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FROM EDITOR'S DESK

Dear Readers,

“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 ITS 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.

This magazine shows the glimpse of some activities held at ITS (UG Campus).On behalf of the entire editorial member for TATVA, I 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 ITS IANS .

As lot of efforts have been gone into making this issue. The ultimate purpose of the magazine is to engage and strengthen its readers' association with the College. I would like to thank all student writers and Student volunteers involved, for their hard work and devotion. I do hope our readers enjoy this wonderful edition of ITS UG Campus Magazine “TATVA”:

Anubha Srivastava
Assistant Professor
(Management)
Editor

FROM EDITOR'S DESK

Dear Readers,

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 lots more! The exuberant articles of our young writers are undoubtedly appreciable enough to hold the interest of the readers.

This magazine is indeed a sincere effort to shape the creativity of our budding talents and inculcating the art of being aware about the on- going changes in the economy.

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

So relax, sit back and enjoy your copy of magazine. So, on behalf of whole TATVA Magazine team I wish all the readers a Happy Reading!!

Vaijayanti Anand
Assistant Professor
(Management)
Editor



Giving Words
To Thoughts

STUDENT EDITOR



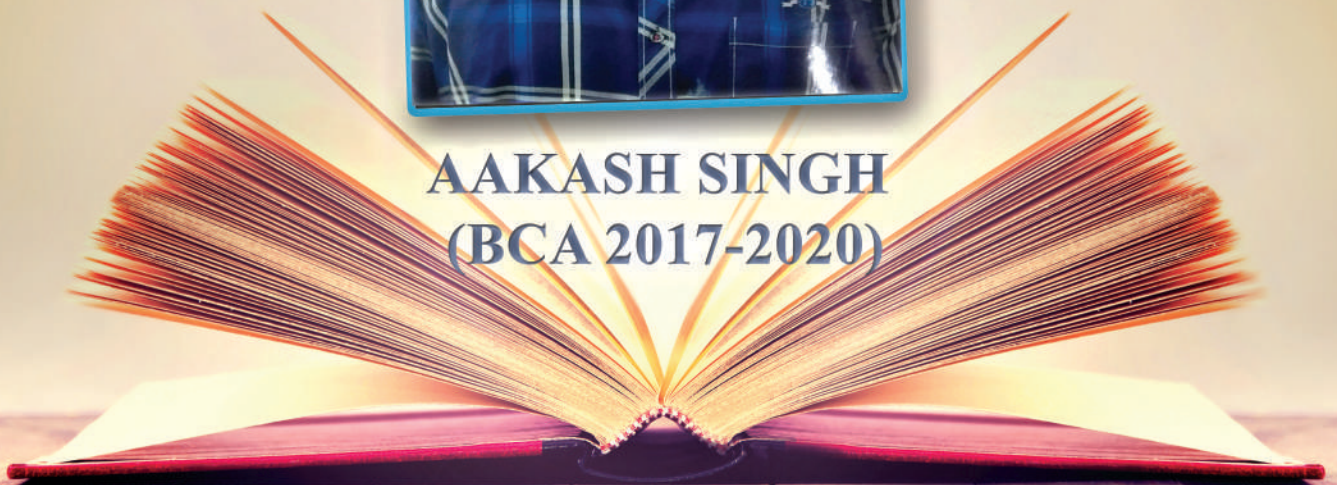
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SWAPNIL SEN
(BCA 2018-2021)



AAKASH SINGH
(BCA 2017-2020)



SUPPORTING TEAM



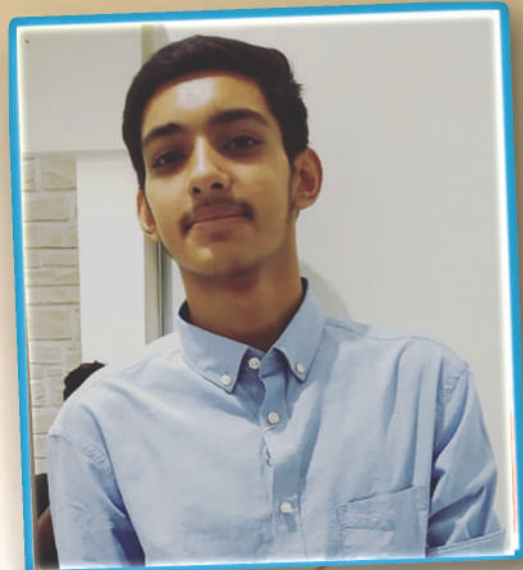
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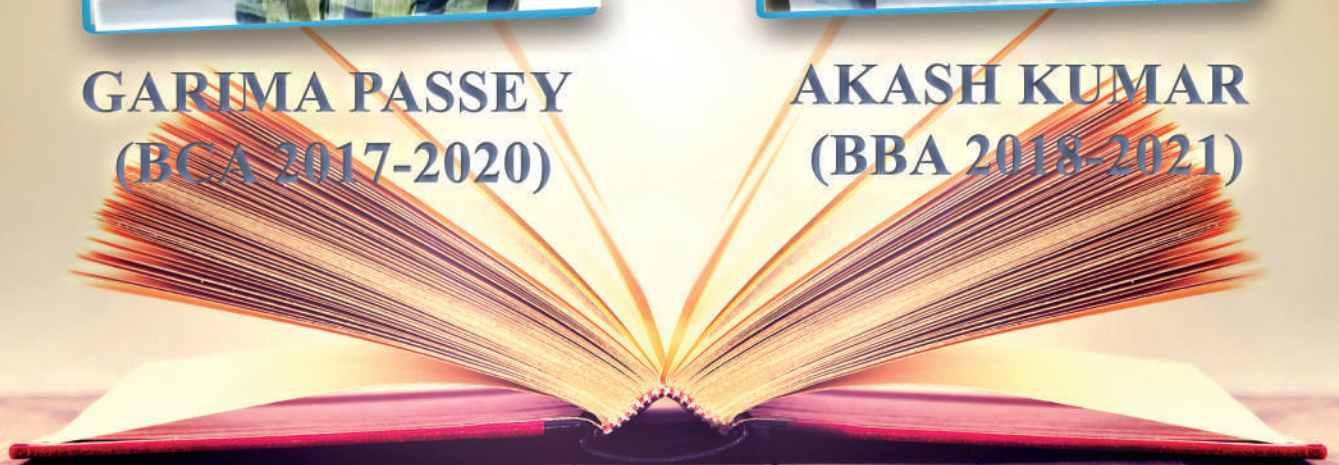
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(BCA 2017-2020)



GARIMA PASSEY
(BCA 2017-2020)



AKASH KUMAR
(BBA 2018-2021)



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REDUCING POLLUTION

Humans have caused pollution. It is important for the whole community to act as a whole and change that will make the planet habitable in the years to come to live and breathe on this planet we must become more energy conscious, use of natural resources, consumption and waste are all at its peak. Pollution is always the main problem. There are several ways to reduce pollution such as organizing campaigns, reducing numbers of vehicles on road and minimizing the usage of pesticides. The carpooling, to get to work, one can help reduce the

number of vehicles on road, Apart from that use an energy conserving grade motor oil and keep tyres properly inflated and aligned can help reduce air pollution

Less vehicles on the road can reduce pollution. This means better health for use the environment.



Organising campaigns is one of the several ways to increase awareness on environmental pollution to public. There are few activities that can be carried out such as planting. Trees can improve the air quality of the environment by filtering harmful dust and pollutants such as carbon monoxide and Sulphur dioxide. Steps to prevent water pollution include minimizing the usage of pesticides. Use natural fertilizers for vegetation, Next, dispose of hazardous materials, such as paint. Motor oil and toxic responsibly do not litter especially in or near water resources organise a community clean up event near a river or lake to raise awareness to public, since, our community can enjoy a cleaner environment.

Reducing pollution from transportation sources has led to healthier air for Americans. In cities, smog has been visibly reduced.

