is a lot more comfortable for lots of people. Employees can save a great deal of time and money since they do not have to travel so often, which means people will have more time for work and themselves, too. Less traveling will also help reduce traffic congestion and environmental pollution. Besides, working at home does not mean staying inside all day long, people can choose to work in their garden or backyard, wherever makes them feel convenient to work. Moreover, employees are under less and stress with a flexible working.



Reference Link -

<https://www.cleverism.com/hr-how-to-win-war-for-talent/>

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Section-A



HUMAN RESOURCE- REALITY CHECK

Change and fluctuations in Indian dynamics is the only thing constant in the present scenario. With a decade into the 21st century, all we can see is more changes, more rapidly in the way businesses work in India. For so long, HR in India has played a critical role, as Indian businesses and industry has leaped across the rate of growth post liberalisation and post the dawn of the internet era. A predominant reason why this will continue is the nature of the Indian society as compared to the Western societies.



In US and Europe, when children move to high school they are pushed to become independent. By the time they finish their undergraduate degree and get ready to enter the corporate world they are emotionally mature, take their own decisions and have often started living

independently. Whereas in India, children live under the protection of parents and perhaps even grandparents well into their 30s. Today HR has become the pulse point of any organisation, as human capital is that which can make or break a company.

[Reference Link: https://ijed.in/download-article.php?Article_Unique_Id=IJEED158&Full_Text_Pdf_Download=True](https://ijed.in/download-article.php?Article_Unique_Id=IJEED158&Full_Text_Pdf_Download=True)

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EMPLOYEE MORALE- PARAMOUNT TO YOUR SUCCESS

04

A business is only as successful as its employees, and that goes for any industry. Whether you're a leader in an office, a retail store or an online business, the rules of leadership apply. Even the most amazing employees need direction and direction and encouragement to succeed. Guidance is paramount to maintaining a positive atmosphere at work, which, in turn, will boost productivity.



To promote a positive workplace in which employees go above and beyond to achieve organizational goals. While any attention is better than no attention, positive attention – as when an employer focuses mainly on strengths – is the best of all. Plain and simple, focusing on employees' talents boosts your bottom line. Employees who primarily use their strengths at work feel less stressed and physically and emotionally healthier. This increases their productivity and also supports positive engagement with clients and customers. A major part of developing a



successful team is opening a feedback loop. Employees need to know where they stand. It's just as important to be transparent and open to feedback on your end. Employees should have room to comfortably and respectfully voice any thoughts or concerns.

ReferenceLink:

<https://www2.deloitte.com/in/en/pages/financialservices/articles/weathering>

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MOBILIZE EDUCATION NETWORKS TO DISSEMINATE LIFE-SAVING PUBLIC HEALTH MESSAGES.

05

Nowadays in this type of uncertain scenario, everybody has undergone many drastic changes in the field of health, finance, education, research and, corporate industries. One of the most challenging situations was faced by the education sector when the closure of the schools and institutions resulting in the dilemma and confusion about the future of the educational facilities of the students. Although despite this crisis, the impact on the quality of education among the schools was less significant. Thanks to the new and emerging cutting-edge technology, which has given us the medium for the consistent flow of knowledge and guidance through various online platforms. But what if these educational reforms support the society to make them aware of the health-related remedies and awareness among them! In the recent stages of emergencies, it is seen that the necessity of gathering the students and making them vigilant about the ongoing circumstances have been a tool to disseminate the important health and safety messages to a large fraction of society. These early education activities look different in each setting. In the opening of the Darfur crisis in Sudan, children led by an adult volunteer gathered regularly under a tree or jerry-rigged tent to sing songs, play games, and learn how to stay safe in a new environment.



[Reference link-](#)
[Center for Universal Education cue@brookings.edu](#)



A TRUST-FIRST

06

MARKETING STRATEGY IN

A PRIVACY-FIRST WORLD

Digital marketing and advertising rely extensively on data, more importantly on personal data. Companies have for long collected data on consumers to determine potential customers, market swings and to figure out what consumers want. Regulatory control is now disrupting online data collection. Due to the increasing concern about privacy among consumers, technology giants are moving to strengthen privacy protection for their users, making it tougher for advertisers to track them online. Android and IOS jointly accounting for over 99 per cent of the



global market share of mobile operating systems, the issue of opaque ad tracking, consent and privacy is now center stage. The government's recent stance on What's App data sharing policy sent a strong message to tech platforms to ensure privacy first. Globally, privacy is being strengthened through new laws. Governments are

putting under the scanner companies that have tailored data to reap unfair benefits. For example, how Amazon decides which merchants appear in the crucial "buy box" is up for a review in Britain. There are stringent laws like the European Union's.

[ReferenceLink:https://brandequity.economictimes.india.com/news/marketing/a-trust-first-marketing-strategy-in-a-privacy-first-world/84335025](https://brandequity.economictimes.india.com/news/marketing/a-trust-first-marketing-strategy-in-a-privacy-first-world/84335025)

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WHY BRANDS SHOULD CREATE UNIQUE AND CUSTOMER-ORIENTED MARKETING SOLUTIONS.

07



In today's market, a level of stagnation or saturation in technological advancement has led to parity in products/services that various competing brands offer, having almost no USP / 'differentiator' that the brand can claim as their own, genuinely. In the 21st century, this is one of the



the most unavoidable bottlenecks that all of us in brand communication and marketing face. The big question that now stares all of us right in our faces is how to attract and retain consumers and keep them loyal to our brand? The easiest answer with quicker results for all marketers is to suggest a discount, price cut, or



price difference. But this solution of price cut/discount comes with its own set of downsides and far-reaching impact on the overall business, brand personality, consumer perception and lowered profitability. The struggle to perceptually create a brand 'differentiator' to capture and

retain consumer attention begins at the very inception of a brand. Some try popular methods like celebrity endorsement, revamp, and repackaging, increased media, exposure while others experiment with strong and compelling content that connects with the TG, distribute.

[Reference Link: https://brandequity.economictimes.indiatimes.com/news/marketing/why-brands-should-create-unique-and-customer-oriented-marketing-solutions/84365867](https://brandequity.economictimes.indiatimes.com/news/marketing/why-brands-should-create-unique-and-customer-oriented-marketing-solutions/84365867)

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FUTURE PROSPECTS OF BROKING FIRMS

08

Indian equity brokerage turnover has been growing at more than 30 % CAGR since FY1999-2000 primarily attributed to the growth in trading turnover in the “ India financial brokerage market report 2021: the industry is transitioning from a transaction-based to a FEE-BASED MODEL. ...the brokerage market was valued at INR 135.0 Bn in FY 2016. IN FY 2020, it reached INR 210 Bn from INR 195 Bn in FY 2019 expanding at an annual growth rate of ~ 7.69%. The pandemic and prolonged global lockdown severely



impacted India's financial market and liquidity position. A struggling economy in India, coupled with the outbreak of covid-19, has led to an apprehension in which capital market investments have become a challenge for investors. While the Indian economy has been experiencing massive pressure of the covid-19

pandemic, the trading volumes in the domestic capital market started to recover after the lockdown was lifted. It reached an all-time high in July 2020. In India, brokerage houses offer global investment services that permit their customer to own blue-chip

stocks in us. Investors' demand for portfolio diversification is one of the key drivers that encourage firms to provide these service broken firms entered into international partnerships, indicating a good demand for such services. This partnership permits investors to purchase stock from the US on its online platform.

Reference Link: <https://books.google.co.in/books?id=x5dBBAAAQBAJ&pg=P>



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MIND YOUR REALITY

09

“Simple living, high thinking “is the most commonly heard quote, and yes the most ignored one too. We never wait for a minute to focus on the meaning of the phrases or quotes which we hear. So, the literal meaning of the saying goes with the fact that a man with rich values will always look for simplicity in life. There are a lot many people who are offended by the idea that “we create our reality “. We, humans, are in a habit of blaming others for every worst situation that we land into, and we all purposely ignore the fact that it’s the only outcome of our destructive thoughts. Nobody



asks for bad things to happen to them, but yes I can also say that, I couldn’t agree more with the idea that we do indeed create much of our reality. What we think, how we think are always reflected in our actions, peer groups, and in our lives in the long run. There are

three buckets in life – things we control, things we influence, and things over which we have no control. What is not under our control are the many random events of life. The families we are born into, earthquakes, pandemics, illness, job layoffs, the death of loved ones.

Reference Link: <https://www.health.com/the-rise-and-mindyour-reality/>



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MEANING OF HEALTHY LIFESTYLE

10

A healthy lifestyle is the foundation of a good life and is also a vital part of our lives. Having a healthy lifestyle is all about choosing to live your life in the much healthy way possible. There are a few things you have to do to start living your life in this way, i.e., the healthy way. This means doing some amount of exercise daily, such as jogging, yoga, playing sports, etc. Adding to this, you must also have a balanced and



nutritional diet with all the food groups. It would be best if you were taking the right amount of proteins, carbohydrates, vitamins, minerals, and fats to help you have a proper diet. Grouped with these two essential aspects (diet and exercise), a healthy person also maintains the same sleep cycle, which should consist of around 7-8 hours of sleep. However, we must remember that a healthy lifestyle not only refers to our physical and mental health. Maintaining a balanced diet



exercising daily, and sleeping well are essential parts of a healthy lifestyle. But feeling happy is also a big part of a healthy lifestyle. To enable happiness, thinking positively is a must. When a person does not feel happy or good about themselves, they are not entirely healthy. Thus we must do our best to think positively so that we can feel

A healthy lifestyle has so much importance not only for the body but for the mind too. Also, if you follow a healthy lifestyle then you can reduce the risk of having cancer, heart disease, diabetes, obesity, and osteoporosis. To sum it up, we can say that there are various benefits of living a healthy lifestyle.

Reference Link -

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THE FUTURE OF PSYCHOLOGY - CONNECTING MIND TO BRAIN

11

It As we all know that psychology is a part of the brain. There is a huge connection with psychology mind and brain. The scientific study of the human



mind and its functions, especially those affecting behavior in a given context. Psychological states such as thoughts and feelings are real. Brain states are real. The problem is that the two are not really in the same way, creating the mind-



brain correspondence problem psychological states such as emotion and cognition be thought of as constructed events that can be causally reduced to a set of more basic, psychologically primitive ingredients that are more clearly respected by the brain. Second, complex psychological categories like emotion and cognition are the phenomena that require explanation in psychology, and, therefore, they cannot be abandoned by science. Describing the content and structure of these categories is a necessary and valuable

scientific activity. Physical concepts are free creations of the human mind, and are not, however it may seem, uniquely determined by the external world. Psychology is commonly defined as the scientific study of behavior.

Reference link -

<https://www.psychology.com/articles/coronavirus-vaccine>

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IMPACT ON SHAREHOLDER

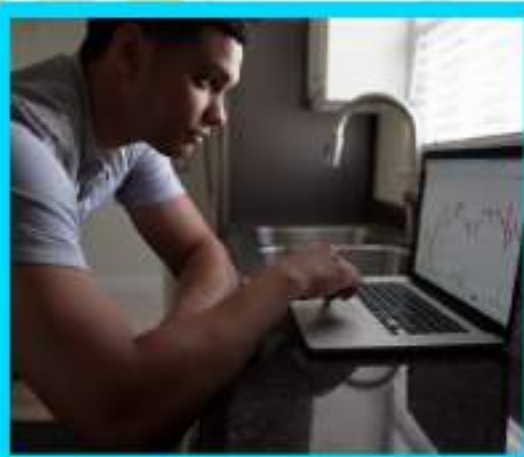
12

WEALTH IN MERGER AND ACQUISITION

When the term “merger” is used it is referred to the meaning of two companies, where only one company will continue to exist. The term “acquisition” refers to the acquisition of assets by one company from another company. Companies may continue to exist. The M&A activity has its impact on various diverse groups such as corporate management, shareholders and investors,



investment bankers, regulators, stock stock markets, customers, government and taxation authorities, and society at large. Therefore, it is not surprising that it has received considerable attention at the hands of researchers the world over. Several studies have been carried out abroad especially in the developed capital markets of Europe, Australia, Hong Kong, and the US. Mergers and acquisitions not only affect the value



of merging firms but also generate a positive or negative wealth effect for shareholders of firms involved. The Hubris theory hypothesizes that mergers and acquisitions affect value.

Reference Link:

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HOW TO AVOID HIRING TOXIC EMPLOYEES?

