



ITS

GHAZIABAD

NAAC Accredited A Grade Institute
Internationally Accredited to ISO, USA
www.ug.its.edu.in

TATVA



Record Holder for Most People Using
Memberships At Multiple Venues

E-MAGAZINE OF I.T.S. U.G. CAMPUS

VOLUME 9 ISSUE 1

JANUARY TO MARCH 2021



NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK
2019

Ministry of Human Resource Development
Government of India



Institute of Technology & Science
VIRTUAL @
National Summit
Cyber Security:
A Year of concern for Business
Challenges, Opportunities & Remedies
Saturday, 20th March 2021



ITS nirf
Institute of Technology & Science
Mohali Nagar, Ghaziabad
UG CAMPUS SYMPOSIUM
Empowering Women
Creating Innovative Ecosystem
VIRTUAL @
INTERNATIONAL WOMEN'S DAY
(#Choose to Challenge)
Monday, 8th March 2021



Institute of Technology & Science
Bikaner Nagar
Seminar
Virtual @
Friday, March 12, 2021
10:00 AM - 12:00 PM
#Choose to Challenge



Inception

Welcome to the I.T.S- The Education Group. I.T.S Group was founded in 1995 and now it has 4 campuses, with 8 institutes and 20 courses. I.T.S laid the foundation of I.T.S UG courses with BBA, in the year 1996 and BCA in the year 1997, with the mandate of providing management and technical education of the highest quality and to become a center of excellence in value-based management and technical education, training, research and consultancy. It is NAAC accredited A Grade Institute which strives at developing tomorrow's business leaders. It promotes development through integrated learning and industry-academic partnerships. As an institute, I.T.S stands committed to retaining flexibility and responsiveness to management and corporate needs.

I.T.S believes in holistic development of the students, by inculcating in them professionalism, ability to work hard, take decisions and develop higher thinking order. The institute also exposes the students to all aspects of the economy and to various facets like environment, societal values, social responsibility and human value system.



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 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 ITSANS.

Anubha Srivastava
Assistant Professor
(Management)
Editor

Vaijayanti Anand
Assistant Professor
(Management)
Editor

Giving Words To Thoughts



STUDENT EDITORS



VISHAL BHARGAVA
(BCA 2019-2022)



RITIK MAHESHWARI
(BCA 2019-2022)

SUPPORTING EDITORS



DEV PRATAP SINGH
(BBA 2018-2021)



HIMANSHU PASSEY
(BCA 2020-2023)



NAMRATA
(BBA 2018-2021)



KESHAV GUMBER
(BBA 2019-2022)

INDEX

1.	AWARD : INSTITUTE OF THE YEAR BY ASSOCHAM ON 20TH FEBRUARY, 2021.....	[1]
2.	I.T.S MEDIA	[2]
3.	UNIVERSITY TOPPERS.....	[4]
4.	SHINNING STARS.....	[5]
5.	STUDENTS ACHIEVEMENTS.....	[7]
6.	AMAZING FACTS.....	[8]
7.	I.T.S U.G CAMPUS EVENTS.....	[9]
8.	ARTICLE : DIFFERENCE BETWEEN TELECOMS NETWORKS & BROADBAND COMMUNICATION.....	[10]
9.	SOCIAL SERVICE CLUB : DISTRIBUTION OF FACE MASKS & ANTI-BACTERIAL SOAPS.....	[11]
10.	VIRTUAL WORKSHOP : DEVELOPING ENTREPRENEURIAL CULTURE & INNOVATION.....	[12]
11.	ARTICLE : BANKRUPTCY AND THE COVID 19 CRISIS.....	[13]
12.	VIRTUAL INDUSTRY VISIT : YAKULT.....	[14]
13.	VIRTUAL CORPORATE TALK : AMBIENT INTELLIGENCE FOR SMART LIVING.....	[15]
14.	ARTICLE : IS GST - ONE NATION ONE TAX REFORMS ?.....	[16]
15.	VIRTUAL GUEST LECTURE : INFLATION & UNEMPLOYMENT.....	[17]
16.	VIRTUAL INDUSTRY VISIT : YAKULT.....	[18]
17.	ARTICLE : WHAT'S NEXT FOR THE BANKING INDUSTRY IN 2021 ?.....	[19]
18.	VIRTUAL GUEST LECTURE : FINANCIAL LITERACY AND CAREER IN FINANCIAL SERVICES.....	[20]
19.	CORPORATE TALK : YEAR 2021 WITH POSITIVE THINKING.....	[21]
20.	ARTICLE : WHATSAPP, FACEBOOK, INSTAGRAM & SNAPCHAT IS KIWNG CREATIVITY.....	[22]
21.	VIRTUAL SESSION : CHALLENGES AND OPPORTUNITIES TO STUDY IN ABROAD.....	[23]
22.	VIRTUAL CORPORATE TALK : CORPORATE EXPECTATIONS AND NEW NORMAL.....	[24]