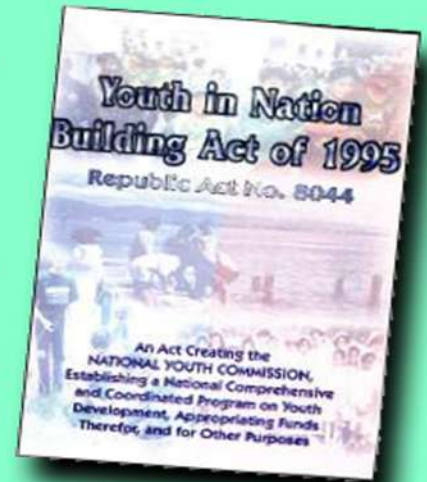


Kashish Tripathi
Class : IX

School : Sant Eknath Savodhya Government Senior Secondary School
Email : sarveshtriphathiaz100@gmail.com

THE ROLE OF YOUTH IN NATIONAL DEVELOPMENT

The term – nation building or national development, is usually used to refer to a constructive process of engaging all citizens in building social cohesion, economic prosperity and political stability in a nation in an inclusive and democratic way. Going by the definition, it is seen that all citizens are to be involved in building or developing a nation. Thus, the involvement of youth in national development is a must. In fact, youths play one of the most important roles in nation building. Youth of the nation plays important role in building up nation



nation because youth help in rapid growth in nation. Well educated and skilled people are required to build productive environment for overall growth of nation such as : economical growth -educated people will create new opportunity in there local and global region, creating more opportunity for economic growth ; educational growth- every year we need more and more educators to the ratio



of students (where 50-70 students study in same class room) ; technological growth- people will work, interact with new technologies, which necessary for the growth of the nation and creating more jobs and service. better lifestyle standard-literate people will tend to live better lifestyle standard and embrace graceful life style. Youth are not only the leaders of tomorrow, but also the partners of today. Young people are social actors of change and progress. They are a crucial segment of a nation's development. Their contribution, therefore, is highly needed. Youth constitute major portion of the world's population. About 25 percent of the world population is youth. Thus, such a major portion of

population can't be ignored. Add to it the energy and determination, youth can be considered to be almost the whole population because a young person can do the works of several old people. Moreover, they are the leaders of future. So, the youth play, probably the most crucial of roles in national Development.



Rupin Rawat
Class : XI
Section : B
School : Baptist
Convent Public School

THE INCREASING CRIME RATE IN TODAY'S SOCIETY

Today, crime rate is a menace that each country faces. It is said that society has a direct influence in making criminals. Government imposed many laws to reduce crime rate to make world a better place to live in, but majority did not find expected results. In this essay I would like to discuss about some of the reasons why people committing crimes and what measures government could take to prevent it. Crime rate is increasing with the rapid urbanization and development, everyday newspaper consist of robberies, theft, murder,



"I think you'll find we do things differently around here, lady."

burglaries, killing, rapes, shoplifting, pick pocketing, drug abuse, illegal trafficking, smuggling and many more. And most these cases are registered in metropolitan cities which make living in city very difficult for people (specially women and senior citizen). With increase in unemployment and lack of jobs more people are tends to fall in the eternal circle of crime. Some corrupt



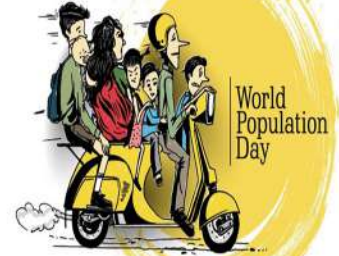
politician hire thugs to vandalize (public property), kidnapping, extortion and etc for political advantage to be in power and neutralize the opposition which motivate more people. Crime in the United States has been recorded since colonization. Crime rates have varied over time, with a sharp rise after 1963, reaching a broad peak between the 1970s and early 1990s. There are more reasons that play a role to increase the crime rate in the whole world. Like "Drugs" is another reason for people to commit crime. When someone addicted to drugs and unable to support their addiction financially, then mostly he ends up in a world of crime to fuel his habits .To put it in a nutshell, todays children

are tomorrows law abiding citizens. Government and society are equally responsible to make them perfect and to avoid crimes. The need of the hour is to sensitize people of the nation about the issue and seek their cooperation in curbing the increasing crime. Parents, schools, colleges, NGOs, and the Government should make strategies to create a safe and crime-free environment in the nation.

Lokesh
Class : XI
Section : C
School : Baptist Cnvt. Pb. School
Phone : 9266868628

ALARMING GROWTH OF POPULATION

Of all the problems ailing the entire mankind, population is the most threatening. Sir David Attenborough has very wisely said: "Instead of controlling the environment for the benefit of the population, maybe we should control the population to ensure the survival of our environment." Undoubtedly the exponential growth in the world population has posed serious threats to mankind. According to the UNICEF estimates an average of 353,000 babies are born each day around the world. Owing to the advancement in standards of living and



better medical facilities, the mortality rate is the lowest. More number of babies means more demand for food, more urbanization, more industrialization, more consumption of natural resources, more burning of fossil fuel which means more emission of green house and toxic gases into the atmosphere. The planet earth has already reached a critical state. It is like an ailing planet. The environment



has already been damaged critically. Global warming, world forests disappearing at alarming rate, and invaluable plants and animals going extinct at unrelenting pace have already jeopardized our beautiful planet. There is one cause at the root of all problems—population explosion. If the population is not controlled immediately, especially in the developing countries, the world is bound to face environmental catastrophe. There may come a day when the natural life-supporting system might fail owing to undue burden of human population on them. The environment has already been damaged critically. Global warming, world forests disappearing at alarming rate, and invaluable

plants and animals going extinct at unrelenting pace have already jeopardized our beautiful planet. There is one cause at the root of all problems—population explosion. The Governments of all the countries of the world along with the cooperation of their peoples must control population before it is too late.



Cheshtha Chauhan

Clas : XII

School : DAV Public School

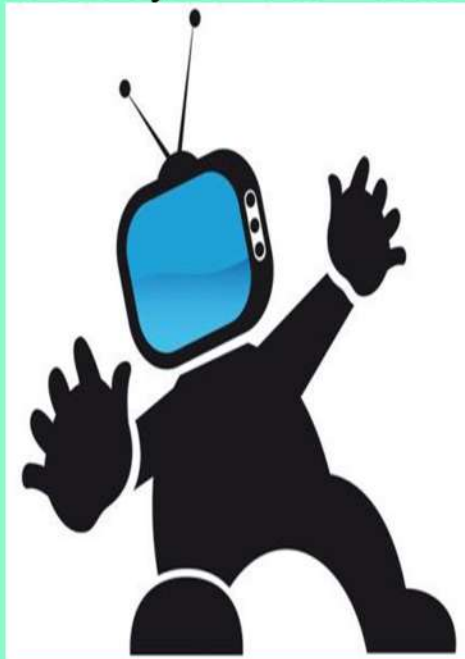
Email : chauhanchestha@gmail.com

HAZARDS OF WATCHING TELEVISION

Watching television is one of the most popular pastimes in the world. Almost all children do so; some even take the liberty of slipping out of bed unnoticed at night just to watch a show that they like. However, what most people do not realize is that television can ruin your eyesight, cause lack of concentration and can also inculcate many bad habits, especially in young ones. Most shows shown on the television nowadays involve bright color. According to the media, the brighter the picture, the better it is. But doctors feel the contrary. Almost all the latest movies and



cartoons shown on television use a variety of special effects. Most of these involve explosions and gun fights (in the case of movies) and flashes of lightning and bursts of color at times of animated violence (in the case of cartoons). These sudden and intermittent flashes of light are capable of causing serious damage to the eye and can cause temporary blindness and migraine if a person watches



television excessively. This was the case with the recent popular Japanese cartoon show, Pokemon, where certain animals with special powers emitted balls of lightning or fire when prompted; many children suffered from headaches as a result of watching the show and complaints are still being issued against the show for the same reason. Another very common problem noticed in people who watch too much of television is their lack of concentration. This is caused as a result of the combination of visual and auditory media which alert most of the senses of the viewer. These senses are heightened to a great extent as a result of which perception of sounds improves.

However, this poses as a disadvantage as even the smallest of noises or disturbances can divert one's attention from the task at hand. This is especially seen in the case of people who normally study in the close vicinity of an operational television set. This can cause lots of other added problems and restlessness. Avoid watching television for most of the time.



Himanshu Passey

Class : XII

Section : B

School : DAV Public School

Phone : 8800476936

Email : himanshupassey26@gmail.com

UNFINISHED AGENDA OF NATIONAL INTEGRATION

“We stand together as a unified nation” National integration refers to the sense of identity amongst the citizens of a country. It's is a sense of feeling that binds every citizen of country together in a bond even if they belong to different cultural backgrounds. In a country like India which consist of diversified cultures, religion, languages there are many disparities between citizen of India .People in our country are hindu, muslim, sikh, or a christian but nobody is an indian. But as a nation, citizen of nation isn't it important to have national integration?