13

Many employers focus on hiring the most talented individuals with the greatest potential . They sift through resumes, perform test , and meet with individuals in the hopes of finding unique Candidate that truly stands out . While employers should aim to hire an ideal individual, they should also ensure that they avoid hiring a potentially toxic one . sadly, hiring a toxic individuals has horrible ramifications for a team . So , how does one avoid hiring a toxic individual ? It won't Matter how skillful, knowledgeable, or confident a particular candidate is if they don't get along well with others. Moreover, an individual doesn't have a great potential for growth if they are mentally immature , or selfish. Further, if an employer is



While a candidate may treat an interviewer with the utmost respect, he or she may be less inclined to behave the same with others .for example, if there is a receptionist, janitor , or customer in the area , they may seem less friendly or less courteous. Granted , these incidents do not take pre-interview nervousness.

After performing a pre-employment assessment, you may narrow your selection down to a couple of potential hires . From here , conducting an interview, or having a brief conversation, may help determine whether a candidate may have less favorable behavior down the line.

Reference Link:

<https://www.prevuehr.com/resources/insights/hiring-smart-ways-avoid-hiring-toxic-employee/>

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ROBOTS IN BOARDROOM

Due to its rapid technological development, artificial intelligence will enter corporate boardrooms very shortly. This paper explores the interplay between artificial intelligence and corporate law and analyzes how the two fit together.



Do current corporate law rules match the challenges posed by artificial intelligence, or do they need to be adapted? More specifically, it focuses on the directors of corporations.



We consider the extent to which human directors should be allowed – or required – to rely on artificial intelligence. Moreover, technology will probably soon offer the possibility of artificial intelligence not only

supporting directors but even replacing them. Another question is therefore whether or not such a replacement is legally admissible.

Reference Link:

<https://www.robots.com/essay/boardroom-Essay-.html>



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IMPACT OF MACROECONOMIC FACTORS ON MONEY SUPPLY.

15

MACROECONOMICS (from the Greek prefix macro-meaning "large" and economics) is a branch of economics dealing with the performance structure, behavior, and decision-making of an economy as a whole, rather than individual markets. John



Maynard Keynes an English economist, introduced macroeconomics hence it is also referred to as Keynesianism. Macroeconomic factors are pertinent to a broad economy at the regional or national level and affect a large population rather than a few select individuals. Macroeconomics factors such as economic output, unemployment, inflation, savings, and investment are key indicators of economic performance and are closely monitored by the government, business and consumers. Inflation affects the real economy in two specific areas: it can harm economic efficiency, and it can affect total output. We begin with the efficiency impacts. Inflation impairs economic efficiency because it distorts prices and price signals. In a low inflation economy, if the market price of a good rise, both buyers and sellers know that there has been an actual change in supply and demand conditions for that good, and they can react appropriately. By contrast in a high inflation economy, it is much harder to distinguish between changes in relative prices and changes in the overall price. Money supply and GDP do not automatically affect each other, but Money Supply can affect GDP depending on monetary policy, the expressed intention in economic management is to monitor the money supply to allow transactions to take place. Therefore, if the money supply is severely restricted it is likely to affect the GDP: reduce the volume of transactions.

Reference Link- <https://www.balbitx.com/insights/Macroeconomic-insupply/#:~:text=Machine%20learning%20and%20artificial%20intelligence.changes%20its%20structure%20to%20avoid>



How Can You 16

Deal with Peer Pressure?



Peers influence our life. Even if we don't realize, just by spending time with them we are somewhere affected and influenced by them. Peer pressure can be both positive and negative. When peer pressure is positive it pushes us to become our best. When it is negative it can lead us to become worst.



When we give into negative peer pressure, we often feel guilty and disappointed with ourselves for acting in a way that goes against our beliefs and values. We should pay attention to how we feel rather than going with others thoughts. We should talk to the person who is pressuring us, let them know how it makes us



feel and tell them to stop pressurizing. We should share our concern with a trusted person our counselor and they would surely help us to get out of a situation like this. We should remember that a bad person can influence us only when we are

letting him or her to do so. We should only listen to ourselves. We don't have to always go with the trend. We should priorities ourselves and our values first. Most importantly we should learn to say no.



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Reference Link: <https://www.toppr.com/ask/question/essay>

Memories of school life

17

The school days are the best days of my life. I clearly remember my first day at school. My first-day school life memories are still vivid. I can still feel how warmly I was welcomed at the school. That truly defines the importance of school life for a child. As a child, I learned, cooperated, got myself motivated, and groomed under the best company of my best friends. I remember the first year's love and wishes from my teachers. That is why I always regard my primary school life memories as the treasure for my life. I have the best friends today and the learning experience that I got from my high school. The high school life memories are the invaluable part. I did a lot of blunders and mistakes. But thanks to my sincere friends and



true teachers I was always rescued. That is how I learned from high school life the true meaning of cooperation and love. I had a lot of shortcomings. I still remember how ignorant I was during my school days. My school life memories make me realize how important school life is for anyone. Had it not

been, I would have surely missed many things in my life. I would not be having good friends, good knowledge, good experience, and good memories. I still have a lot of pictures we took in high school which remind me of all the good memories we made. I remember the days we celebrated.

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Reference Link
<https://www.learntoleby.com/essay/School-Uniforms-P3ZXLYYTJ>



School- Preparing children for life

The children of today are gearing up to become adult citizens of tomorrow. The growth is parallel to the future of our country, reflected through the quality of the present education system. A school must stimulate curiosity in the young, impressionable minds and equip them with tools to be better human beings. It is widely accepted that the learning process is instrumental in shaping one's personality and the way he/she deals with situations of life. The shift of thoughts from bookish knowledge to knowledge of life, in schools, has brought forth a sea of change. People have warmed up to the idea of education being the key to a well-rounded development instead of just a means to acquire degrees and



Education must facilitate the cultivation of a healthy thought process and groom our cognitive abilities. In the present competitive world, education is a basic necessity for

School is the foremost fountain of knowledge children are exposed to. It gives a chance for them to acquire knowledge in various fields of education such as people, literature, history, mathematics, politics, and other numerous subjects.

Reference Link:

<https://www.educationworld.in/the-importance-of-school-education-in-child-development/>

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HOW TO OVERCOME LAZINESS, SLEEPINESS?

19

When it comes to how to stop laziness, making some healthy changes is the best way to go. We should eat high protein food and try to avoid sugary and high-fat foods. We should exercise daily, have sufficient sleep, and manage stress.

We should try to look for motivation, especially the students. Find your motivation and keep reminding yourself about it whenever you feel like giving up. Try to think of the benefits you will enjoy by completing your tasks. To find your motivation and let it fuel your preparations. Some more ways to overcome laziness are – avoid distractions and try to concentrate on your tasks, recognize your



accomplishments along the way, use positive self-talk instead of negative, and use your strengths to the fullest. “Action may not always bring

happiness without action”. Although laziness is common and a natural part of life, it has the potential to consume us. Laziness causes us to feel that no matter what we do we cannot seem to get things done. We feel tired, fall asleep constantly during the day, sit around a lot and feel unable to be active, avoid doing anything productive, and put on hold things that we want to accomplish.

to completely trapped. No matter how hard we try to shake it off. We

Reference link: <https://indiabioscience.org/columns/education/online-education-in-india-the-good-the-bad-and-the-ugly>

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HOW CAN YOU **20** OVERCOME FEAR?

Whatever it happens to be, overcoming fear can be challenging, but when conquered, very liberating. Fear is an emotion experienced in anticipation of some specific pain or danger and is usually accompanied by a desire to flee or fight. It can be real or imagined. There are, of course, some fears that we sur

It is certainly not always a bad thing. When fear serves as a warning signal for impending danger or a life-threatening situation, it is necessary and life-preserving. If we didn't feel it in certain situations we wouldn't react appropriately and we'd put ourselves at great risk. If fear is imagined or irrational, it can be paralyzing and hold us back from living life fully and productively. We should fight against our fear.



Many imagined fears, such as fear of rejection, looking foolish, or of failure are the types of fears we must learn to manage and overcome. If we let them control our lives, we would never venture forth or strive to become all that we can be. There are, of course, some fears that our having them, or not, doesn't affect our lives. We should face our fear.

For example, if someone has a fear of public speaking, yet has no need, intention, or desire to speak publicly; trying to conquer the fear is of no consequence. There is really no motivation, or need, to work on conquering it. If, on the other hand, the fear of public speaking will hold one back from progressing in their career.

Reference Link:

<https://www.essentiallifeskills.net/overcomingfear.html>

Name:
Vansh
Maheshwari
School:
SVSVM
Class: 12th
Science
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vansh931@
gmail.com



A decorative border at the top of the page featuring golden, stylized floral motifs, including roses and tulips, set against a dark background.

Poet's Corner

A decorative flourish consisting of a central horizontal line with elegant, symmetrical scrollwork and leaf-like patterns extending downwards on both sides.

Poetry Section...

एक तरफा प्यार भी कमाल का होता है,
 इश्क नहीं उसे हमसे,
 फिर भी रोज बेमिसाल सा होता है ।
 डर भी लगता है उसे खो देने से,
 पर वो नहीं होगा हमारा इसका भी पूरा यकीन सा होता है ।
 उसको देखे बिना मन नहीं भरता,
 चाहके भी उस पर कभी गुस्सा नहीं निकलता ।
 जितना देखते या सुनते है उसे,
 बस मन से जज्बातों का उफान है उमड़ता ।
 ये एक तरफा प्यार भी क्या कमाल होता है,
 वो नहीं होगा हमारा, फिर भी वो हमारा ही रहता है ।
 उसे बार बार देख इश्क दोबारा होता है,
 पर हर बार मन में एक खालीपन सा भी होता है ।
 दिल जानता है,
 मिलन का दिन तो जरूर आयेगा,
 पर उसका हाथ तुम्हारे हाथ में नहीं,
 किसी और के हाथ में होता है ।
 और उस दिन वो हमेशा के लिए तुमसे बहुत दूर होता है ।
 जज्बात जानता है वो भी तुम्हारे,
 पर ना जाने क्यों फिर भी वो खामोश सा रहता है ।
 ये एक तरफा इश्क भी,
 बेमिसाल ही होता है,
 ना चाहते हुए भी रोज पेड़ की तरह बढ़ता है,
 और मरने के बाद भी,
 अनसुनी अनकही कहानी छोड़ देता है ।
 - रितिक माहेश्वरी (किसना)



NAME: RITIK
 MAHESHWARI
 (KISNA)
 COURSE: BCA
 3RD YEAR
 SECTION: D
 BATCH: 2019-22

Poetry Section...

Be a happy soul

One day you will want to be happy
But the situation will not support it

That moment you will miss your smile
But the time will force you to cry

You are thinking a lot
You present is passing with no happiness in its slot
Feel and enjoy this day
Tell negativity to stay away

This is what you must be craving for
Just be a happy soul



NAME: JANIYA
TYAGI
(NIGHTINGALE)
COURSE: BCA
3RD YEAR
SECTION: D
BATCH: 2019-22



Poetry Section...

गिरते हैं जब हम, तो उठाते है शिक्षक जीवन की
राह दिखाते है शिक्षक।

अंधेरे राह पर बनकर दीपक, जीवन को रोशन
करते है शिक्षक।

कभी नन्ही आंखों में नमी जो होती, तो अच्छे
दोस्त बनकर हमे हसाते है शिक्षक।

झटकती है दुनिया हाथ कभी जब, तो झटपट
हाथ बढ़ाते है शिक्षक।

जीवन डगर है जीवन समर है, उसी जीवन का का
संघर्ष सिखाते है शिक्षक।

देकर अपनी ज्ञान की पूंजी, हमे योग्य बनाते है
शिक्षक।

इस देश और दुनिया के लिए, एक अच्छा समाज
बनाने में एक महत्वपूर्ण भूमिका निभाते है
शिक्षक।

नहीं हो कही अशांति, बस एक यही पैगाम
फैलाते है शिक्षक।

गिरते है जब हम, तो उठाते है शिक्षक।

गिरते है जब हम, तो उठाते है शिक्षक।।



NAME: GARYL
MAAN
(SIKANDAR
CHAUDHARY)
COURSE: BCA
2ND YEAR
SECTION: C
BATCH: 2020-23



Poetry Section...

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JAB BADAL JAOGI TUM
KUCH BAN JAOGI TUM
TAB CARORODO KI BHEEDH
MAIN
CARODO KO DEKHOGI
PR MAIN THO
WAHI HU JOH AARBO KI
BHEEDH
MAIN SIRF TUMHEY DHUNDHTA
RAHUNGA

NAME: MAYANK
BHARDWAJ
(JASSI)
COURSE: BCA
3RD YEAR
SECTION: C
BATCH: 2019-22



Poetry Section...