INDEX

23.	ARTICLE : LIFE OF A FARMER - CURRENT SCENARIOD.....	[25]
24.	CERTIFICATION DISTRIBUTION CEREMONY FOR JOB ORIENTED INDUSTRY.....	[26]
25.	VIRTUAL GUEST LECTURE : CONCEPT OF MARGINAL COSTING.....	[27]
26.	ARTICLE : WORLD AFTER COVID 19.....	[28]
27.	VIRTUAL GUEST LECTURE : PROGRAMMING SKILLS & DATA STRUCTURES.....	[29]
28.	VIRTUAL WEBINAR : CAREER PATH DECISIONS & ROLE OF A COUNSELLOR.....	[30]
29.	ARTICLE : MAKING THE LINK BETWEEN WORK-LIFE BALANCE PRACTICES AND ORGANIZATIONAL PERFORMANCE.....	[31]
30.	ARTICLE : TALENT MANAGEMENT : AN EVOLVING APPROACH TO TALENT.....	[32]
31.	STUDENTS OF I.T.S U.G. CAMPUS ATTENDED THIRTY SEVENTH LEADER SPEAK SESSION ON "SKILLING FOR THE DIGITAL FUTURE".....	[33]
32.	VIRTUAL GUEST LECTURE : UNRAVELLING INDUSTRY 4.0.....	[35]
33.	TWO DAYS WORKSHOP : MULTIMEDIA, 3D ANIMATION & VFX.....	[36]
34.	ARTICLE : THE INFLUENCE OF TECHNOLOGY ON THE FUTURE OF HUMAN RESOURCE MANAGEMENT.....	[37]
35.	ARTICLE : HOW BUSINESS INTELLIGENCE IS DIFFERENT FROM ANALYTICS.....	[38]
36.	TWO DAYS VIRTUAL WORKSHOP : PHP.....	[39]
37.	VIRTUAL PROGRAM : A CANCER DAY AWARENESS PROGRAM.....	[40]
38.	ARTICLE : THE COMPUANCE REGULATION AND STANDARD REQUIREMENT.....	[42]
39.	VIRTUAL WEBINAR : RESEARCH WORK.....	[43]
40.	VIRTUAL WEBINAR : CAREER OPPORTUNITES IN BUSINESS INTELLIGENCE.....	[44]
41.	ARTICLE : DIGITAL TRANSFORMATION & MARKETING TRANSFORMATION.....	[45]
42.	VIRTUAL GUEST LECTURE : BEST OB PRACTICES IN ORGANIZATIONS.....	[46]
43.	VIRTUAL INDUSTRY VISIT : MOTHER DAIRY.....	[47]

INDEX

44.	VIRTUAL GUEST LECTURE : CAREER OPPORTUNITIES IN FINANCIAL MARKET.....	[48]
45.	ARTICLE : E-COMMERCE MARKETING CONCEPT NEED OF THE HOUR.....	[49]
46.	VIRTUAL GUEST LECTURE : ROLE OF BANKING & INSURANCE IN CURRENT SCENARIO.....	[50]
47.	VIRTUAL SESSION : POST BUDGET ANALYSIS.....	[51]
48.	VIRTUAL SESSION : BY MR. ARCHIE JACKSON SR. DIRECTOR (HEAD IT & CYBER SECURITY) INCEEDO.....	[52]
49.	VIRTUAL SESSION : INNOVATION INCUBATION AND ENTREPRENEURSHIP.....	[53]
50.	ARTICLE : MASSTIGE THEORY IN MARKETING.....	[54]
51.	VIRTUAL GUEST LECTURE : CAREER OPPORTUNITIES FOR MANAGEMENT GRADUATES.....	[55]
52.	VIRTUAL SESSION : STOCK MARKET : TOOL FOR WEALTH CREATION.....	[56]
53.	VIRTUAL SESSION : FOR THE NEWLY ADMITTED BBA & BCA STUDENTS.....	[57]
54.	ARTICLE : 2020 : A LIFE LESSON.....	[58]
55.	VIRTUAL SESSION : ALUMNI TALK SERIES FOR BBA AND BCA STUDENTS.....	[59]
56.	ARTICLE : BEST PHARMACY SCHOOLS IN THE NATION.....	[60]
57.	VIRTUAL SESSION : NARI SASHAKTIKARAN.....	[61]
58.	VIRTUAL SYMPOSIUM : EMPOWERING WOMEN CREATING INNOVATIVE ECOSYSTEM.....	[63]
59.	ARTICLE : CASTE RESERVATION : BLACK HOLE FOR INTELLIGENCE.....	[65]
60.	VIRTUAL SEMINAR : NATIONAL EDUCATION POLICY -2020 : A VISION FOR FUTURE INDIA.....	[66]
61.	ARTICLE : POWER OF YOGA IN YOUR LIFE.....	[68]
62.	VIRTUAL SUMMIT : CYBER SECURITY : ISSUES OF CONCERN FOR BUSINESSES, CHALLENGES & REMEDIES.....	[69]
63.	ARTICLE : RISE OF INDIAN NATIONALISM 1885 - 1905.....	[71]
64.	POETS CORNER.....	[72]
65.	FROM BOOKS TO CANVAS.....	[80]