We can achieve national integration if citizen of our nation will get emotionally unified , promotion of secularism not only on newspapers and television but in real environment Inter caste marriages must be supported and promoted so that unification in caste system can also be made. The foremost important measure for national integration is education. Education can play as the trump card for a

AN UNFINISHED AGENDA
Five major reforms common to three defence committees over the past 20 years. And they still haven't been implemented

| MoD Reforms | | Kargil Review Committee | Naresh Chandra Committee | Shekatkar Committee |
|---|---|-------------------------|--|---------------------|
| National Security Strategy | A vision document from which the military security strategy and force planning will flow | Yes | No comments | Yes |
| Chief of Defence Staff | Single-point military advisor to the government. Will oversee integration of the three armed forces | Yes | Yes <small>To be called Permanent Chairman/Chief of Staff Committee</small> | Yes |
| Theatre Commands | Joint commands of the air force, army and navy to replace the 17 separate single-service commands | Yes | No comments | Yes |
| Integration of MoD with services headquarters | Where the three services HQs will be brought into the MoD | Yes | Yes | Yes |
| Revamp of weapons acquisition procedures | To speed up the acquisition of military hardware | Yes | No comments | Yes |

nation which can turn a nation into unified nation. Education must be given to each and every segment irrespective of their cast, their income, their family background. Through education discrimination on the basis of race, colour, language and gender will also be reduced or will be completely eliminated. Moreover, through it national integration will be achieved.

“There is no division between North and South, East and West of India.

There in only one India of which all us are inheritors, it belongs to all of us.”

Reference: Ramadoot from Slideshare



Baharika Sopori
Course : BBA, III Year
Section : B
Batch : 2017-20

WOMEN EMPOWERMENT- WINDS OF CHANGE

Women empowerment implies ability in women to take decisions with regard to their life and work along with getting equal rights in all spheres of life as men. It has created a buzzard today. In today's era women work in all fields as men and are in no manner inferior to them. But the question arises are they truly same as a picture is depicted!? And sadly the answer is NO. They are still treated inferior to men and suffer various problems like domestic violence, harassment etc. However women empowerment can bring a lot of positive change in the



society. With this women profess an independent outlook. An increase in number of working women has helped them gaining financial independence which have given them confidence to lead their own lives. But in a male dominant society like ours along with striking a balance between family and profession some of them have to deal with ego of men. They don't support women in their house to



WOMEN EMPOWERMENT

develop and earn more than them. Women empowerment helps them to live their life with dignity and build their self esteem. It helps to remove injustice prevailing in society against women. Women empowerment help our daughters to be safe in their country. Moreover our economy will be improved globally as a huge part of our population consists of women. There is no doubt that women have come a long way globally to gain equal rights but they still need to struggle a lot more to break glass ceilings and to push society, cut out their old ways of thinking to realise crucial role women can play in building democratic system and sustainable economies.

If we want to bring women empowerment in true sense there is a need for elimination of male superiority and patriarchal mindset. Unless there is attitudinal change in society towards women. Women empowerment can help our society in many ways. We just need to understand it's importance and take a serious action to empower our women.



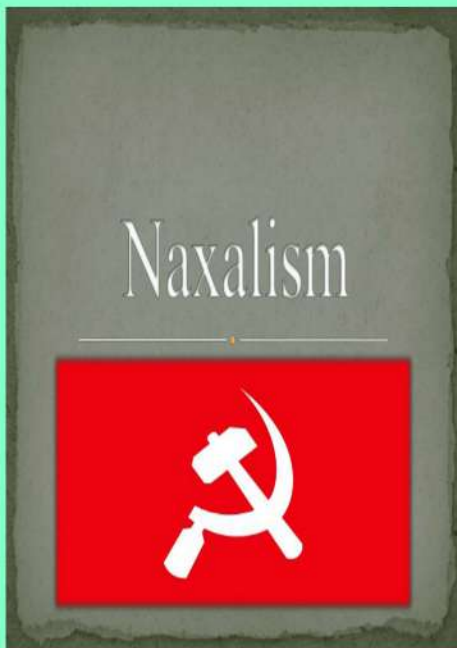
Megha Goel
Course : BBA - II Year
Section : A
Batch 1 : 2018-21

NAXAL VIOLENCE- THE BIGGEST INTERNAL SECURITY THREAT

India is the country of diversity just like other factors some bad evils are also present and Naxalism is one of the topic which can't be ignored. The term 'Naxal' derives its name from the village Naxalbari of district Darjeeling in West Bengal, where the movement originated in 1967 under the leadership of Charu Majumdar and Kanu Sanyal. It refers to the use of violence to destabilize the state through various communist guerrilla groups. Naxalites are far-left radical communists. They have been operating in the country since the early seventies.



The aim of the naxalites is to destroy the legitimacy of the State and to create a mass base, with a certain degree of acceptability. The ultimate objective is to attain political power by violent means and establish what they envisage as 'The India People's Democratic Federal Republic'. The naxalites predominantly attack the police and their establishments.



Naxalite activity is also manifesting itself through various civil society and front organizations on issues such as SEZ policy, land reforms, land acquisition, displacement, etc., with the objective of expanding their mass base and acquiring support of some intellectual elite. While impeding development works and challenging State authority, the naxalites simultaneously try to derive benefit from the overall under development and sub-normal functioning of field institutions like police stations, tehsils, development blocks, schools, primary health centres and anganwadi centres, which administer and provide services at the ground level and also reflect the State presence.

It is ironical that even after 66 years of Independence, many remote areas are yet to see development. This situation has contributed a lot towards the rise of naxalism in India.



Megha

Course : BBA, III Year

Section : B

Batch : 2017-20

Reference:-<http://www.indiaessays.com/essays/india/naxalism/essay-on-naxalism-india-political-science/15096>

DIGITAL TWINS

Digital twins are virtual replicas of physical devices that data scientists and IT pros can use to run simulations before actual devices are built and deployed. They are also changing how technologies such as IOT, AI and analytics are optimized. Digital twins integrate internet of things, artificial intelligence, machine learning and software analytics with spatial network graphs to create living digital simulation models that update and change as their physical counterparts change. A digital twin continuously learns and updates itself from multiple



sources to represent its near real-time status, working condition or position. This learning system, learns from itself, using sensor data that conveys various aspects of its operating condition; from human experts, such as engineers with deep and relevant industry domain knowledge; from other similar machines; from other similar fleets of machines; and from the larger systems and



environment in which it may be a part of. A digital twin also integrates historical data from past machine usage to factor into its digital model. In various industrial sectors, twins are being used to optimize the operation and maintenance of physical assets, systems and manufacturing processes. They are a formative technology for the Industrial Internet of things, where physical objects can live and interact with other machines and people virtually. In the context of the Internet of things, they are also referred as "cyber objects", or "digital avatars". The digital twin is also a component of the Cyber-physical system concept. In the sense of the manufacturing industry,

modularity can be described as the design and customization of products and production modules. By adding modularity to the manufacturing models, manufacturers gain the ability to tweak models and machines.

Reference:-https://en.m.wikipedia.org/wiki/Digital_twin



Manvi Sharma
 Course : BCA - II Year
 Section : C
 Batch : 2018-21

UTILITY OF LI-FI IN AEROPLANES

The ability to safely access the internet at 30,000ft is becoming commonplace nowadays – even a passenger expectation in some markets. However, as passengers place greater demands on the inflight internet bandwidth, the connected experience could become less of a benefit to the experience and more of a frustration. . Fortunately a team in Scotland has devised what they claim is an alternative. Light fidelity, or Li-Fi, has the potential not only to transform IFE systems, but also to revolutionize cabin and fuselage design, according to its inventor,

Harald Haas, professor of mobile communications at the University of Edinburgh. This state-of-the-art, aviation-friendly wireless technology works by co-opting existing LED light sources to transmit data. As Haas explains, “This technology is perfect for planes as it doesn’t interfere with radio signals in the same way as Wi-Fi, which uses radio waves. Instead, Li-Fi takes advantage of



visible light.“Li-Fi is a game-changer for three reasons. First, it solves a ‘congestion’ issue. In the data-driven world that we live in, we are running out of radio spectrum. This is a problem in crowded places like airports and aircraft interiors as it means that the current available bandwidth does not support the hundreds of people wishing to use data-intensive applications and the internet in the same place at the same time. Li-Fi solves this issue by using 1,000 times the bandwidth compared with the entire radio frequency spectrum. This is additional free, unregulated bandwidth in the visible light spectrum.“Second, it paves the way for local-area networks to be

established, which means that passengers can make calls, use the internet and access in-flight entertainment systems more easily.“Third, in a world fast being dominated by big data, safeguarding information is paramount.

Reference: www.sciencedirect.com, www.airbus.com



Saksham Mathur
Course : BCA, III Year
Section : C
Batch : 2017-20

HR-EXCHANGE MARKET

As the digital age evolve and use of the internet and online data grows exponentially; organizations continue to assist in their recruiting, hiring and retention practices. This article contains information culled from a variety of resources providing a brief synopsis of some of the pertinent human resources facts and figures of the day.

- The average pay raise is 4.5%, and 88% of businesses plan to give employees raises this year

- 57% of organizations view employee retention as a problem, and 22% of new hires leave their jobs within

45 days of being hired. Reasons include poor performance and temperament issues

- Fully 46% of new hires fail and are let go from their jobs within 18 months of being hired. Only 11% of these are for lack of skill, with 89% for reasons of motivation and lack of 'coachability'



- New hires that undergo a structured on-boarding program are 58% more likely to be with the company after three years

- The costs of employee turnover range from 30% to 150% of the employee's salary

- 54% of organizations do not have a written or verbal policy that addresses workplace romance, but the number that do, 42%, is up sharply from just 20% in 2005

- Of those organizations with a workplace romance policy, 99% ban dating between superiors and subordinates.