25

गुरु गोविन्द दोऊ खड़े , काके लागू पाय।
बलिहारी गुरु आपने , गोविन्द दियो बताय।।

जीवन का असली मतलब समझाया,
इस बेरंग दुनिया में रंग भरना आपने सिखाया ।
हम तो अबोध आए थे इस दुनिया में,
हम सब को ज्ञान रूपी प्रकाश का बोध आपने कराया ।
ये जीवन और उसका लक्ष्य क्या है,
उसका सही अर्थ आपने समझाया ।
इतनी बड़ी दुनिया में,
अपना अस्तित्व बड़ा बनाना आपने सिखाया ।
कितनी भी परेशानी या दबाव में हो,
पर उस से हसके निकले का हुनर आप लोगो ने करके दिखाया ।



हमारी हर परेशानी का हल कैसे खोज लेते है आप,
एक आम इंसान को इतनी बड़ी हस्ती कैसे बना देते है आप ।
शायद इसीलिए तो,
गुरुर ब्रह्मा गुरुर विष्णु गुरुर देवो महेश्वरः
गुरुः साक्षात्परब्रह्मा तस्मै श्री गुरुवे नमः
कहलाते है आप ।



- रितिक माहेश्वरी (किसना)

**NAME: RITIK
MAHESHWARI
(KISNA)
COURSE: BCA
3RD YEAR
SECTION: D
BATCH: 2019-22**



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Poetry Section...



**JOH HONA THA HOGYA
BADAL THO NAHI PAYA NA MAIN
AAGE THO BAD GAYA ZINDAGI MAIN
PAR SAMHAL THO NAHI PAYA NA MAIN**



**NAME: MAYANK
BHARDWAJ
(JASSI)
COURSE: BCA
3RD YEAR
SECTION: C
BATCH: 2019-22**



Poetry Section...

बहन,
 एक लड़की का वो रूप,
 जिसमे वो एक होकर भी कई किरदार अदा करती है ।
 जब कोई ना समझे,
 तो दोस्त बन जाया करती है ।
 आखों में आंसू हो तुम्हारे,
 तो वो मां बन जाया करती है ।
 बिना कहे तुम्हारे,
 तुम्हारी हर मुश्किल का हल बताया करती है ।
 लड़के रक्षा करते है, अपनी बहनों की,
 ये तो कहने की बात है ।
 समय आने पर तो, भाई को बचाने,
 वो भी अक्सर अंगारों पर चल जाया करती है ।
 और उस से भी ना हो कुछ,
 तो वो आदिशक्ति बन जाया करती है ।
 उनसे बिना लड़े और परेशान करे रहा नही जाता,
 पर किसी और परेशानी में उन्हें देखा भी नहीं जाता ।
 प्यार तो करते है उनसे, पर ये हम भाईयो पे जताया नही जाता,
 शायद इसीलिए रक्षाबंधन का ये त्यौहार है आता ।



- रितिक माहेश्वरी (किसना)

**NAME: RITIK
 MAHESHWARI
 (KISNA)
 COURSE: BCA
 3RD YEAR
 SECTION: D
 BATCH: 2019-22**



Poetry Section...

AESI HOTI HAI BETIYAAN
OAS KI BUND SI KOMAL HOTI HAI
BETIYAAN.

PAPA KI PYARI V DADA DADI KI
DULARI HOTI HAI BETIYAAN,
MAA BAAP KE DARD ,MEIN
HUMDARD HOTI HAI BETIYAAN,
ROSHAN KREGA BETA TO BASS EK
HI KUL KO,DO DO KULO KI LAAJ
HOTI HAI BETIYAAN.

HEERA AGAR HAI BETA , TO SACCHE
MOTI HOTI HAI BETIYAN,
KAATO KI RAH PAR KHUD CHALTI
HAIN BETIYAAN,
ORO KI RAAH MEIN FUL BANTI HAI
BETIYAN,

KEHNE KO TO PARAI AMANAT HOTI
HAI BETIYAN,

PAR BETE SE BHI BADHKAR APNI
HOTI HAI BETIYAAN.

BETA HAI AANKH TO PALAK HAI
BETIYAAN,
MERE JIVAN KA SARR HAI
BETIYAAN.



NAME: BHUMIKA
SABLOK
(BHUMI)
COURSE: BCA
2ND YEAR
SECTION: A
BATCH: 2020-23



Poetry Section...

29

Life is too short...
Live
independently,
make some
noise
&
make some
fun,
Enjoy it
feel it.



30

Journey of Three Years

...The Last of Our College...

It's True I hated college,
Ahh! Later realised this place were full of
knowledge.

To the Days we interacted,
To the Days we distracted.

To the Days we handled pressure,
To the Days we were no longer fresher.

To the Days we lend notes to borrow,
To the Days we shared our sorrow.

To the Days we counted our attendance,
To the Days we lost our dependence.

To the Days we always miss,
To the Days we would cherish.

Smiling faces and cheers,
Heart filled with tears.

On the last day we were busy capturing the
memories,
Creating infinite stories that were full of
glories.

Moments to be cherish forever,
Will we get back these days ever?

All good things turn to an End,
Joy was all that we Pretend.

Hearts were shrinking & our emotions
shoring.

End never to seems near,
Loosing friends was not the only fear.
Our strict Teachers , Our sweet Teachers,
juniors and our favorite Peon Bhaiya....
Please AC chala do.

All these things are going to be our major
missings.

Farewell was beautiful indeed,
But we didn't Got it.
Back benchers were on front line, because
now it gets all over.
But there roar in classes still spoke about
their hangover.

But the new Norma is pathetic,
It stole our Rights to be nostalgic.

Hope to meet them soon in life,
And they all would achieve better heights.

NAME: SAURAV KUMAR
(SAURAV MASHKHARA)
COURSE: BCA 3RD YEAR
BATCH: 2018-21
SECTION: A





LET'S DRAW

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ART GALLERY...



NAME:
HARSHA
DHWAJ
COURSE:
BBA
2ND YEAR
SECTION: B
BATCH:
2020-23



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ART GALLERY...



NAME: MAYANK GAUR
COURSE: BCA
3RD YEAR
SECTION: A
BATCH: 2019-22

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ART GALLERY...



NAME: KIRTI MITTAL
COURSE: BCA 3RD YEAR
SECTION: C
BATCH: 2019-22

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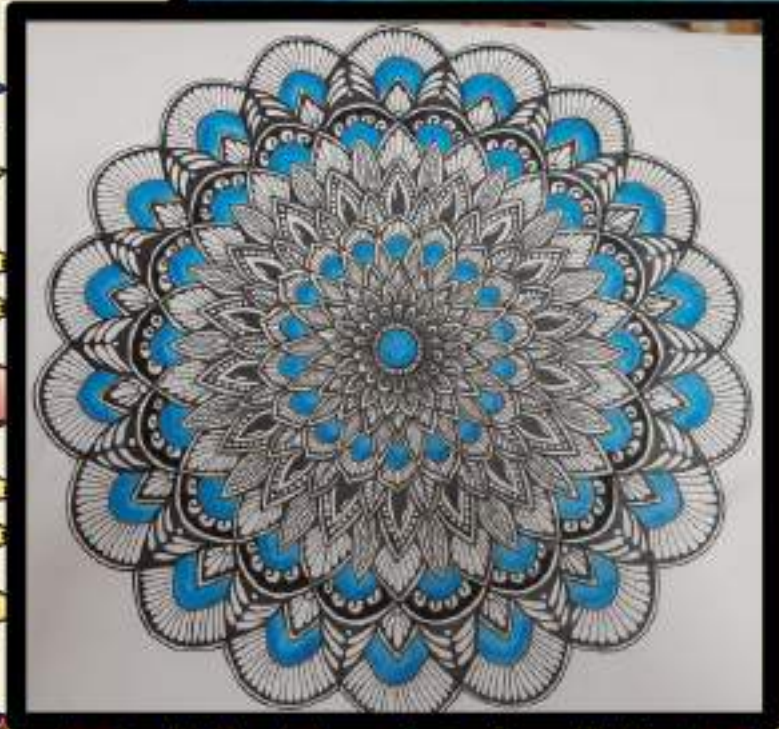
ART GALLERY...



NAME: BHARGAVI
COURSE: BCA 3RDYEAR
SECTION: C
BATCH: 2019-22

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ART GALLERY...



NAME: SOUMYA SINGH

COURSE: BCA

3RD YEAR

SECTION: D

BATCH: 2019-22

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ART GALLERY...



NAME: KIRTI MITTAL
COURSE: BCA 3RD YEAR
SECTION: C
BATCH: 2019-22

AMAZING FACTS

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1. Strange but true – there are 12 times more trees on Earth than stars in the Milky Way!



2. There was a time when 4 distinct human species lived at the same time.

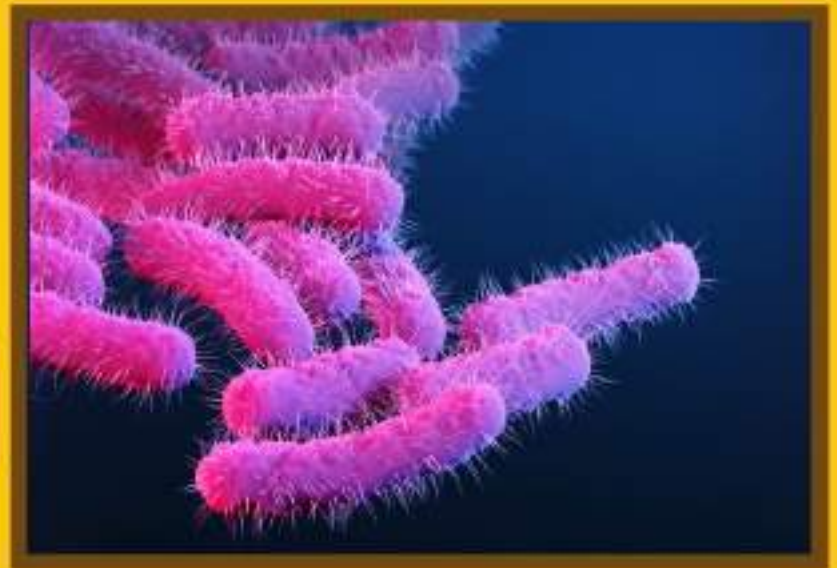


3. You can fit all of the planets in the Milky way between the Earth and Moon with a little space left over.



NAME: RITIK
MAHESHWARI
COURSE: BCA 3RD YEAR
BATCH: 2019-22
SECTION- D

4. There was a time when there was no bacteria that would decompose a tree.



5. Pluto hasn't made a full orbit around the sun since it was discovered in 1930




AWARDS 39




ACHIEVEMENT

Our Honorable Vice Chairman Shri Arpit Chadha Sir has been included in inspiring Indian for the Book “100 Inspiring Indians” released recently by News47 Media...

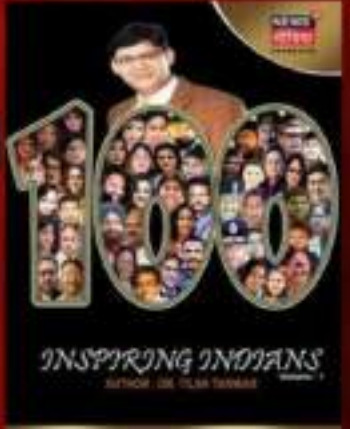
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AUTHOR: DR. UJALA BANERJEE

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Happy to share that an article written by our Honorable Vice Chairman, Shri Arpit Chadha Sir titled "Impact of Pandemic COVID-19 on Higher Education" has been published on Online Hindustan Times and can be found @ <https://www.hindustantimes.com/.../impact-of-pandemic...>

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Happy to share that an article written by our Honorable Vice Chairman, Shri Arpit Chadha Sir titled "Key for Survival in Industry - Upskilling & Reskilling" is published in THE WEEK Online Magazine and can be found @ <https://www.theweek.in/.../Key-for-survival-in-industry...>



National Educational Excellence Awards & Conference 2021

23rd September 2021

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We are pleased to announce that, under the leadership of our Honorable Vice Chairman, I.T.S - The Education Group, Shri Arpit Chadha Sir, I.T.S School of Management, Ghaziabad is awarded with "Top & Most Trusted Business School of the Year 2021, North India" at National Educational Excellence Awards & Conference 2021, Bengaluru on 23rd September, 2021. The Institute has also been awarded for "Outstanding Performance in Virtual Knowledge Delivery during Pandemic".
Heartiest Congratulations to all !!!