The Human Resources Exchange has been created to address the unique needs of senior-level HR executives by offering unparalleled access to the resources, technology and services that are changing the way organizations grow and manage change.

Reference:-<https://www.epaysystems.com/hr-statistics/>

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<https://www.instagram.com/itsghaziabad/>

<https://www.facebook.com/BBABCAI.TSMohanNagar/>

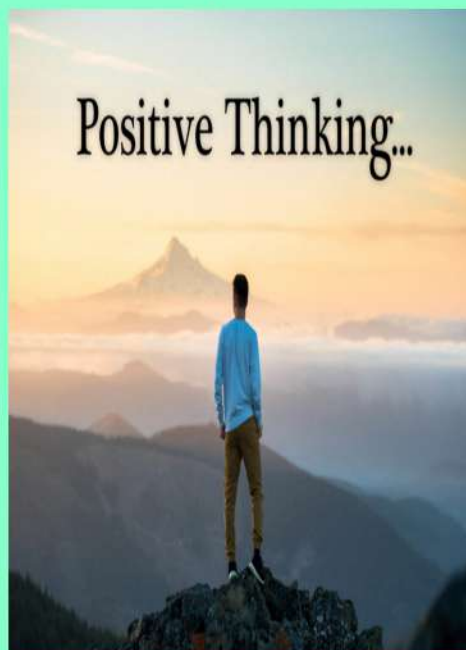
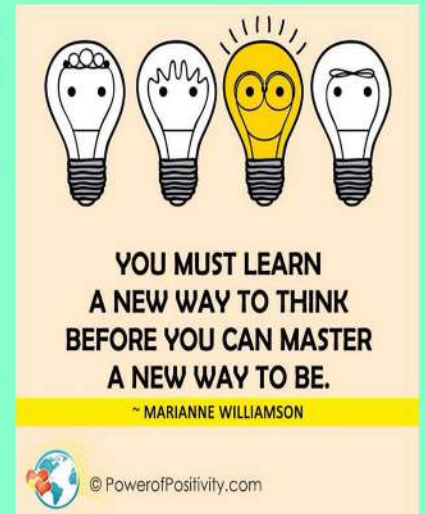


Kashish Anand
 Course : BBA - II Year
 Section : A
 Batch : 2018-21

LEARNING- THE POWER OF POSITIVITY

Positive thinking leads a man to success. One who thinks that he can achieve the things, will put his best to achieve, will not be fettered by the problems in the path of success and one day he will win positively. Self confidence, determination, perseverance, and hard work are the key factors of success. Every small or big, easy or complex problem has its solution. There is a way out of every labyrinth, there is an answer to every enigma. The only requirements are the confidence, hard work and determination and you get the answer.

Where there is a will, there is a way. If you find any problem, don't lose heart, go ahead and devote yourself fully, analyze each aspect, and get the problem solved. Every invention taken place so far, were riddled with many unfound answers, but the inventor's zeal and perseverance found the solution. For a confident person, the word 'impossible' is nowhere in his dictionary.



Confidence is the most important key to success. It boosts the morale and creates determination to attain a goal. The loss of confidence makes a man a pessimist, a coward or a dead man. The importance of 'right deeds' is well emphasized in Bhagwat Geeta: Lord Krishna tells Arjun to follow the path of righteousness, the path of dedication, Do Karma, don't think about the result, the God is Omnipresent, Omnipotent, the results as per your deeds will follow. It should also be remembered that the positive and constructive thoughts which aim for the betterment of mankind are met with success. It should not be riddled with self-aggrandizement; evil thoughts never bear good results.

One who always thinks positively even in adverse circumstances wins. Positive thinking always pays. "A WORLD OF POSITIVITY STARTS BY SEEING THE WORLD WITH POSITIVE VISION"

Reference: www.preservearticles.com/essay/essay-on-the-power-of-positive-thinking/2772



Aarti Saini

Course : BBA, III Year

Section : A

Batch : 2017-20

WHY DIGITAL MARKETING DISAPPOINTS A LOT OF SMALL BUSINESSES ?

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers but its not uncommon to see small Businesses & SMES complaining about that digital marketing doesnt work decent work And when you look closely they are doing the least valuable work against their high expectations. One SEO intern and one facebook, the Instagram poster isn't digital marketing



plan. And it's silly that have to reemphasize this in times when the digital marketing technology has evolved so much, but it is happening. People are doing it .Getting customer is the highest possible result of digital marketing plan, as of any sort of marketing for that reason. Everyone is after the particular outcome, regardless the size of the business. Giant companies brand deploy larger marketing agencies and professionals in their team for "a sell and even a small start-up guy I try to do his own marketing stuff to get a sale" again. Both have different set of resources but the same effect.



Recency Effect- The recency effect is when your future decisions are highly influenced by your fears & experiences from your past decisions. This is one the most dangerous growth hindering effects on humans because to grow you need to see things from a fresh perspective. You need to see the positive possibilities and not the negative ones. You need to embrace the uncertainty, you may want to engage the social media influencers, but these influencers are aware that

people consider them as influencers. So when they might have actively helped a giant brand by talking about it on their page, they may not be interested in talking about your product if you aren't paying. However, concluding it digital marketing is really disappointing for small bussinesses.



Shruti Gupta
Course : BBA - I Year
Section : D
Batch : 2019-22

Reference:- <http://www.gpcmedia.in/blog>

ACCOUNT BASED MARKETING IN B2B TO HIT NEW HIGHS

Account based marketing is a strategic marketing strategy where key business accounts are marketed to directly, as units of one. In essence, high-value accounts or prospects are identified, key stakeholders in these businesses are targeted, and then marketing strategies are implemented through various channels to appeal to their specific personas and needs. "Account-based marketing focuses on a few large and important accounts or those potential accounts that hold the greatest promise of adding to your bottom line," says Elyse Flynn Meyer,

president and founder of Prism Global Marketing solutions. "That's why it's so critical to have a high-touch and highly targeted message to these individuals, because of their revenue potential and impact to sales and marketing".

B2B :-

Not all B2B marketing strategies are created equal, and not all of them work.



Have you ever wondered why you're B2B?

Marketing initiatives are not yielding the expected results?

Why is it that in spite of pumping in efforts and resources, you aren't able to acquire a good enough number of clients?

These strategies are centered on targeting a mass audience. This mass audience includes all kinds of people, and there is no way of telling the prevalence of people who fit the bill of your target group. You then keenly wait for the select few out of this mass to reply or reach out to you. Any B2B organization's marketing team puts in their best possible efforts to devise

plans that reach out to a majority of their prospects. However, all of this goes in vain when their efforts are so callously pushed aside by the target group. However, we can conclude that account based marketing is the new approach to conquer the market.



Akash Kumar
Course : BBA - II Year
Section : E
Batch : 2018-21

Reference: www.digitalmarketingcommunity.com

<http://www.ug.its.edu.in/>

<https://www.instagram.com/itsghaziabad/>

<https://www.facebook.com/BBABCAI.TSMohanNagar/>

GST OVER VAT- A COMPARATIVE ANALYSIS

Constitutional amendments in 2014 (1902 Act) formally recognized the goods and services tax, or GST bill proposes to implement a national VAT rate in India since June 2016. "Goods and services tax" requires a comprehensive indirect tax on the production of goods and services in India to replace the taxes charged by the central and state governments, sales and consumption. In this way, GST registrants can claim a tax credit for the GST value paid when purchasing goods or services as part of normal commercial activities. The introduction



of taxes on goods and services (GST) will be an important step in the reform of indirect taxes in India. The combination of some central and national taxes in one tax reduces the chain or double taxation and promotes a common national market. The simplicity of taxation makes it easier to manage and enforce. From the perspective of the consumer, the biggest advantage is that the total tax



burden on the product is now 15% -30%. India is a federal republic and the GST is simultaneously enforced by the central government by the government and the provincial government. Goods and services tax is a comprehensive tax on the production, sale and consumption of goods and services at national level. GST offers comprehensive and sustainable benefits in terms of a range of taxes on goods and value-added services at every stage, up to the level of retail, only the end-user must bear the tax producers' service provider. In essence, a tax only on the added value and suppliers at each stage is the purchase of goods and services paid through the GST tax credit arrangement.

Compare GST with other courts in India

There is no ideal value added tax (VAT) in India. The status is followed by the central VAT ID followed by the VAT level. The same applies to GST.

Reference:-<https://en.wikipedia.org/wiki/Special:Search?search=Gst+over+vat&go=Go&ns0=1>



Aaryaman Goel
Course : BBA - I Year
Section : G
Batch : 2019-22

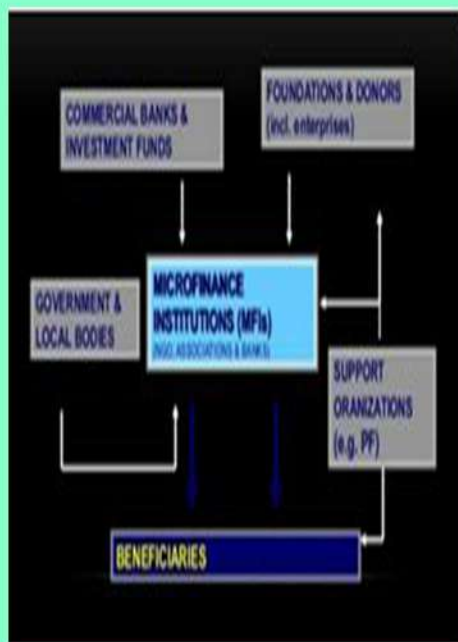
MICRO FINANCING- A WAY OUT FOR THE POOR

What is Microfinance? Microfinance is an activity that includes the provision of services such as credit, savings, and insurance to low income individuals which fall just below that poverty line, with the goal of creating social value includes poverty alleviation and the broader impact of improving livelihood opportunities through the provision of capital for micro enterprise, and insurance and savings for risk mitigation and consumption smoothing. In India Microfinance institutions, fill the gap between demand and supply of microfinance.



They are categorized as follow:

NGOs, which are mainly, engaged promoting self-help groups (SHGs) and their federations at a cluster level, and linking SHGs with banks, under the NABARD scheme. NGOs that are directly lending to borrowers either organized into SHGs or into Grameen Bank style groups and centers.



These NGOs borrow bulk funds from SIDBI, FWWB and various donors.

MFIs, which are specifically organized as cooperatives, such as the SEWA Bank and various Mutually Aided Cooperative Thrift and Credit Societies (MACTS). MFIs, which are organized as non-banking finance companies, such as BASIX, SKS, and SHARE Micro fin Ltd etc.

Micro-Finance is emerging as a powerful instrument for poverty alleviation in the new economy. In India, micro-finance scene is dominated by Self Help Groups (SHGs) - Banks linkage Programme, aimed at providing a cost effective mechanism for providing

financial services to the 'unreached poor'. Research across the globe has shown that, over time, microfinance clients increase their income and assets, increase the number of years of schooling their children etc.



Tushar Suri
Course : BBA, III Year
Section : D
Batch : 2017-20

Reference: www.quora.com, www.linkedin.com

EXPECTATION & IMPACT OF BUDGET 2019 ON FINANCIAL SYSTEM

In the budget, the fiscal deficit for 2019–21 will be 3.94% of GDP. The budget set aside ₹6,000 (US\$87) for farmers having up to 2 hectares of land. The amount is available in 3 equal installments of Rs.2000 each under Pradhan Mantri Kisan Samman Nidhi. ₹3,000 (US\$43) per month pension after 60 years of age to unorganized sector labor under Pradhan Mantri Shram Yogi Mandhan. Subscribers have to pay a monthly amount of Rs.100 if aged 29 years and Rs.55 if a subscriber is of 18 years of age. Income tax relief u/s 87A for income up to ₹500,000 (US\$7,200).



Standard deduction of ₹50,000 (US\$720) for salaried class. In 2018 Budget, the outlay was revised for six key social schemes focussed on enhancing the welfare of farmers and the poor, in addition to announcing a new scheme aimed at direct cash transfers to farmers. Apart from that allocation across three other schemes focused on rural India have been raised. Some have accused that finance minister of India, Nirmala Sitharaman, has ignored Dalit in the budget as usually done by state governments as well.



The impact on farmers

The farmers were have easily availability of fertilizers which they could buy at cheap rate. And the land which they could do their farming they also take at lease from government at lower interest rate. The government also ignore the dalit budget because they already made their provinces in previous financial year.

THE BUDGET FOR AUTOMOBILE SECTOR

In the budget of automobile sector the government has announced that they have to change their fuel emission to BS6 from BS4 this also has to reduce fuel emission and government had also put 28% GST on automobile sector to increase their revenue.



Yash Kumar
Course : BBA - II Year
Section : C
Batch : 2018-21

Reference: www.wikipedia.com

<http://www.ug.its.edu.in/>

<https://www.instagram.com/itsghaziabad/>

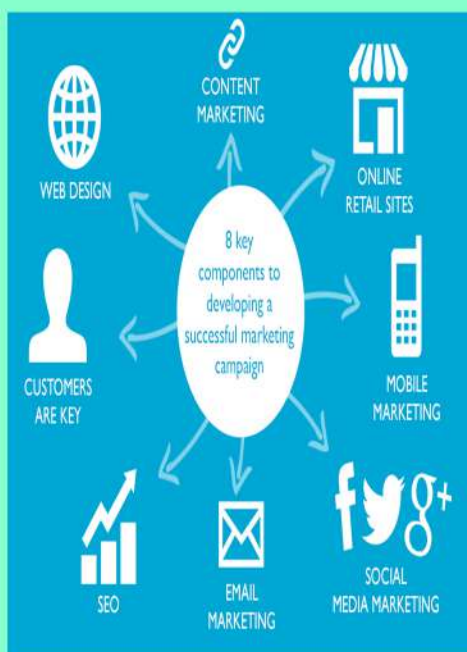
<https://www.facebook.com/BBABCAI.TSMohanNagar/>

INTEGRATED ONLINE, SOCIAL & MOBILE MARKETING

The article focuses on marketing potential of the Internet. The Internet can be used to develop market, by facilitating the introduction and distribution of existing products into new markets. A presence on the Internet means being international, so for many firms with limited resources it offers until now undreamed of opportunities to tap into global markets. The Internet enables international marketers to overcome the previously delayed effects of time and distance, negotiation of local representation, and the considerable costs of



promotional material production costs. A fine-grained approach to market development is to create a one-to-one customized interaction between the vendor and buyer. The Internet can be used to diversify business by taking new products to new markets. Firms in order to retain their customer base need to be innovative. To remain alert to potential innovations, firms need an



open flow of concepts and ideas. Customers are one viable source of innovative ideas and firms need to find efficient and effective means of continual communication with customers. Internet tools are used to create open communication links with a wide range of customers. Integrated marketing campaigns of the 21st century aren't just mirrors of the same advertisement being repeated over different media platforms. Instead, each platform contributes to a larger brand story. To develop a successful integrated marketing campaign, a corporation needs to consider many aspects surrounding its brand, beginning with a strategic foundation of understanding of the product

and market. By understanding consumer attitudes toward the product, competitor positioning, and a marketing team can determine how to best reach potential customers.

Reference:-https://www.researchgate.net/publication/220422280_Integrated_Internet_Marketing



Kopal Kaushik
Course : BBA - II Year
Section : D
Batch : 2018-21

AMAZING FACTS



IF YOU MAKE ICE CUBES WITH HOT WATER, THEY WILL BE TRANSPARENT.

NORTH KOREA AND CUBA ARE THE ONLY PLACES YOU CAN'T BUY COCA-COLA.



WHEN YOU TAKE A HOT BATH, YOU BURN AS MANY CALORIES AS IN A WALK FOR 30 MINS.

BANANAS HAVE A CURVED SHAPE BECAUSE THEY REACH FOR THE SUNLIGHT WHEN THEY GROW.



RUSSIA HAS A LARGER SURFACE AREA THAN PLUTO.

COCKROACHES WERE THERE 120 MILLION YEARS BEFORE DINOSAURS ROAMED THE EARTH.



THE LONGEST PLACE NAME ON THE PLANET IS 85 LETTERS LONG.

THE ENTIRE WORLD'S POPULATION COULD FIT IN LOS ANGELES.