आइटाएस म बाबाएं और बीसीए छात्रों के प्लेसमेंट की तैयारी

गजियाबाद। आईटीएस, मोहन नगर में बीबीए एवं बीसीए फाइनल



इयर के छात्र-छात्राओं के प्लेसमेंट की तैयारी के उद्देश्य से दो सप्ताह के प्लेसमेंट एनहांसमेंट एंड रेडीनेस कार्यक्रम का आयोजन किया गया। संस्थान में सत्र 2019-2022 के छात्रों के लिए प्लेसमेंट प्रक्रिया का शुभारंभ हो चुका है। कार्यक्रम में छात्रों को तकनीकी दक्षता के पुनरावलोकन तथा उसमें व्यावहारिक एवं प्रयुक्त अनुप्रयोगों पर चर्चा होती है। इसके तहत मॉक इंटरव्यू, ग्रुप डिस्कशन, अंगरेजी भाषा का सही प्रयोग, व्याकरण आदि के साथ-साथ कंप्यूटर जगत के विशेषज्ञ भी छात्रों को मार्गदर्शन प्रदान करते हैं।

आइटाएस मोहन नगर प्लेसमेंट एनहांसमेंट एंड रेडीनेस कार्यक्रम छात्रों को चुनौतियों एवं अपेक्षाओं के लिए तैयार करना जरूरी : अर्पित चड्ढा

अर्पित चड्ढा
आइटाएस मोहन नगर में आयोजित प्लेसमेंट एनहांसमेंट एंड रेडीनेस कार्यक्रम का शुभारंभ हुआ। कार्यक्रम में छात्रों को चुनौतियों एवं अपेक्षाओं के लिए तैयार करना जरूरी है।



आइटाएस मोहन नगर में आयोजित प्लेसमेंट एनहांसमेंट एंड रेडीनेस कार्यक्रम का शुभारंभ हुआ। कार्यक्रम में छात्रों को चुनौतियों एवं अपेक्षाओं के लिए तैयार करना जरूरी है।

आइटाएस मोहन नगर में आयोजित प्लेसमेंट एनहांसमेंट एंड रेडीनेस कार्यक्रम का शुभारंभ हुआ। कार्यक्रम में छात्रों को चुनौतियों एवं अपेक्षाओं के लिए तैयार करना जरूरी है।

आईटीएस, मोहन नगर, में द्वि-साप्ताहिक प्लेसमेंट एनहांसमेंट एंड रेडीनेस कार्यक्रम का आयोजन

गजियाबाद। आइटाएस मोहन नगर में आयोजित प्लेसमेंट एनहांसमेंट एंड रेडीनेस कार्यक्रम का शुभारंभ हुआ। कार्यक्रम में छात्रों को चुनौतियों एवं अपेक्षाओं के लिए तैयार करना जरूरी है।



आइटाएस मोहन नगर में आयोजित प्लेसमेंट एनहांसमेंट एंड रेडीनेस कार्यक्रम का शुभारंभ हुआ। कार्यक्रम में छात्रों को चुनौतियों एवं अपेक्षाओं के लिए तैयार करना जरूरी है।

आइटीएस - डि एजुकेशन ग्रुप के वरिष्ठ केयरमेन अर्पित चड्ढा ने छात्रों को सम्बोधित करते हुए कहा कि वर्तमान में जिस प्रकार तेजी से विद्यमान जगत की आवश्यकताएं परिवर्तित हो रही हैं, वही छात्रों से अपेक्षा भी बढ़ रही है। इन परिस्थितियों में अपने आपको इन चुनौतियों एवं अपेक्षाओं के लिए तैयार करना बहुत आवश्यक है। उन्होंने विद्यमान दुनिया कि इस पूरी प्रक्रिया में आईटीएस द्वारा सभी संभव संसाधन एवं मार्गदर्शन प्रदान किया जावेगा। उन्होंने इस छात्रों के उन्मुखता भविष्य के लिए शुभकामनाएं भी दीं।

आईटीएस मोहन नगर में छात्रों के प्लेसमेंट के लिए "प्लेसमेंट एनहांसमेंट एंड रेडीनेस" कार्यक्रम का आयोजन

अर्पित चड्ढा
आइटाएस मोहन नगर में आयोजित प्लेसमेंट एनहांसमेंट एंड रेडीनेस कार्यक्रम का शुभारंभ हुआ। कार्यक्रम में छात्रों को चुनौतियों एवं अपेक्षाओं के लिए तैयार करना जरूरी है।



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Shining Star



ITS Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG Campus

Shining Stars (BBA 1st Year)

On behalf of the Management, Faculty Members and Staff
We
Congratulate
and applaud our Top 10 students for bringing Glories, Honour and Academic Excellence during the University Examination in Odd Sem 2020-21

 NEHA VERMA (78.33%)	 NISHANT TIAGI (76.67%)	 VISHU TOMAR (74.33%)	 ANUJESH NEGI (74.00%)	 ANUSHKA TYAGI (74.00%)
 KAJAL JAIN (74.00%)	 ANMOL CHAVHAN (73.00%)	 VANSHIKA SARJIMA (72.00%)	 DIPANSHU TIAGI (72.00%)	 PALAK JAIN (72.00%)

"Don't stop when you're tired. Stop when you're done."
www.ug.its.edu.in @ITSMohNagar

ITS Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG Campus

Shining Stars (BBA 2nd Year)

On behalf of the Management, Faculty Members and Staff
We
Congratulate
and applaud our Top 10 students for bringing Glories, Honour and Academic Excellence during the University Examination in Odd Sem 2020-21

 CHIRAG KHANDEWAL (83.83%)	 CHIRAG SINGH (82.83%)	 ARCHANA YADAV (81.83%)	 GAURAV SHARMA (81.83%)	 DIMPLE SHARMA (80.17%)
 SHIVANGI SHARMA (78.33%)	 SHREYA SHARMA (78.00%)	 MUSKAN LUTHRA (78.5%)	 ANJALI SHARMA (78.00%)	 DEEPAK NATHAWAT (77.83%)

"Don't stop when you're tired. Stop when you're done."
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ITS Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG Campus

Shining Stars (BBA 3rd Year)

On behalf of the Management, Faculty Members and Staff
We
Congratulate
and applaud our Top 10 students for bringing Glories, Honour and Academic Excellence during the University Examination in Odd Sem 2020-21

 SALSU SINGH (81.33%)	 GAYUSHA BRIJOWLI (81.17%)	 NAGISH ANAND (80.00%)	 VIVEK PANT (80.00%)	 HARSHITA GODE (79.67%)
 VIVEK SINGH (79.67%)	 GAURI MARJAN (79.00%)	 SHUSHI MITTAL (78.00%)	 SHRANYA BABBANI GUPTA (76.33%)	 HARSH PRATEK SINGH (76.17%)

"Don't stop when you're tired. Stop when you're done."
www.ug.its.edu.in @ITSMohNagar

Shining Star

ITS Institute of Technology & Science
Mohar Nagar, Ghaziabad
UG Campus

Shining Stars (BCA 1st Year)

On behalf of the Management, Faculty Members and Staff
We
Congratulate
and applaud our toppers for showing Exemplary Performance and Academic Excellence during the University Examination Odd Sem. 2020-21

 SAKSHI CHAUDHARY (81.30%)	 RAHUL SINGH (80.33%)	 PRATIBHA CHAKRABARTI (79.17%)	 NEELAV GANG (77.17%)	 HIMANSHU PREESEY (76.83%)
 SONIA KUNDRU (76.87%)	 MOHIT KUMAR (76.80%)	 SHRUTI SHARMA (75.99%)	 PRATHAM DHILLON (75.33%)	 SHYAM JAISWAL (75.33%)

"I never dreamed about success. I worked for it."

www.ug.its.edu.in (844) 244-2424



ITS Institute of Technology & Science
Mohar Nagar, Ghaziabad
UG Campus

Shining Stars (BCA 2nd Year)

On behalf of the Management, Faculty Members and Staff
We
Congratulate
our Top 10 students for Exemplary Performance in University Examination Odd Sem. 2020-21.

 MANVI SHARMA (81.83%)	 PRAPTI SHARMA (81.80%)	 TANYA VARSHNEY (80.17%)	 TANYA TYAGI (79.80%)	 MUSKAN NAQSH (78.83%)
 YASH SHARMA (78.83%)	 AJAY SHARMA (78.87%)	 SHRUTI GOEL (78.67%)	 SAHARAJ ADISH (78.33%)	 SHAKSHI TUNKARI (78.00%)

"Success is the sum of small efforts being repeated day in and day out."

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ITS Institute of Technology & Science
Mohar Nagar, Ghaziabad
UG Campus

Shining Stars (BCA 3rd Year)

On behalf of the Management, Faculty Members and Staff
We
Congratulate
and applaud our top 10 students (all above 80%) for bringing Glories, Honours and Academic Excellence during the University Examination in Odd Sem. 2020-21

 NANI GOSWAMI (85.33%)	 ARPITA RASTOGI (85.17%)	 POOJA GOSWAMI (84.83%)	 GARIMA SHARMA (84.80%)	 MANVI SHARMA (85.17%)
 SHIVANSHU RASTOGI (83.17%)	 KRISHNA AGGARWAL (83.80%)	 MOHIT MIJAWARI (82.83%)	 ISHAN KUMAR (82.83%)	 PRIYA TALAN (82.83%)

"Don't stop when you're tired. Stop when you're done."

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UG CAMPUS HIGHLIGHTS



5-Days Online Summit on Innovation Incubation Startups & Research Challenges in India
(23.08.2021 – 27.08.2021)



The second session of the day was "Life with Corona- Facts vs. Myth" - Awareness Session with a Doctor - Dr. Manisha Tyagi (Gynecologist & Obstetrician), Secretary, Indian Medical Association (IMA), Meerut Branch. Dr. Tyagi in her session briefed the participants on myth vs facts related to Covid-19 virus, she advised everyone to take precautionary measures and maintain health and hygiene during & after this pandemic too.

Last session of first day was on "Redefining Happiness" - Session with Art of Living faculty- Ms. Nilima Kumar, Sr. Faculty, Art of Living. She made the session very interactive by making all the participants to do some exercises of meditation & explained the feeling of happiness through this activity.

The second day of the workshop commenced with the welcome address of Dr. Sunil Kr. Pandey, Director (IT & UG). He in his address, he state the importance of emotional wellness. He said in spite of all our efforts at times, it is not possible for a person to get away from negativity due to the circumstances and that is the time when we need experts who can understand and offer help.

The first session of the day 2 was on "Managing Grief & Loss: Path towards Resilience" - A session with a Psychiatrist. The speaker of the session was LT COL (Retd.) Dr. HK Bedi, Classified Specialist Psychiatry. She stressed the importance of resilience. She explained the creative way of catharsis to participants to stay away from, strong or repressed emotions.

The second session was on the theme "Post COVID-19 Diet and Nutrition"- Session with Nutritionist by Ms. Shubhra Darshan, Nutrition, Lifestyle, and Wellness Coach. She emphasized that the human body is a very beautiful machine and it should be treated with utmost priority. She briefed the participants on healthy food habits.

Eat to Nourish Your Body

- Eat when you are hungry
- Add colors to your plate
- Avoid processed food
- Add fibre to your meals
- Have early Dinner
- Eat with complete attention
- Be physically Active
- Think Big and Keep smaller goals and Join Yoga sessions in group



The third day of the workshop began with the session on the theme "Maintaining Health during Lockdown" - Session with Fitness Trainer. The eminent speaker of this session was Ms. Sonia Bakshi, Founder Dance to Fitness (DTF) and Certified Reebok Fitness Trainer. She spoke about fitness and explained about women's health, Children's health, and parents' health in her session. She also showed some easy fitness exercises to the participants which could be easily done at home.



ITS Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG Campus
Organizes

AYUSHMAN
Online Wellness Workshop
1st - 3rd July, 2021 | 10:00 AM to 1:30 PM



Ms. Hasleen Kaur
Femina Miss India Earth 2011
Model and Actor



Lt Col (Retd.) Dr. HK Bedi
Classified Specialist Psychiatry



Dr. Sujata Meena Kapila
Psychiatry
Jodhpur



Nj Divya
Ms. IIM, Delhi City



Dr. Manisha Tyagi
Gynecologist & Obstetrician
Secretary, IMA Meerut Branch



Ms. Shubhra Darshan
Nutrition
Lifestyle and Wellness Coach



Ms. Nilima Kumar
Sr. Faculty
Art of Living, India



Ms. Sonia Bakshi
Founder Dance to Fitness (DTF)
Delhi & Certified Reebok Fitness Trainer

Open for All
• Series of Activity Based Sessions by Renowned Doctors & Experts
• Series of Happiness & other activities- Mental & Physical Health, Fitness, Diet & Nutrition especially Post Covid
• E-Certificates issued to all Guests

For Registration Contact : 8587040499, 9650996810
www.ug.its.edu.in

CORONAVIRUS OUTBREAK MYTH VS FACT


MYTH
Vitamin C supplements will stop you from catching COVID-19




FACT
Researchers have yet to find any evidence that vitamin C supplements can render people immune to COVID-19 infection.


WHAT ARE THE LOSSES/REGRETS IN THE PANDEMIC

- Depth of the social rift
- Loss of life time work done by
- Striking from home
- Loss of job
- Online schooling





MYTH
You can hold your breath for 30 seconds, you're healthy.



FACT
According to experts, the 30-second test being shared online would not be a reliable way to determine whether someone has the virus.
his approach may be helpful in identifying persons with some serious lung disease, but it will not identify persons

The three-day workshop concluded with an online Valedictory Ceremony in the afternoon.

Dr. Sunil Kr Pandey, Director (IT & UG), thanked the eminent speakers of the workshop for sparing their time and sharing their insights during the workshop. He congratulated and applauded the active participation of the participants. He also appreciated the efforts of the organizing team during the workshop.

Prof. Nancy Sharma – Vice-Principal (UG), I.T.S Ghaziabad extended her best wishes to all the participants and encouraged them to have a healthy life style. She also congratulated organizing team, faculty & student team UG for the spectacular event.

Distinguished Person Names are Ms. Hasleen Kaur, Femina Miss India Earth 2011, Model and Actor, Dr. Manisha Tyagi, (Gynecologist & Obstetrician), Secretary, Indian Medical Association (IMA), Meerut Branch, Ms. Nilima Kumar, Sr. Faculty, Art of Living, LT COL (Retd) Dr. HK Bedi, Classified Specialist Psychiatry, Ms. Shubhra Darshan, Nutrition, Lifestyle and Wellness Coach and Ms. Sonia Bakshi, Founder Dance to Fitness (DTF), Delhi & Certified Reebok Fitness Trainer.

5TH-9TH JULY, 2021

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UG CAMPUS ORGANIZED FIVE DAYS ONLINE COURSE ON "INDIAN CAPITAL MARKET AND INDIAN ECONOMY" CONDUCTED BY BOMBAY STOCK EXCHANGE BROKERS' FORUM, MUMBAI

I.T.S Mohan Nagar, Ghaziabad
UG Campus
In Association with
Bombay Stock Exchange Brokers
Forum, Mumbai
Organizes
5-Days Online Course on
**Indian Capital Market
and Indian Economy**
For BBA & BCA Students
5th to 9th July, 2021

Dr. V. Aditya Srinivas
Chief Operating Officer & Chief Economist
Bombay Stock Exchange Brokers
Forum, Mumbai



In this Course following Sessions were conducted:

Working of Stock Market - Working of stock exchanges, working of broker, trading account, demat account, risk management, KYC of clients, investment vs speculation

Fundamental Analysis- Economic Analysis, industry analysis and company analysis with case studies. Mutual Funds - Meaning, types of mutual funds, advantages, working of mutual funds, role in wealth creation, SIP and its benefit, Mutual fund industry scenario Derivative Market. Monetary policy and its implication- Role of Central Bank, Monetary instruments, Impact of interest rates on economy, inflation vs

Company Analysis

- Debt equity ratio:- This is most important ratio after the Global Financial Crisis of 2008. The lower the ratio the better it is for the company. For example companies like
- KFA died due to Rs. 2000 crore loan
- DLF has Rs. 22000 crore loan so stock not performing
- Reliance Communication has Rs. 99000 crore loan
- Bharti Airtel has Rs. 60000 crore loan
- These are clear examples that if debt is more than the company profit goes for a loss

BOMBAY STOCK EXCHANGE BROKERS' FORUM, MUMBAI
TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Nitish Salakhvi Singh from (Institute of Technology and Science, Ghaziabad) has attended the course on "Indian Capital Market and Indian Economy" conducted by Bombay Stock Exchange Brokers' Forum, Mumbai (Maharashtra) from 5th July 2021 to 9th July 2021. The course is compulsory and the objective is only knowledge sharing.

Dr. V. Aditya Srinivas
Chief Operating Officer and Chief Economist
Bombay Stock Exchange Brokers' Forum, Mumbai

CGS/BSB/CE/07/11

interest rate. The sessions were taken by Dr Aditya Srinivas, Chief Operating Officer and Chief Economist, Bombay Stock Exchange Brokers' Forum, Mumbai. It was an excellent learning opportunity for the students and they demanded more such sessions in future. The course was followed by a Quiz. All the qualified students were issued certificates.

6TH JULY, 2021

50

A MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN I.T.S MOHAN NAGAR GHAZIABAD AND INDIAN BLOCK CHAIN ALLIANCE WAS SIGNED IN ORDER TO MAKE I.T.S BLOCK CHAIN CENTRE OF EXCELLENCE

An Online Seminar on “Blockchain for Industries: USE Cases, Project Initiatives and Job Opportunities” was organized by I.T.S Mohan Nagar Ghaziabad. The speaker of the session was Mr. Raj Kapoor, Founder, India Block Chain Alliance. The session started with an address by Vice Principal of UG Campus, Prof. Nancy Sharma Ma'am in which she told about the importance of Block Chain In Industries. After that Director UG , Dr. Sunil Kumar Pandey addressed the participants. He also told the importance of Block Chain Technology and welcomed the speaker of the session, Mr. Raj Kapoor.

Mr. Raj Kapoor, the globally renowned Blockchain Expert, an accomplished Tech innovation professional, Drupal Web Application Developer, Blockchain & Cryptocurrency Educator, Certified Bitcoin Professional (CBP), Blockchain Solution Architect, Community organizer, Protem Chairman for Organization of Blockchain Technology Users (OBTU), Asia Lead - Technology & Innovation at Block space Technologies ltd. and Advisor of Techbuild Innovation Partners addressed and interacted.



An incredible scope of Blockchain technology has been observed in the financial field. Incorporating Blockchain with financial transactions gives out amazing benefits, such as a significant amount of time and money could be saved, including a drastic reduction in time needed for processing and validating transactions.



Live projects on Block Chain can be seen in all the areas such as Cyber Security, Healthcare, Financial Services, Manufacturing and Industrial, Government, Charity, Retail, Real Estate, Transport and Tourism, Media.

ITS Mohan Nagar, Ghaziabad establishes the "Blockchain Center of Excellence" for providing opportunities to our faculty members and students to learn, implement, develop and grow as a successful professional in this demanding and cutting edge technology.

We, at I.T.S, always work to create opportunities for our students and faculty members to be aware about the latest technologies, management principles and developments going on to make sure that our students & faculty are way ahead of others with visible impact on Industry.

Faculties and students asked many queries and Mr. Kapoor resolved all the queries.

It was a great session to attend. All the students & faculty members, who attended the session appreciated like anything.

The screenshot shows a presentation slide on the left and a Zoom meeting grid on the right. The slide is titled "WHAT THE EXPERTS SAY I" and features three columns of text with icons of people. The first column, attributed to Gartner, states: "Research and advisory firm Gartner predicts the business value of Blockchain will go beyond \$1 trillion by 2030". The second column, attributed to Hired, states: "The demand for blockchain developers is currently at an all-time high, with the number of full-time job openings showing a growth rate of 100% over the past year". The third column, attributed to NASSCOM, states: "There is a shortage of skilled resources with expertise in Blockchain. I.e., there are only 45,000 to 60,000 skilled resources who are industry-ready globally". The Zoom grid shows four participants: Dr. Suneel Kapoor, Raj Kapoor, Prof. Jyoti Sharma, and Dr. Vidushi Singh.

The screenshot shows a Zoom meeting grid on the left and a pie chart on the right. The Zoom grid shows a 2x4 grid of participants, with the ITS logo visible in the bottom left corner. The pie chart shows the distribution of participants across various industry sectors: Engineering & Technology (30%), Information Technology (13%), Healthcare (13%), Manufacturing (7%), Energy & Utilities (6%), Professional Services (6%), Government (6%), and Environment & Services (4%).

The screenshot shows a Zoom meeting grid on the right and a large video of a speaker on the left. The speaker is a man with a mustache, wearing a light-colored shirt and a dark tie, speaking from a room with a bookshelf and patterned curtains. The Zoom grid shows a 3x3 grid of participants, including Dr. Suneel Kapoor, Prof. Jyoti Sharma, and Dr. Vidushi Singh.

UG CAMPUS ORGANIZED A GUEST LECTURE ON "COVID IMPACT AND ENVIRONMENT SCANNING FOR BUSINESS PROSPECTS"

The motive behind this Guest lecture was to create awareness among the students on the topic "Covid Impact and Environment Scanning for Business Prospects". The session aimed at providing knowledge to the students on the changing scenario of business and it's working in current covid situation. Dr. Rajeev Sijariya, Professor at ABVSME, Jawaharlal Nehru University, New Delhi, -speaker of the session gave an overview of the impact of covid 19-pandemic on various business industries and related this topic with the consumer buying behaviour and the decision-making process of industrialist. He cited real time experiences from the industry and made the session highly interactive. Furthermore, the speaker emphasized that the "now the business scenario is changed" today and all marketing activities should be directed at health issues of the consumer.

I.T.S Mohan Nagar, Ghaziabad
UG Campus

@Online GUEST LECTURE
For BBA Students

Prof. (Dr.) Rajiv Sijariya
Professor
ABVSME, Jawaharlal Nehru University, New Delhi.

Topic: Covid Impact and Environmental Scanning for Business Prospects

Monday, July 5, 2021 11:30 AM - 12:30 PM

8467744044, 8467744043

Economic Survey 2020-21

As per Economic Survey 2020-21, India's real GDP growth for FY22 is projected at 11%. The January 2021 WDI update forecast a 11.5% increase in FY22 and a 6.8% rise in FY23. According to the IMF, in the next ten years, India is also expected to emerge as the fastest-growing economy.

Operations impact

Supply chains have undergone a paradigm shift as shipping and distribution facilities have been either shut down or severely restricted. This means that businesses can now cater to only a fraction of customer demand, and must quickly adapt to new channels - particularly e-commerce - if they wish to survive.

Covid Impact and Environmental Scanning for business prospects

Prof. Rajeev Sijariya
Professor
Jawaharlal Nehru University, New Delhi

School of Management and Entrepreneurship
Jawaharlal Nehru University
New Delhi, INDIA

UG CAMPUS ORGANIZED A SESSION ON “SHAPING CAREER IN WRITING INDUSTRY”

Content writing is recognized as an enticing career choice. Aspiring Content Writers compound a variety of essential ideas and messages while exploring and extending their creativity. With this objective, an Online Session was organized for the students of BBA and BCA.

Mr Jugraj Singh, Freelance Content Writer & Copywriter, I.T.S Alumnus was the resource person for the session. The students were briefed about the necessary content writing skills one should master and the career opportunities in the field of writing industry. At the end of the session, the result of Content Writing Competition was announced by Mr Karan Mirchandani, Co-Founder of Business Wisdom Today.



Certification Ceremony for Content Writing Competition – I.T.S. Ghaziabad

BusinessWisdomToday

BWT



Certificate
OF EXCELLENCE



awarded to

Shivam Sharma

for securing first rank in Content Writing Competition organized by
BusinessWisdomToday, on 07th July 2021. We wish him all the best for his future
endeavors.

Pradeep Arora, Bawa, MohanNagar

12th July 2021

Director

Assistant



Certificate
OF EXCELLENCE



awarded to

Disha Arora

for securing second rank in Content Writing Competition organized by
BusinessWisdomToday, on 07th July 2021. We wish her all the best for her future
endeavors.

Pradeep Arora, Bawa, MohanNagar

12th July 2021

Director

Assistant



Certificate
OF EXCELLENCE



awarded to

Pranjal Tripathi

for securing third rank in Content Writing Competition organized by
BusinessWisdomToday, on 07th July 2021. We wish him all the best for his future
endeavors.