Contact Information

Salman
Course - BCA II Year
Section - A
Batch: 2017-20

NOTE
Editor



DR. R.P. CHADHA SIR, OUR HONORABLE CHAIRMAN, I.T.S - THE EDUCATION GROUP WAS HONORED FOR HIS CONTRIBUTION IN THE GROWTH OF AKTU LUCKNOW BY DR. VINAY KUMAR PATHAK - HONORABLE VICE CHANCELLOR OF DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY LUCKNOW, PROF. D.S. CHAUHAN AND PROF. PREM VRAT (FORMER VICE CHANCELLOR OF UNIVERSITY) IN ITS FIRST FOUNDATION DAY HELD AT DR. APJ ABDUL KALAM TECHNICAL UNIVERSITY, LUCKNOW



I.T.S GHAZIABAD HAS BEEN AWARDED WITH ASSOCHAM INNOVATION AND EMPLOYABILITY & EDUCATION EXCELLENCE AWARD - 2019 FOR "BEST B SCHOOL FOR PROMOTING INDUSTRY ACADEMIA INTERFACE" AT KOLKATA



RECORD HOLDER FOR MOST PEOPLE USING
MOUTHMASH AT MULTIPLE VENUES

Heartiest Congratulations

to Every Member of I.T.S Family

for Prestigious

ASSOCHAM

(Innovation and Employability)

&

Education Excellence

Award - 2019

Received by

Shri Arpit Chadha

Vice Chairman, I.T.S - The Education Group



for Best B School for Promoting Industry Academia Interface

SHRI ARPIT CHADHA, VICE CHAIRMAN, I.T.S - THE EDUCATION GROUP, ADDRESSING IN EDU MEET - 2019 & EDUCATION EXCELLENCE AWARD - 2019 ORGANIZED BY ASSOCHAM



I.T.S MOHAN NAGAR, GHAZIABAD RANKED AMONG "INDIA TODAY
BEST COLLEGES OF INDIA RANKING 2019" BY GHRDC RANKING
SURVEY 2019



I.T.S Mohan Nagar, Ghaziabad

India Today
Best Colleges of India
Ranking 2019



Best
BCA
BBA

1st in Ghaziabad

1st in Ghaziabad



GHRDC
Global Human Resource Development Centre
Ranking Survey - 2019

BCA at I.T.S, Ghaziabad among
Top - 5 Institute in India

BBA at I.T.S, Ghaziabad among
Top - 6 Institute in India

SHRI ARPIT CHADHA, VICE CHAIRMAN, I.T.S - THE EDUCATION GROUP RECEIVES HONOR FROM SHRI L. VENKATESHWAR LU, CHIEF ELECTION COMMISSIONER OF UP AND SMT. RITU MAHESHWARIJI, DISTRICT MAGISTRATE OF GHAZIABAD



HONOURABLE VICE CHAIRMAN SIR, I.T.S - THE EDUCATION GROUP
SIGNED MOU WITH DR. SOUHA AKIKI SVAHN, PRESIDENT AND
FOUNDER PARIS GRADUATE SCHOOL- INNOVATIVE KNOWLEDGE
INSTITUTE PARIS, FRANCE



NAAC Accredited 'A' Grade Institute
Internationally Accredited by IAQ, USA
www.its.edu.in





Mr. Arpit Chadha
Vice-Chairman, I.T.S-The Education Group
Institute of Technology & Science
Mohan Nagar, Ghaziabad

Signs the MOU in Paris, France with

Dr. Souha Akiki Svahn, President & Founder
Paris Graduate School - Innovative Knowledge Institute
Paris, France

I.T.S INSTITUTE OF HEALTH & ALLIED SCIENCES SIGNED A MOU
AT MUNICH, GERMANY WITH MR INGO KUMBRINK OF K-TAPING
ACADEMY GMBH FOR CONDUCTING COURSES AND RESEARCH

Mr. Arpit Chadha
Vice-Chairman, I.T.S-The Education Group
I.T.S Institute of Health & Allied Sciences
Murad Nagar, Ghaziabad

Signs the MOU in Munich, Germany with

Mr. Ingo Kumbrink, CEO
K-Taping Academy GmbH
Hagener Street, Dortmund, Germany

1st August, 2019

I.T.S UG Campus Students Participated in 9th National Conference on CSR Impact through Budget (2%) V/S Knowledge (98%)

UG students participated one day power packed conference for stakeholders of CSR at India International Centre Annexe, Lecture Hall No.2, New Delhi. Students asked the questions to speakers in conference and also discussed about the strategies and plan for benefitting from CSR Law. It was a wonderful platform for them to gain knowledge about the challenges and opportunities in CSR Law from various resource person and experts from industry and ministry of India



3rd August, 2019

I.T.S – Mohan Nagar organised a Plantation Drive in the campus

On this occasion, Mrs. Bharti Singh (Wife of Gen. V.K.Singh, Member of Parliament, Lok Sabha) was invited for planting the saplings in the campus. In her address, she highlighted the importance of tree plantation and creating awareness regarding the same.

Dr. Sunil Pandey, Director (UG), Dr. Vidya Sekhri, Director (Management) & Prof. Nancy Sharma, Vice Principal (UG) was also present on this occasion along with other faculty members and students



7th August, 2019

Mr. Ben Tucker from London, UK well known Professional and Alumnus of University of Oxford, visited our I.T.S–Mohan Nagar, Ghaziabad

During his visit he addressed the Students of MCA, BBA and BCA Courses and Faculty of the Institute. In his address he spoke on the challenges and how to address the core issues for a better career and success. Mr. Tucker visited facilities and meet with the faculty members. He appreciated the facilities, research initiatives, nature of events & activities and the academic environment of the Institute



15th August, 2019

I.T.S– Mohan Nagar, Ghaziabad Celebrated Independence Day in the Campus

On this occasion National Flag was hoisted by Mr Arpit Chadha, Vice Chairman, I.T.S - The Education Group & he Addressed the gathering and greeted all the faculty & staff members and students of I.T.S Parivar.

Ms Latika Chadha Lady Vice Chairman also made her benign presence on this occasion

This was followed by presentation of cultural programs and activities



16th – 19th August
2019

I.T.S – Mohan Nagar hosted SDOFR Chess Championship–2019 in association with Chess Sports Association Ghaziabad under the aegis of U.P. Chess Sports Association Ghaziabad at I.T.S Sports Complex.

The Award ceremony of this championship was held on 19th August, 2019 in the presence of the chief guest Sh. Arpit Chadha, Vice Chairman, I.T.S - The Education Group, Shree Surendra Chouhan, general Secretary, UP State Chess Sports Association, Shree Charul Bhatnagar, Secretary (Chess Sports Association, Ghaziabad), Dr. Vidya Sekhri, Director (Management), Dr. D.K. Pandey, Sports Chairperson and Dr. V. N. Bajpai, Chairperson (PGDM). Winners of 1st, 2nd and 3rd category were awarded with cash prize of Rs. 4500/, 3500/ and 2500/ respectively along with trophy, 4th and 5th category were awarded with cash prize of Rs. 1000/ along with medals and 6th to 10th category were given cash prize of Rs. 500 each.



17th August, 2019

I.T.S UG Campus organized a session under Alumni Talk Series for BCA 2nd Year Students

Mr. Karunakant Rai, Sr. Project Manager, NEC Technologies Pvt. Ltd. and Alumni of BCA Program I.T.S- Mohan Nagar, Ghaziabad (1998-2001 Batch) was the Resource Person of this session. In this session various dimensions of IOT and Smart Infrastructure were discussed.

Mr. Rai advised the students to focus on fundamentals of the subjects they are studying as only this lays the solid foundation for a challenging career path and think innovatively. On this occasion Dr. Sunil Kr Pandey - Director (UG), in his address said that it is a matter of great satisfaction and happiness to see our Senior Alumni coming back to their own Institute to share their exploration, learning and experience with the students and to guide them.

Prof. Nancy Sharma, Vice Principal (UG) and Dr. Vidushi Singh , BCA – Course Chairperson were also present their along with other faculty members.



19th – 23rd
August, 2019

Orientation Programme “PRARAMBH-2019” was organized for BBA and BCA batch (2019-22)

The event was formally Inaugurated on 20th August 2019 .Mr. Rajesh Rampal, Group Chief Information Security Officer, Essel Group was the Chief Guest of the event.

Event formally inaugurated by Shri Arpit Chadha, Vice Chairman, I.T.S- The Education Group, Mr. Rajesh Rampal, Group Chief Information Security Officer, Essel Group, Shri B.K. Arora ,Secretary I.T.S- The Education Group, Dr. Sunil Kr Pandey, Director UG and Prof. Nancy Sharma, Vice Principal (UG) by Lamp Lighting.

I.T.S always believes in the holistic development of its students and always motivates students to excel in their career path.

In continuation of this, Merit awards for (2016 - 2019) batch, Ishika Memorial Award and topper of NPTEL January April 2019 session was also given.

Chairperson BBA Prof. Uttam Sharma delivered Vote of Thanks



21st August, 2019

I.T.S UG Campus organized an Industrial visit to Bisleri International Pvt. Ltd for BBA 2nd Year Students

With an aim to provide exposure to students the visit was organized which started with a brief presentation by Ms. Kimmi, Manager-HR about the plant. The students visited various processes and asked interesting questions after the visit which were answered by the Quality Manager. It was an excellent experience for the students that gave them an opportunity to know about how the production department of the company works and also their branch expansion & inter linking between them.

Students were felicitated by the team of Bisleri with certificates and bisleri gift hamper.