Pradeep Arora, Bawa, MohanNagar

12th July 2021

Following are the details of the winners:

First Prize: Deepti Sharma & Shivam Sharma, BBA-I Year for the topic “Tax System for Digital Companies”

Second Prize: Disha Arora, BBA-I Year for the topic “Tax System for Digital Companies”

Third Prize: Pranjal Tripathi & Nikhil Mittal, BBA-I Year for the topic “Cryptocurrency as a Legal Tender”

Rank Certificates were issued to the winners. Besides, their articles shall be published on Business Wisdom Today official website. All the participants were provided with participation e-certificates. All the Winners were congratulated by Director – UG Sir and Vice Principal Ma'am.

ITS UG CAMPUS IN ASSOCIATION WITH EICT ACADEMY, IIT KANPUR ORGANIZED AN ONLINE PROGRAMMING QUIZ “SMART HACKS- 2020-21”

The First Phase i.e. Online Quiz based on C & C++ was conducted on 23rd July, 2021.

The objective of this event was to build competitiveness in our BCA students (ITS UG BBA/BCA Mohan Nagar) so that they can compete with other students of different Universities/Institutes of the country.

The Winners of the quiz were eligible to compete in a National level Hackathon SMART HACKS - 2021 which was organized at IIT Kanpur. Students participated with full enthusiasm.



27TH JULY, 2021

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UG CAMPUS ORGANISED AN ONLINE SESSION ON “GOAL SETTING”

Setting goals helps trigger new behaviour, helps guide the focus and helps to sustain that momentum in life. Goals also help align our focus and promote a sense of self-mastery.

Mr. Archie Jackson, Sr Director and Head (IT and Security) Incedo Inc., speaker of the session gave an overview of the goal setting while addressing the students of BBA and BCA. He said that we are living in VUCA (Volatile, Uncertain, Complex and Ambiguous) world where it is important to decide your short term goals and long term goals to succeed.





Furthermore, the speaker emphasized the need to prioritize the tasks to achieve the desired result in time. He said that today we have professional counselors to guide us vis-a-vis the times when only parents would guide/ mentor their children towards the achievement of career related goals. He cited some real life examples from the industry and made the session interactive.

UG CAMPUS ORGANIZED A GUEST LECTURE ON “HOW TO PREPARE FOR CAT “FOR THE STUDENTS OF BBA & BCA

The objective behind the Guest Lecture was to create awareness and formulate solid strategies to beat the CAT in order to survive in the highly competitive career opportunities students must have proper knowledge about how to prepare for CAT to crack the exam to get admission in best B-School.

The session started with the address by Vice Principal of UG Campus Prof. Nancy Sharma Ma'am in which she congratulated Mr. Yash Rathi (speaker of the session) for securing 99.5 percentile in CAT. She told students to listen to the speaker properly so that they can take maximum benefit for their preparation.

After that, Dr. Sunil Kumar Pandey Sir, Director UG Campus welcomed the guest and told the importance of such competitive exams and how much hard work is required for its preparation.

Mr. Yash Rathi, speaker of the session, told students all the important tricks required for preparation of CAT and answered all their queries.



UG CAMPUS ORGANISED AN ONLINE COURSE ON SIX SIGMA FOR YELLOW BELT CERTIFICATION WITH THE OBJECTIVE TO IMPROVE THE SKILLS OF THE STUDENTS AND ADD VALUE TO THEIR PROFILE

Day-1

One first day of the course the concept of Six Sigma and its importance was briefed to all the participants. The speaker Mr. Bimal N.S. Jaggi, Six Sigma Green Belt Certified told to the students that Six Sigma is a methodology which helps improve business processes by using statistical analysis. The technique can help the organizations to minimize the error and maximize the quality to the percentage of 99.9997. Total 182 students were present on day 1.



ITS GHAZIABAD
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nirf NATIONAL INSTITUTE RANKING FRAMEWORK FOR UNIVERSITY

26 YEARS OF EXCELLENCE

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

One Week Certificate Course in
Six Sigma Yellow Belt

For BBA (Batch 2020-23) Students
2nd to 7th August, 2021



Mr. Bimal N S Jaggi
Freelance Six Sigma Trainer



Multiple Meanings of 6 Sigma

- 3.4 defect per Million Opportunities (99.99966% Accurate)
- Common Metric for Comparison
- A Never Ending Journey To Competitive Leadership By exceeding delivery on
- A Statistical Measure Of Processes capability To Meet



Six Sigma as a Philosophy

High Quality + High Cost → High Quality + High Cost

High Quality + Low Cost ← High Quality + Low Cost

Better Processes Reduce Cost

Day-2

Second day of the course started with history of six sigma technique, its journey of excellence which started with the implementation of technique in Motorola Inc. in the year 1987. The speaker gave introduction of various levels like white belt, yellow belt, green belt, black belt and master belt. Case of Amazon was also discussed. Amazon successfully implemented Six Sigma technique and save lot of money. Total 178 students attended day 2 session.

Day-3

On third day of the course, concept to reduce defect were explain to increase customer satisfaction, higher profit and continuous improvement. The technique was explained with the example of a food processing unit. Besides, Defect Per Opportunity (DPO) was also explained to all the participants which is a important step of the technique. Total 168 students attended day 3 session.

Day-4

Six sigma conversion table was briefed to the participants on day four. Besides, the process of six sigma was explained with the case of a cloth manufacturing unit. Total 168 students attended day 3 session.



UG CAMPUS ORGANISED A GUEST LECTURE ON "ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING USING PYTHON"

The Objective of the guest lecture was to Provide an opportunity to all BCA students to interact with industry expert of AI & ML and to find opportunities in this area for them.

The event started with the welcome address of the guest followed by the address of, Vice Principal UG, Prof. Nancy Sharma. She explained students about the importance of AI & ML in the present COVID situation.

Director, UG campus, Prof. (Dr) SK Pandey Sir explained various insights and application on the topic in limited words.

The collage features the following elements:

- Top Left:** Logos for ITS (Institute of Technology & Science), NIRF, and UGC.
- Top Center:** A banner for the "Online Guest Lecture" on "Artificial Intelligence, Machine Learning using Python" for BCA students, scheduled for Wednesday, August 4, 2021, from 11:30 AM to 12:30 PM.
- Top Right:** A slide titled "Algorithms & Machine Learning Models".
- Middle Left:** A portrait of Dr. Dinesh Babu R., Sr. Data Scientist at Brainwig EduTech Pvt. Ltd., Chennai.
- Middle Center:** A presentation slide titled "Machine Learning - Key Concepts" with a diagram showing the relationship between Machine Learning, Artificial Intelligence, and Data Science.
- Middle Right:** A grid of Zoom meeting participants.
- Bottom Left:** A close-up of a speaker, Dr. Dinesh Babu R., wearing a headset.
- Bottom Center:** A large photograph of a packed lecture hall.
- Bottom Right:** Another grid of Zoom meeting participants.

The guest speaker, for the session Mr. Dinesh Babu, from Brainswig Edutech Pvt Ltd, explained the core concepts in a very interesting way using plenty of real-life examples. He used interesting video bites of Mr Sundar Pichai (Google) and others informative clips. He covered following topics,

- Artificial Intelligence and Machine Learning Introduction
- Machine Learning Modules
- Application of AI and ML in Real Time Business
- How Python is used in Machine Learning

The session was highly informative, approximately 160 students of BCA attended this session. The students put up lots of queries which were resolved patiently. They have learnt not only new things but they enjoyed the session a lot.



16TH-18TH AUGUST, 2021

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UG CAMPUS ORGANIZED THREE DAYS ONLINE CERTIFICATION COURSE ON "THE DYNAMICS OF DIGITAL MARKETING AND TRENDS IN 2021" FOR BBA (1ST YEAR) & BCA (1ST & IIND YEAR) STUDENTS

Digital marketing is the process of marketing products or services to potential customers via digital channels and the internet. Especially since the covid-19 pandemic, Digital marketing has now turned into a necessity.

There is a huge demand in the industry for skilled digital marketing professionals but the supply is not quite there. This is where students can bridge this skill gap and carve a career in digital marketing. Each participant will get a participation certificate.

ITS **nirf** **AACSB** **ISO 9001**
Institute of Technology & Science
Mohali Nagar, Ghaziabad
UG CAMPUS

Online Certification Course
On "The Dynamics of Digital Marketing and Trends in 2021"
For BBA & BCA Students
16th - 18th August, 2021

DISTINGUISHED SPEAKERS

- Mr. Dhruvraj Saranya**
Head of IIT
- Mr. Rajesh Dix**
Tech Marketing
- Mr. Vijay Mishra**
Manager Digital Marketing

Types of Campaigns:
Search Ads - The ads that appear on Google search when someone searching for product or services (Leads or Traffic)
Display Ads - These ads image based ads which appear on Google Publisher Network Partner Website (Awareness)

Online Certification Course
On "The Dynamics of Digital Marketing & Trends in 2021"
From 16th August to 18th August 2021
(Organized by ITS UG Campus)



Digital Marketing Has 2 Components
1) Organic Approach or Inbound Marketing
2) Inorganic or Paid Marketing or Outbound Marketing

Objective of the Course
NP (Prepared Performance Indicators) Lead/Patient/Resource/Video View/Sales/Leads, Keyword Ranking, Revenue Creation, Business Profit

Keywords It's an advertising Platform by Google that can give you instant result





Mr. Debajyoti Banerjee

Founder & CEO at Seven Boats Info-Systems Private Limited, Google Certified Digital Marketer & Trainer, LinkedIn Certified WordPress & SEO Expert, Brand Strategy, Creative & Entrepreneur.

He has 17 years of experience in various companies such as Magna of India, Naberg Engineering Ltd, Alstom, Tisco, 123Greenlog, Fusion Charts.

Also worked as visiting faculty/resource person at Calcutta Business School, NSHM, Globesys, United World School of Business, Sarala Birla University and facilitated by 25+ B schools including IIM Raichur, IIM Shillong, IIT KGP, IIST Shriyasa, BITS Pilani

Awarded with ABP News Powered CMO Asia & World Marketing Congress Kolkata Best Brand Award & Digital Marketing People's Choice Award 2019

Silicon India, India Leadership award by AIIM/UIDRA, National Chanakya Award for the best communication trainer of the year by PRCI & more, Public speaking in 20+ popular events, 20+ awards & featured in premier magazines & papers.



Mr. Vijay Mishra

General Manager - A Google certified Digital Marketing consultant, Senior Digital

Marketing trainer in Seven Boats Academy, Branding Consultant & Growth hacking expert.

He has 14+ years of experience in Social Media Marketing Planning, Business & Growth Hacking, Business Consultative Strategy Planning, eCommerce Marketing, and Speaking at Digital Marketing

He has expertise of working in projects from different verticals like eCommerce, IoT, Healthcare, Software Development, Security Devices, Manufacturers, Hotels & Tourism, Learning Management System, Media & Entertainment, Web3 Marketplace, Automobile and many more.

He has well rounded experience in Business Development, Client Servicing & Projects as well. He has excellent communication & project management skills.

UG CAMPUS ORGANIZED TWO DAYS ONLINE WORKSHOP ON “AMAZON WEB SERVICES CLOUDS” FOR BCA (IST & IIND YEAR) STUDENTS

The 2 days Online Workshop on “Amazon Web Services Clouds” for BCA (Ist & IInd Year) Students, was inaugurated on 20th August 2021. This workshop was planned to focus on introduction and insight on AWS services, to inculcate in-depth knowledge about the topic.

The event was inaugurated by Dr. Sunil Pandey-Director (UG), Prof. Nancy Sharma – Vice-Principal (UG), I.T.S Ghaziabad.

In the beginning Dr. Sunil Pandey-Director (UG), I.T.S Ghaziabad briefed about the objective and importance of the workshop. Dr. Pandey discussed the importance of cloud and how it is evolving significantly over the past decades, Costing plays a significant role in today’s competitive edge, and how frequently things are becoming obsolete. He also focused on the importance of cloud and its service providers, its effectiveness and wide range of services. Amazon web services provide a cloud computing environment which provides affordability and accessibility to various services. He also addressed that the students should take these workshops seriously as it will help students in their placements in good companies and will also broaden their knowledge horizon.

Prof. Nancy Sharma – Vice-Principal (UG), I.T.S Ghaziabad, said that I.T.S always takes initiative to provide in-depth knowledge to students and align them to the corporate world. She said that technical knowledge plays a key role in achieving success and it requires a lot of concentration. She emphasized that the online platform will be helpful for students in sharpening their skills as many experts from far flung areas can impart knowledge to the students.



- EC2 stands for **Elastic Compute Cloud**.
- Amazon EC2 provides **Scalable Computing Capacity** in the AWS Cloud.