26th August, 2019

I.T.S UG Campus organized an Industrial visit to Bisleri International Pvt. Ltd for BCA 2nd Year Students

With an aim to provide exposure to students the visit was organized which started with a brief presentation by Ms. Kimmi, Manager-HR about the plant. The students visited various processes and asked interesting questions after the visit which were answered by the Quality Manager. Students were felicitated by the team of Bisleri with certificates and bisleri gift hamper.



27th August, 2019

I.T.S UG and PG Faculty paid a visit to attend Microsoft Digital Governance, Tech Summit on Cloud, AI, DevOps, Organized by Microsoft India at Hotel Taj Palace, Delhi

Prof. Yogita Chauhan, Prof. K.P.Singh and Prof. Shreyta Raj from I.T.S UG and PG Campus participated in Microsoft Digital Governance Tech Summit where several sessions were conducted on applications of Cloud, AI in various sectors of Government and security forces including Indian Navy, NDRF, Niti Ayog, MeitY, Ministry of Social Justice & Empowerment, Agriculture Scientists Recruitment Board, NIC, PWC, CRPF etc.

The eminent guests present were Mr. Anant Maheshwari, President, Microsoft India, Ms. Candice Ling, Government Industry Leader Microsoft Asia, Secretary, Mr. Amitabh Kant, CEO Niti Ayog and many more.

The after lunch session was a technical session on Microsoft Azure. This session was conducted by Mr. Dahmesh Dilkhush (CTO Microsoft Azure, Microsoft India)



28th August, 2019

I.T.S UG Campus organized Guest Lecture on "Check List for Finding Multibagger Stocks"

In continuous efforts to enhance the academic quality, UG campus has introduced the concept of involving the seasoned and experienced Industry Professionals. In this endeavor, Mr. Himanshu Arora, Senior Faculty Bombay Stock Exchange having experience of about one decade in the field had delivered a guest lecture on "Check List for Finding Multibagger Stocks" to BBA Vth Semester students.

Mr. Himanshu Arora has worked as a Commodity and Currency Research Analyst, and is also associated with National Institute of Financial Markets (Ministry of Finance).

Mr. Himanshu Arora narrated how to analyse annual report, profit & loss account and balance sheet of the company to identify the multibagger stocks



28th August, 2019

BBA Students (2018–21 Batch) of I.T.S visited SEBI office in Delhi

The objective of industry visit is to provide the students an insight into internal working of organizations. Industry visits provide an excellent opportunity for students to interact with industry persons and know more about its environment. Securities Exchange Board of India (SEBI) is an important regulatory body in India. Good knowledge was shared with reference to investments, markets & their products. It was also an awareness program that explained about various fraud schemes that were being floated in the market.

This visit also helped the students to know about various products & how important it is to be careful while purchasing some of them. The students were explained how small investments could create a good corpus. Overall, this industry visit was an eye-opener for the students



29th August, 2019

I.T.S UG Campus organized "Industry Visit to Zee News, Studio Film City– Sector 16 Noida. for 2nd and 3rd year BBA and BCA Students

The objective of the industry visit was to provide the students an insight into internal working of organizations. Industry visits provide an excellent opportunity for students to interact with industry persons and know more about its environment.

Zee News, the Nation's No. 1 News Channel launched the "KAVI YUDDHA 2019".

Its was a poetic battle of various Hindi poets from various states of India to discuss about the current issues. The topic of the Poetry / Poet Conference was Jammu and Kashmir "All time burning issue".

The students attended the social event and saw the live performance of various poets in zee news studio. They also learnt about how to host and record the programs .Overall, this industry visit was an eye-opener for the students



4th September,
2019

Technotrix club of ITS UG campus organized an event "LAN Gaming Competition" for BCA and BBA 1st year Students

The objective behind LAN GAMING "Need for Speed" was to let students know how to create server and clients using LAN.

NFS game was installed on all the 60 PCs. 4 PCs were connected in the way one PC was made server and remaining three joined that server and NFS game was played amongst them. In the same way remaining PCs were also connected.

The winners of the first round were send in the semifinals. The semi finalist were Motim, Hars, Saurav, Arpan, Satyam, Rishabh, Naman, Mehtab, Arpan, Shubham, Raman, Mayank, Ansh, Joginder, Chirag, Vishal, Saumay, Ujjwal, Kunal, Kartik



5th September,
2019

Our UG Campus (BBA & BCA) makes the Teachers Day Special & memorable for everyone @I.T.S, Mohan Nagar, Ghaziabad

It was simply awesome to see excellent planning & execution of the event under the guidance of Club & Societies Coordinators!

Great performances in Teacher's Day celebrations on Thursday, 5th September, 2019!

The Day which made all the Teachers at the Institute privileged to see the respect, trust and emotional connect among Students and Faculty Members. Such events also keep reminding as faculty about the responsibilities which are required to continuously & consciously reviewed, assessed, modified to keep the Teachers relevant, consistently contributing towards the overall development & growth of their students and the Nation building!



6th September,
2019

I.T.S UG Campus organized an "Industry Visit to Mother Dairy, Delhi" on for 1st year students

The objective of the industry visit is to provide the students an insight into internal working of organizations. Industry visit provides an excellent opportunity for students, to interact with industry persons and know more about its environment.

At mother dairy processing of milk is fully automated with no human intervention which ensures high product quality reliability and safety. The daily production of the unit is about 30lkh liters and the unit is primary for the loose milk.

The students got to know about how the milk is processed and about the different types of milk products in the form of lecture along with a small documentary film.



6th September, 2019

I.T.S- Mohan Nagar, Ghaziabad in association with Dainik Jagran and help of District Traffic Police Department organized a Workshop on "New Motor Vehicle Act-2019

I.T.S- Mohan Nagar, Ghaziabad in association with Dainik Jagran and help of District Traffic Police Department organized a Workshop on "New Motor Vehicle Act-2019, New Rules & Road Safety" with an objective to sensitize & create awareness among youth for the students of @I.T.S Ghaziabad (Itspg-campus Mohan Nagar, Itsugbbabca Mohannagar) on Friday, 6th September, 2019 in Chanakya Auditorium of the Institute.



9th September,
2019

An Interactive session for the students of BBA-I and III Semester was conducted under the ATS by BBA Alumni (2012-2015 Batch) Mr ABHISHEK DAS, Sales officer Mondelez food Pvt Ltd

Mr. Abhishek shared his experiences as a student at ITS and spoke to the students about setting their Goals and the steps which one must follow so as to achieve them. The students Interacted with him on various issues like Business at Mondelez Food Pvt ltd what is the growth Plan of the Company How many SKU's does the company has etc.



11th September,
2019

Theatre club of I.T.S. UG Campus has organized "AD MAD Competition" for Students of BBA and BCA

"Ad-Mad Show Competition" provides a platform for young buddies to showcase their talent & creativity by designing & performing drama, jingles logo etc. Only a few are blessed by the talent of effective advertising. The Ad-Mad Show competition is the perfect platform to showcase that you have the knack to advertise and win hearts.

Students not only showcased their acting skills but also the impromptu ability to use the cognitive skill on the spot. There were seven groups come up with their talent, all the groups had performed extraordinary. We definitely welcome the new talent from first year which has come up with great Zeal.

Winners of the event were from final year BCA student, and the runners up team were from BBA final year. The competition was really fun filled and enjoyable.



11th September,
2019

I.T.S – UG Campus – Fine Arts Club-“ARTEA” organized “QUILLING WITH SKILL” competition for BCA & BBA students

Fine Arts Club-“ARTEA” at I.T.S UG campus provides an opportunity to the students to let their imagination & creativity run wild. Students learn from one another and share their prowess in different aspects of art. With this motive Fine Arts Club –“ARTEA“ has organized “QUILLING WITH SKILL” competition.

Students from all the three years of BBA & BCA course actively participated in the event and have shown their talent. During the competition students made different showpieces like Lord Ganesha, peacock, earrings, decorative cart, small panda, flower wash, greeting cards, photo frame, posters etc.

The quilled creations were truly breath-taking. This activity took us to see some interesting and creative imagination by the students



11th September,
2019

I.T.S UG Campus organised a workshop on "Corporate Expectations & Etiquette" for BCA/BBA 3rd Year UG Campus

The objective of this workshop is to make students aware about Corporate Expectations & Etiquettes and to bridge the gap between academia and industry.

Mr. Pramod Joshi, Co-Founder and Director, The Winning Mantra, Alumnus IIT (BHU), IIT Kanpur, IIM Bangalore & Delhi University, Mr. Sudhanshu Hajela, Corporate Leader; Strategy & Operations Consultant, Alumnus IIT (BHU) & XLRI Jamshedpur, Asim Kumar Thakurta, Principal Advisor – Corporate Affairs, Tata Power, Alumnus IIT (BHU) & Delhi University, Mr. Arvind Kumar, Alumnus IIT Kanpur & IIM Bangalore and Mr. Monish Roy, Expert on Corporate Communication & Brand Management were the renowned speakers who took the session.