- Can use Amazon EC2 to launch as many or as few virtual servers as you need, configure security, networking & manage storage.



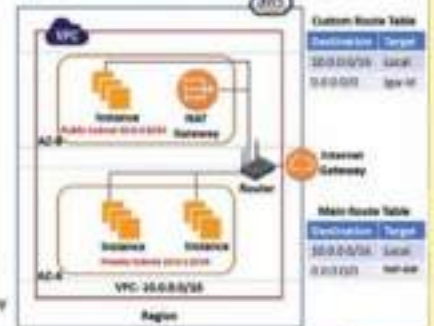
TYPE OF VIRTUAL PRIVATE CLOUD (VPC)

Default VPC:

- Created in each AWS Region when an AWS Account is created.
- Has default CIDR, Security Group, NACL, & Route Table Settings.
- By Default, Internet Gateway

Custom VPC:

- Owner Creates
- User can decide CIDR
- Default SG, N/W NACL, Route Table
- Doesn't have Internet Gateway

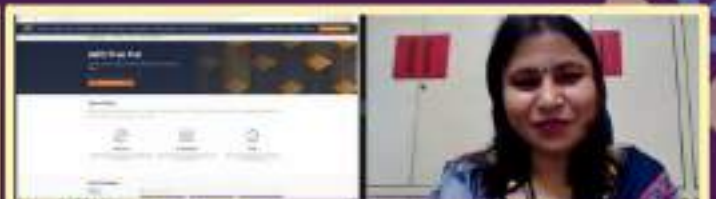


She said AWS certified students can also get good jobs. She said the industry is growing and organizations like Amazon, Deloitte are implementing these services. There is a huge demand in the industry for skilled professionals.

This is where students can bridge this skill gap and carve a career in AWS. The Guest speaker of the day was Mr. Gaurav Dwivedi who is a dedicated legacy system administrator who is well versed with a wide range of skills in systems installation, configuration, planning, implementing, upgrading and maintenance along with 5 years of experience working across the platform. He has Strategies in finding innovative solutions to a variety of IT problems, such as security, database management and technical troubleshooting to his credit. He is proficient in AWS skills - S3, EC2, VPC, EBS, ELB, AMI, Elastic Compute, Storage Volumes, Load Balancing, Autoscaling and DNS, Automation and Configuration management, Access Management and Monitoring Services, Amazon FSx and Global Accelerator.

Mr. Dwivedi discussed the fundamentals of AWS. In his session he covered the AWS in detail. AWS has significantly more services, and more features within those services, than any other cloud provider- from infrastructure technologies like compute, storage, and database- to emerging technologies, such as machine learning and artificial intelligence, data and analytics, and internet of things.

He discussed Amazon elastic compute cloud (EC2) is a service that provides virtual services called EC2 instances for compute capacity. Amazon EC2 enables us to scale up and scale down the instances.



TYPE OF VIRTUAL PRIVATE CLOUD (VPC)

Default VPC:

- Created in each AWS Region when an AWS Account is created.
- Has default CIDR, Security Group, NACL, & Route Table Settings.
- By Default, Internet Gateway

Custom VPC:

- Owner Creates
- User can create CIDR
- Default SG, NACL, Route Table
- Doesn't have Internet Gateway

Parameter	Value
Subnet	10.0.0.0/24
Security Group	sg-1a2b3c4d
Route Table	rt-5e6f7g8h
Internet Gateway	igw-9i0j1k2l



Amazon EC2 has two storage options: Elastic block storage (slow and persistent), Instances storage (fast and non-persistent). Pre-configured templates are available known as amazon machine language. Window server 2012, 2016 & 2019. Linux server, Red hat server, Apacheserver, Ubuntu server. We can create 20 instances in a region by default. Amazon EC2 resources in the Asian pacific (Mumbai) region: Instances, Placement groups, Volumes, Dedicated host, Key pairs, Security group, Elastic Ip, Load Balancers, Snapshots.

He discussed Amazon Virtual Private Cloud (Amazon VPC), how it works and how it gives an administrator control over a virtual network to use an isolated section of the AWS cloud. He discussed how the network traffic works, and what the difference between public subnet and private subnet is.

He guided the students about the interview questions that can be asked from them in future. At the end he took questions from the students and resolved their queries.



23RD-27TH AUGUST, 2021

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ITS UG CAMPUS ORGANIZED FIVE DAYS ONLINE SUMMIT ON INNOVATION, INCUBATION STARTAUPS & RESEARCH CHALLENGES IN INDIA

In august presence of following eminent Guests and attended by over 600+ participants from all across the country covering almost every state of India and leading institutes are **Prof. Vineet Kansal**, Honorable Vice Chancellor, Dr. APJ Abdul Kalam Technical University, Lucknow, **Prof. M.M. Pant** Ex Pro-VC, IGNOU & Founder & Chairman – PlanetEdu, **Shri Arvind Thakur** Co-Founder – NIIT Technologies & Member of Board – NIIT University and **Shri Arpit Chadha** Vice Chairman, I.T.S – The Education Group



In On this occasion, for **BCA Students**, the **Industry Certified Job Oriented Value Added Diploma/ Certificate Courses on DATA SCIENCE, Cyber Security, Cloud Computing Using Microsoft Azure, IoT, Mobile & Web-Based Application Development** were also launched in presence of the eminent Guests today.

It was a great to listen insightful address by the eminent guests during the inaugural session. In their address guests emphasized on reform of Teaching-Learning pedagogy to make it relevant, giving space of thinking, exploring, experimenting, succeed or failure and learning to make it complete learning eco-system.

With lots of encouraging initiatives of Central and State Governments, promoting entrepreneurship as an alternate career options, are creating lots of opportunities for students with innovative and creative ideas. Overall it was a wonderful day full of learning.





Unemployed Scenario:
Limited wage employment



Leading towards -----



BBA Job Oriented Industry Certified
Advanced Diploma Courses
FINANCIAL MARKETS
Banking & Insurance | Digital Marketing
12th Pass / 10th Pass / 10th Pass / 10th Pass

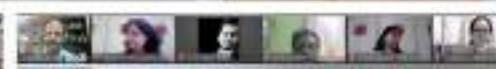
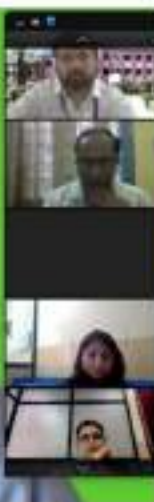
STARTUP Innovation, Entrepreneurship, Startups
12th Pass / 10th Pass / 10th Pass / 10th Pass

BCA Job Oriented Industry Certified
Advanced Diploma Courses
DATA SCIENCE
12th Pass / 10th Pass / 10th Pass / 10th Pass



CONTINUE...

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**31ST AUGUST-4TH
SEPTEMBER 2021**

76

UG CAMPUS ORGANIZED AN ONLINE BOOT CAMP ON "MACHINE LEARNING AND ARTIFICIAL INTELLIGENCE FOR BCA (1ST&IIND YEAR) STUDENTS

The 5 days Online Boot Camp on "Machine Learning and Artificial Intelligence" was inaugurated on 31st August 2021. The workshop focused on Basic understanding and practical implementations of Machine Learning and Artificial Intelligence and insights regarding basics of statistics for Machine Learning. Students will get in-depth knowledge about the topic. The event was inaugurated by Dr. Sunil Pandey-Director (UG), Prof. Nancy Sharma – Vice-Principal (UG), I.T.S Ghaziabad.

The Guest speaker of the day was Mr. Prashant Gangwar, Sr. Technical Consultant, Techstack, New Delhi. In the starting of the session, speaker briefed about the basic concepts of Statistics with highly impactful presentation, which is useful for Machine Learning. He discussed about the Mean, Median, mode concept of statistics with practical implementation and with the help of MS- excel.



The poster features logos for ITS, NIRF, and the Institute of Technology & Science. The text reads: "Institute of Technology & Science, Mohan Nagar, Ghaziabad, UG CAMPUS. Online Boot Camp on Machine Learning and Artificial Intelligence. For BCA Students, 31st August - 4th September, 2021, 10:00 AM to 1:00 PM. Distinguished Speaker: Mr. Prashant Gangwar, Sr. Technical Consultant, Techstack, New Delhi." A portrait of Mr. Prashant Gangwar is shown below the text.





Median – Sort list

$$\text{Median} = \begin{cases} \frac{(N+1)^{\text{th}} \text{ term}}{2}, & \text{when } N \text{ is odd} \\ \frac{N^{\text{th}} \text{ term} + \left(\frac{N}{2} + 1\right)^{\text{th}} \text{ term}}{2}, & \text{when } N \text{ is even} \end{cases}$$

SAIFUL AHMAD shared a file in the meeting.

Quartile Formula.

The Quartile Formula For Q1 = $\frac{1}{4} (n + 1)^{\text{th}} \text{ term}$

The Quartile Formula For Q3 = $\frac{3}{4} (n + 1)^{\text{th}} \text{ term}$

The Quartile Formula For Q2 = Q3 – Q1 (Equivalent to Median)



AWARD FOR EXEMPLARY CONTRIBUTION IN THE FIELD OF HIGHER EDUCATION SPECIALLY IN RASHTRIYA SHIKSHA NITI 2020 AT TEACHER'S DAY CELEBRATIONS BY CCS UNIVERSITY, MEERUT

ITS Mohan Nagar Ghaziabad UG Campus is Happy to share that Dr.Sunil Kumar Pandey (Director UG & IT), Prof. Nancy Sharma (Vice Principal-UG), Dr. Vidushi Singh (Course Chairperson-BCA), Dr. Vijay Prakash Gupta, Prof. Chanda Jain were awarded for their exemplary contribution in the field of higher education specially in Rashtriya Shiksha Niti 2020 at Teacher's Day Celebrations by CCS University Meerut on 5 September 2021. On this occasion, Member of Legislative Council from Meerut region Mr. Shrichand Sharma, City Magistrate of Ghaziabad Mr. Vipin Kumar and Nodal Officer of Chaudhary Charan University, Meerut Prof. Rakesh Soni were present and they honored the teachers.



ITS UG Campus (BBA & BCA) has adopted skill development based education since last year for the all round development of the students. In the context of the New Education Policy - 2020 in ITS Ghaziabad, work is being done at a fast pace in the field of skill development, which is ensuring that students are provided with employment-oriented education as well as information about the latest technologies.

Heartiest
congratulations
to all !!



STUDENT ENGAGEMENT PROGRAMME FOR BBA/ BCA COURSE: 2021

The 03 Weeks Student Engagement Program in the online mode was inaugurated on 7 September 2021 at I.T.S UG Campus for the newly admitted undergraduate students of BBA/ BCA Course: 2021.

Students and their parents were formally welcomed and introduced to the culture of the Institute.

The event was inaugurated by Shri Arpit Chadha, Vice Chairman, I.T.S – The Education Group, Dr. Sunil Kr Pandey - Director (IT & UG) at I.T.S Ghaziabad and Prof. Nancy Sharma – Vice-Principal (UG), I.T.S Ghaziabad.

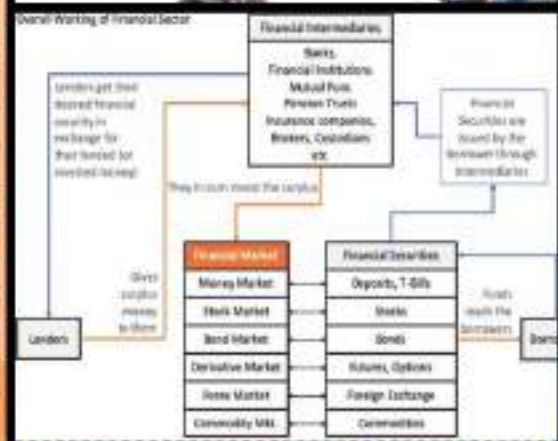
Shri Arpit Chadha, Vice Chairman, I.T.S – The Education Group in his address mentioned that students should learn three key principles of success: preparedness, foresight and strategy.

Dr. Sunil Kr Pandey, Director (IT & UG), I.T.S Ghaziabad in his address discussed about the importance of BBA & BCA courses in choosing good career options. He advised the students that apart from quality education related to University prescribed curriculum, I.T.S provides opportunity to its students of participating in various events.

Prof. Nancy Sharma- Vice-Principal (UG), I.T.S Ghaziabad briefed about the objective and importance of the student engagement program. She focused on quality education and understanding the difference between ordinary and extra ordinary.