Session was started with Ice Breaking Session followed by Role Plays, Group Discussions and other Small Talks. There were two panel discussion were conducted by the Guest Speakers.



11th September,
2019

.T.S UG Campus organized a Debate Competition on for all students of BBA & BCA on "TOPIC: NEW TRAFFIC RULES -TOO EXPENSIVE FOR A DEVELOPING COUNTRY LIKE INDIA"

The objective behind this competition was to enhance the debate skills of the participants and to express their views on New traffic rules.

Total 19 Students from BBA & BCA all Semesters participated in the debate competition.

The judge of the competition was Prof.Anubha Srivastava and Prof.Monika Sharma.

The students presented their views both in favour and against the motion. Every student was given a time of 5-7 min to present their point of view. The students were judged on parameters such as communication skills, presentation, confidence level, content, clarity and persuasion skills.

The winners were presented with trophy and certificates.



11th September,
2019

I.T.S – UG Campus – Yoga Club organized “Stress Relief Meditation Session” for BCA & BBA students

The session was attended by UG students. Pt. Brajesh Narayan Shukla was the trainer and the session was started with the stretching exercises and demonstration of breathing exercises. While doing these exercises, students were also explained the impact, these exercises can make on the internal parts of body.

The session got over by singing a small hymn & chanting OM mantra. Students loved the session. Overall, it was a great experience for our students



12th September,
2019

I.T.S UG Campus organized the Industry Visit to Yakult–Danone, Sonipat Haryana for BBA & BCA First year Students

The objective of industry visit was to make students aware about the working of products, processes at Yakult manufacturing plant.

The Concerned person briefed systematically about the processing of Yakult product. Students were explained about seeding process, quality control about the product, manufacturing of bottles, packaging and filling of the bottles and the benefits of using Yakult for a healthy life. He concluded his session by showing the videos related to Yakult product and solving queries related to respective session.



17th September,
2019

I.T.S. U.G. campus, Library Club – “Franklin” organised a Memory Game – “Train Your Brain” for BBA and BCA Students

The event was carried out in three rounds where in the participants were tested on their recall and memory after a good number (75 slides) were presented to the participating teams to recall and test their memory.

Slides represented a vast range of National and International events, flags, films, business scenario, computer field and its development etc.

Ms. Garima & Mr. Aakash Singh (BCA III year – Sec B) won I position

Ms. Baharika Sopory & Ms. Priyanka Dogra (BBA and BCA III year – Sec D & B respectively) won II position

Ms. Manvi Sharma & Mr. Chirag Deshwal (BCA II year– C and BCA III year – A)

The winners were awarded with Trophy and a certificate.



18th September,
2019

I.T.S UG campus Finance club organized a Business Plan Competition for the students of BBA and BCA II and III Year

The objective of this competition was to make students understand the different dimensions that they have to take into consideration while preparing a business plan and to encourage them to present their Business plan.

Mr. Bakhshish Singh, Managing Director, Soarizon Brand Solutions Pvt. Ltd. explained all the necessary details to be included in business plan to the students and appreciated the efforts and unique ideas of students.

Multiple teams from BBA and BCA II and III year participated in Business Plan competition.

Priyanka Dogra and Aakash Singh (BCA – 3rd year) won first prize, Yashasvi and Mohit Jha (BBA-3rd year) won second prize, Shrishti Garg and Garima Sharma (BBA – 2nd year) won third prize



20th September,
2019

I.T.S UG Campus organized an Educational Visit to Centre of Excellence, I.T.S Engineering College, Gr. Noida for BCA Second year

The objective of educational visit was to make students aware about the working of IOS products, Software testing tools etc. Two parallel sessions on these technologies were conducted by esteemed faculty members of the college.

Mr. Mukesh Kumar, Ms. Lalita & Mr. Mohit took very interesting & interactive sessions on SWIFT, XCODE, SELLENIUM which our students appreciated. They developed small Mobile Apps for IOS using MAC OS.

Students also visited Incubation centre at the campus where Mr. Mihir Singh explained about ongoing projects by their students



20th – 21st
September, 2019

I.T.S UG Campus has organized Boot camp for BCA and BBA First year students Batch (2019–2022) to Madhavgarh Farms, Gurgaon , Haryana

The objective behind this tour was to develop leadership quality, team building, knowledge and experiencing sharing activities.

The journey was full of sound, music, singing and even dancing. All the students were welcomed by welcome drinks followed by breakfast. They divide the students into the groups of 50 each and each group was under the supervision of trainer.

The group was taken out to participate in various activities like, Camel Ride, Rock Climbing, Cricket, Mud Bath , Dance on DJ , Volley Ball, Badminton, Archery, Tug of war Carrom, Chess, Luddo, Camel Ride, Tractor Ride, Bullock Cart Ride, Mehndi, Head Massage, Mud Bath, swimming pool, Pottery Making, Zip Line & 30ft Commando net, Rock Climbing wall and many more.

All the students enjoyed a lot and experience was very good. This would definitely add a new chapter in relationship building among students and the Institute.



23rd September,
2019

I.T.S – UG Campus organized Educational trip to IIT Roorkee, Greater Noida campus for BCA–III–year students

The objective behind this educational visit was to make the students aware about server architecture and future of AI.

The overall visit was divided into two sessions.

In first session Mr. Ravi Chauhan spoke about role of server and its different architecture depending on the application domain. He has also discussed about RAID technology and its role in securing server data. Students got the opportunity to visit the server room where they saw routers, switches, panels, networking devices and server devices using which the overall setup was made.

During the second session Mr. Hemander Singh spoke about importance of Artificial Intelligence & Machine learning. At the end of the session students' queries were addressed by speakers



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. CHANDRAYAN 2**
- 2. SAVE WATER- ARE WE DOING ENOUGH?**
- 3. BOOKS ARE OUR BEST COMPANIONS**
- 4. SKILLING THE YOUTH OF INDIA**
- 5. IMPORTANCE OF NEWS PAPER IN MODERN LIFE .**

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

1. The word limit should not exceed 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
- anubhasrivastava@its.edu.in

Before 15th NOVEMBER 2019. Selected articles / poems etc. will be published in DECEMBER 2019 issue. If your article will be selected to be published in “Tatva” you will be notified by email.

Thanks & Regards

CALL FOR ARTICLES FOR NEXT ISSUE OF TATVA FOR COLLEGE STUDENTS

DEAR STUDENTS,

WE, AT I.T.S, STRIVE TO MAKE TATVA MORE ASTOUNDING AND MAKE IT APPEAL TO GENERAL MASSES AS WELL. THEREFORE, WE INVITE WRITE-UPS FROM OUR I.T.S UG STUDENTS. WE ARE GRACIOUSLY INVITING YOU TO SEND US YOUR ARTICLES, POEMS, AMAZING FACTS, PUZZLES ETC. ON THE BELOW MENTIONED TOPICS FOR OUR NEXT ISSUE:

GENERAL TOPICS

1. HOW GOOGLE CONTROLS THE LIFE OF AN AVERAGE PERSON
2. ONE NATION ONE ELECTION
3. THE NEED FOR DIGITAL LITERACY

INFORMATION TECHNOLOGY

1. INFORMATION TECHNOLOGY REVOLUTION : BOON OR BANE ?
2. LOAD BALANCING APPROACH IN CLOUD COMPUTING
3. MULTIMEDIA INFORMATION SYSTEM SECURITY

MARKETING

1. ONLINE ADVERTISING - EASY OR COMPLICATED ?
2. HOW TO DOMINATE CONTENT MARKETING WITH MACHINE LEARNING TOOLS
3. FREE ONLINE MARKETING TOOLS EVERY SMALL BUSINESS OWNER NEEDS

HUMAN RESOURCE

1. PERFORMANCE MANAGEMENT AND EMPLOYEE MANAGEMENT
2. TALENT MANAGEMENT : A CRITICAL REVIEW
3. COMMON GOOD HRM : A PARADIGM SHIFT IN SUSTAINABLE HRM ?

FINANCE

1. HIGHER RATE OF NPA : GOOD OR BAD
2. FDI : FIRST DEVELOP INDIA
3. THE BIG BANK THEORY

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
- anubhasrivastava@its.edu.in

BEFORE 15TH NOVEMBER 2019 . SELECTED ARTICLES / POEMS ETC. WILL BE PUBLISHED IN DECEMBER 2019 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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Mohan Nagar, Ghaziabad 201 007 **Mob.:** 08447744044/43/42/41 **Ph.:** 0120-2811000, 2811111/112

Fax: 0120-2811113 **Website:** www.its.edu.in **E-mail:** admissions.mn@its.edu.in, itsmn@its.edu.in

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