The first speaker was Shri Ashok Sharma, Associate Vice President, Amar Ujala Ltd. He said that is important to put efforts and find a process to reach goal.

The Second speaker was Dr. Shankar Goenka, Author,



Coach, TEDx Speaker; Certified Master Trainer & Managing Director of WOW Factors India Private Limited. He explained that student should should focus on future and always listen to themselves.

The Third speaker was Shri Romy Chopra, MD, TCS Infinity was the first speaker of the day. In his address, he shared his personal experience with the students that how he managed to score well during his college days.

The Fourth speaker was Shri Author Sherry, Certified Communication Coach, TEDx Speaker & Founder & President, MS Talks India. Shri Author Sherry stressed upon the importance of public speaking.

The Fifth speaker was Shri Pankaj Dubey, Entrepreneur. During his session he shared his personal journey from student to a successful entrepreneur with the students.



The Sixth speaker was Mr.Chintan Oza Senior Corporate & Technocrat. In his session he discussed about blockchain, origination & it's working.

The Seventh speaker was Shri S.S Dubey, Ex.Asia Pacific Executive IGA service delivery-IBM Professor-BIMTEC During his session he shared his personal journey from student to a successful personality in his field with the students.

The Eighth speaker was Shri Chandra Mauli , Chief data scientist (Analytix Lab) During his session he shared, about the role of data analytics in management, how the price of a product can be decided

The Ninth speaker was Mr. Gautam Hazari Worldwide technical director GSMA Ex. Chief Architect Vodafone -UK. He discussed about Artificial Intelligence and Machine Learning benefit businesses and customers alike, although each has different goals.

Younger's Amazing Innovative Ideas

Outline of the Session

- Who Am I?
- Creativity, Innovation and Entrepreneurship
- Younger's Amazing Innovative Ideas
- What is Entrepreneurship & Who are Entrepreneurs?
- HOW TO COME UP WITH A BUSINESS IDEA
- Innovation Making Life Easier
- Tips for innovative ideas and solutions in everyday life
- Ways to More Innovative Every Day - What Successful People do?

Sanjiva Shankar Dubey

Industrial Revolution Passage Over Time

Revolution	Year	Key Technology
First Industrial Revolution	1760s	Steam engine, Mechanization
Second Industrial Revolution	1870s	Electricity, Mass production
Third Industrial Revolution	1940s	Computers, Digitalization
Fourth Industrial Revolution	around 2000	Emerging Technology, Cyber-Physical systems

The tenth speaker was Mr. Vineet Love Security consulting Financial services Accenture security Canada During his session he told the students that cyber security is very important because it protects all categories of data from theft & damage, he also stressed on the fact that nothing is safe at any point of time in the laptops or mobile phones or Pendrives etc.

The Eleventh speaker was Prof. M.M. Pant, Founder & Chairman Planet Edu, Ex. Pro. Vice Chancellor, IGNOU. He initiated the session with the concept of Self learning & motivated the students to get involved in positive thinking & to start learn from daily life.

The Twelveth speaker was Mr.Rahul Mishra Advisor Cyber Security U.P Police The speaker in his talks specially motivates the young generation to be aware of the e-frauds through social media platforms because the youth now a days is using these applications very frequently.

The Thirteenth speaker was Shri Sudhir Dua, Entrepreneur & Motivational Speaker, The speaker motivated the students by saying that college life is a classic one where all can learn & enjoy number of new thing.

ANSWER:

J . A

J, F, M, A, M, J, _ _

January, February, March, April, May, June, July, August

Identify the movie name of the famous dialogue

14

4 Answers

- ▲ Green
- ◆ Kabhi Khushi Kabhie Gha
- Orange
- Trishul

The Fourteenth speaker was Brig. R.S Grewal Brigadier Indian Army (Retd.). He initiated the session with a simple topic that there is big difference between school & college life where the level of learning will be more wide than the previous one.

The Fifteenth speaker was Dr.Kamlesh Sharma (Poet) The speaker discussed about the importance of mother tongue on the occasion of Hindi Diwas & also recite some famous poems related to the politics,

The Sixteenth speaker was Lt.Gen. (Dr.) RS Panwar ,Future warfare analyst. . The speaker discussed different technical aspects related to defense as he is a future warfare analyst, he explained the autonomous use of weapons, use of drones at the time of war, Combination of AI & automated decision making



ITS **nirf** **30**

Institute of Technology & Science
Mohan Nagar, Ghaziabad

Techno Trix Club
Online

Quiz Competition

Topic: Personalities, Logo & Tagline-Identification

Student's Engagement Programme

For **BBA & BCA** Students

10th September, 2021 | 1:30 PM to 3:30 PM

1 **Kahoot!** **55** Answers

▲ RBI ◆ IRDA

● SEBI ■ AIFM

2/36 kahoot.It Game PIN: 261455

हिंदी दिवस समारोह

आई टी एस गाज़ियाबाद द्वारा हिंदी दिवस के अवसर पर एकल काव्य गोष्ठी का आयोजन किया जा रहा है जिसमें देश के प्रख्यात कवि श्री कमलेश शर्मा भी सम्मिलित होंगे। ज्ञातव्य को की श्री कमलेश शर्माजी लाल किले की प्राचीर से कविता पाठ करने के साथ साथ देश के राष्ट्रीय कवि सम्मेलनों की शोभा बढ़ाते रहे हैं। इसके अतिरिक्त साहित्य आजतक पर उनकी प्रस्तुति "राम हुए हैं कितने और प्रमाण दें" ने आधुनिक कविता के क्षेत्र में एक उत्कृष्ट रचना के रूप में प्रतिष्ठित हो चुकी है। उनकी प्रमुख एवं ख्यातिप्राप्त रचनाओं में प्रमुख रूप से "देशद्रोह भी क्षम्य नहीं होता", "हम देशहित में खरी बात ही करेंगे" हैं।

आई. टी. एस., मोहन नगर
गाज़ियाबाद

हिन्दी दिवस
समारोह

दिनांक 14 सितम्बर, 2021
समय: पूर्वाह्न 11 बजे

श्री कमलेश शर्मा
मुख्य अतिथि
सुविष्टाल शिक्षाविद एवं राष्ट्रीय कवि

श्री अपित चढ़ा
वाइस चेंबरमैन
आई.टी.एस. दि ऐजुकेशन ग्रुप

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UG CAMPUS ORGANISED RE-ORIENTATION PROGRAMME FOR BBA/BCA – 2ND YEAR (2020 – 2023) BATCH.

There are three basic objectives that we at I.T.S had in mind while planning the Re-Orientation Programme for BCA/BBA - II Year students especially after the recent pandemic. These include introducing students to

- *College life
- *Acclimating students to their new surroundings
- *Providing an opportunity for the students as well as faculty to meet face-to-face in person.

Dr. Sunil Kumar Pandey, Director (UG campus) shared his thoughts, insights and time with the students. He told about how to carry yourself in professional world and gives lots of blessings to students for their upcoming future.

Prof. Nancy Sharma Ma'am, Vice Principal UG, congratulated all students on the start of the third semester in offline mode so soon after the terrifying and life-changing COVID-19 pandemic. She appreciated student's persistence and perseverance during the tough times. She talked about how the second year of BBA/BCA differs from the first. She also encouraged students to engage in regular learning and to fully utilize all of the college's resources for their academic and overall growth.



Dr. Vidushi Singh Course Chairperson (BCA) gives the brief introduction of the course and subjects which the students are going to study in their upcoming semester.

Prof. Uttam Sharma Course Chairperson (BBA) told about the subjects and the teachers who are going to teach them.

Prof. Ravi Govil BCA Coordinator & Prof. Amit Sharma BBA Coordinator briefed about the upcoming subjects whom the students have to study in new semester and gives the glimpse of all the subjects.

The introduction to the Job Oriented certification Programme for the students to enhance their knowledge and skill set, to get the better placements, was briefed by Prof. Kanika Tandon, Prof. Charu Malhotra and Prof. Neeraj Jain.



UG CAMPUS ORGANISED A RE-ORIENTATION PROGRAM CORPORATE CERTIFICATION AND SKILL ENHANCEMENT FOR BBA & BCA, V SEMESTER (BATCH 2019-2022) STUDENTS



The objective of the Re-Orientation Program for BCA/BBA - III Year students was to give students the opportunity to meet in person and familiarise themselves with the surroundings. Student Re-Orientation Programs was created to assist students in addressing all the concerns regarding offline classes. Students were given an overview of the entire area of offline education, from academics to club activities, before to the start of classes.

The Programme was planned with an objective of reconnecting with the students. Dr. Sunil Kumar Pandey, Director (UG & IT), motivated students by showing them a professional route. His address focused on the many facets of learning that students should adopt as they prepare to enter the workforce. He addressed the students professional ethics and wished them luck for their future endeavours.

Vidushi Singh Course Chairperson (BCA) provided a quick overview of the course and subjects that students will be studying in the coming semester. She also guided students about each and every faculty member who are going to teach them.

Prof. Aadil Khan, Coordinator (BBA-III Year), gave an overview of the subjects and the instructors who will be teaching them. Prof. Sumit Sharma, BCA Coordinator, gave an overview of the upcoming subjects that students would be studying in the next semester, as well as a preview of all of the subjects. Prof. Kanika Tandon, Prof. Charu Malhotra, and Prof. Neeraj Jain gave an introduction to the Job Oriented Certification Program for students to improve their knowledge and skill set in order to secure better placements. Finally, all faculty members expressed their gratitude to students for their achievements and continued learning journey.



27TH SEPTEMBER, 2021

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UG CAMPUS ORGANIZED **A GUEST LECTURE ON** **“CORPORATE ATTIRE”.** **FOR BBA/BCA 3RD YEAR** **STUDENTS**

In continuous efforts to enhance academic quality, UG campus has introduced the concept of involving the seasoned and experienced professionals from different areas for sharing their knowledge. Today industry has become very competitive and the students need to get best of the skills for steady growth in career. The motive behind this workshop was to expose the students to the topic “Corporate Attire”. The session aimed at providing the students a practical insight of corporate dressing. The speaker of the session was Mr Govind Mishra who is a professional corporate trainer and motivational speaker. He explained the Do's and don't's of Corporate attire and helped the students to understand essence of power dressing, role of accessories etc. Session was highly interactive and Mr Govind Mishra answered the most of the queries of the students. He cited real time experiences from the industry and made the session highly interactive.



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.) If Keywords Could Talk.
- (2.) What can be done to Save the Environment?
- (3.) Importance of Learning your Own Mother Tongue.
- (4.) How to Know You are on Right Path.
- (5.) How to Reinvent Yourself After Failure?

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

1. The word limit should not exceed 400 words.
2. The articles should be in Times New Roman with font size of 12.
3. Along with the article, the sender must enclose his name, class as well as name of his school with contact details.
4. The sender should also enclose his passport size photograph in .JPG format so that the same can be published along with his article.

We are looking forward for your participation in article writing etc. and making Tatva more spellbinding. Please mail your articles/ poems to the following email Id-

vaijayantianand@its.edu.in and
anubhasrivastava@its.edu.in

Before 28th DECEMBER, 2021. Selected articles/ poems etc. will be published in JANUARY, 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.) Decision making is an extraordinary art.
- (2.) The ultimate productivity hack is saying no.
- (3.) Why facts don't change our minds.

IT TOPICS:

- (1.) The IOT Technologies making industry 4.0 real.
- (2.) 7 Women leaders in AI, Machine Learning and Robotics.
- (3.) SaaS security: Pitfalls IT Often Overlooks.

MARKETING TOPICS:

- (1.) Digital Platforms for Business to Business to Business Markets.
- (2.) Dove: Maintaining a brand with purpose.
- (3.) The twofold effect of customer Retention in Freemium Settings.

HR TOPICS:

- (1.) Analysis of Satisfaction Level of Employees in the Telecom Sector.
- (2.) Employer Branding Strategies in Struggling Companies.
- (3.) Remote Workers spend more time on housing. Do they deserve higher pay.

FINANCE TOPICS:

- (1.) Venture Capitalists & Covid 19.
- (2.) What the next big thing in Financial Market.
- (3.) The dark side of Fintech Borrowing.

CALL FOR ARTICLES FOR NEXT ISSUE OF TATVA FOR COLLEGE STUDENTS

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vaijayantianand@its.edu.in and
anubhasrivastava@its.edu.in

Before 15th DECEMBER, 2021. Selected articles/ poems etc. will be published in JANUARY 2022 ISSUE. If your article will be selected to be published in "Tatva" you will be notified by email.

Thanks & Regards.

Disclaimer

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

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