PROUD MOMENT FOR ALL - I.T.S GHAZIABAD HAS BEEN AWARDED WITH “INSTITUTE OF THE YEAR-NORTH” BY ASSOCHAM ON 20TH FEBRUARY 2021



I.T.S MEDIA

पहले दिन 700 स्वास्थ्यकर्मियों को लगेगा टीका

को-विड-19 का टीकाकरण शुरू हो गया है। पहले दिन 700 स्वास्थ्यकर्मियों को टीका लगाया जाएगा।



वैक्सिनेशन का अंतिम ड्राई रन सम्पन्न।

मुद्रादनगर (भारत न्यूज)। कोविड-19 वैक्सिनेशन के टीकाकरण को तेजी से आगे बढ़ाने के लिए, 2021 को आईटीएस सूर्या अस्पताल में अंतिम ड्राई रन सम्पन्न हुआ।

सूर्या अस्पताल में वैक्सिनेशन का ड्राई रन सम्पन्न

प्रथम चरण में सबसे पहले मेडिकल स्टैज के कर्मचारियों और मेडिकल स्टाफ को टीका लगाया गया।

जिले में छह स्थानों पर कराया गया कोविड वैक्सिनेशन का ड्राई रन, डीएम ने लिया जायजा

जिले में छह स्थानों पर कराया गया कोविड वैक्सिनेशन का ड्राई रन, डीएम ने लिया जायजा।

आईटीएस सूर्या अस्पताल में कोविड-19 वैक्सिनेशन का अंतिम ड्राई रन पूरा

आईटीएस सूर्या अस्पताल में कोविड-19 वैक्सिनेशन का अंतिम ड्राई रन पूरा हुआ।



आई.टी.एस. सूर्या अस्पताल में कोविड-19 वैक्सिनेशन का अंतिम ड्राई रन सम्पन्न

आई.टी.एस. सूर्या अस्पताल में कोविड-19 वैक्सिनेशन का अंतिम ड्राई रन सम्पन्न हुआ।

आईटीएस सूर्या अस्पताल को बनाया गया कोविड-19 वैक्सिनेशन सेंटर

आईटीएस सूर्या अस्पताल को बनाया गया कोविड-19 वैक्सिनेशन सेंटर।

सूर्या अस्पताल में वैक्सिनेशन सेंटर

सूर्या अस्पताल में वैक्सिनेशन सेंटर का उद्घाटन हुआ।

टीकाकरण की तैयारी का लिया जायजा

टीकाकरण की तैयारी का लिया जायजा।

आईटीएस सूर्या अस्पताल में कोविड-19 वैक्सिनेशन का अंतिम ड्राई रन हुआ सम्पन्न

आईटीएस सूर्या अस्पताल में कोविड-19 वैक्सिनेशन का अंतिम ड्राई रन हुआ सम्पन्न।



कोविड-19 के टीकाकरण की तैयारी लगभग पूरी हो चुकी है। सोमवार को आईटीएस कॉलेज परिसर स्थित सूर्या अस्पताल में वैक्सिनेशन का अंतिम ड्राई रन सम्पन्न हो गया। अब 16 जनवरी से टीकाकरण का प्रक्रिया शुरू हो जाएगी। कोविड-19 के टीकाकरण को तेजी से आगे बढ़ाने के लिए सरकार ने अपनी पूरी तैयारी कर ली है। मुद्रादनगर में आईटीएस कॉलेज परिसर स्थित सूर्या अस्पताल को टीकाकरण के लिए सार्वजनिक केन्द्र बनाया गया है। सोमवार को अंतिम ड्राई रन में स्वास्थ्य विभाग कर्मियों को प्रशिक्षण दिया गया। इसके अलावा टीके लगाए जाने का प्रशिक्षण भी हुआ। बताया जा रहा है कि सबसे पहले डॉक्टरों व हेल्थ वर्कर्स को टीके लगाए जाएंगे। अंतिम ड्राई रन की निगरानी करने के लिए स्वास्थ्य विभाग के अवर निदेशक सहित अन्य अधिकारियों मौके पर मौजूद रहेंगे।

मुद्रादनगर। दिल्ली केन्द्र सूर्या अस्पताल परिसर में अंतिम ड्राई रन सम्पन्न हुआ। कोविड-19 वैक्सिनेशन का अंतिम ड्राई रन सोमवार को सूर्या अस्पताल में सम्पन्न हुआ। अंतिम ड्राई रन के दौरान अधिकारी सूर्या अस्पताल को जायजा दे रहे थे। अंतिम ड्राई रन की प्रक्रिया को बढ़ावा देने के लिए, स्वास्थ्य विभाग के अधिकारियों ने सूर्या अस्पताल में वैक्सिनेशन सेंटर का उद्घाटन किया। अंतिम ड्राई रन में स्वास्थ्य विभाग के अधिकारियों ने सूर्या अस्पताल में वैक्सिनेशन सेंटर का उद्घाटन किया। अंतिम ड्राई रन में स्वास्थ्य विभाग के अधिकारियों ने सूर्या अस्पताल में वैक्सिनेशन सेंटर का उद्घाटन किया।

आईटीएस सूर्या अस्पताल में कोविड-19 वैक्सिनेशन का अंतिम ड्राई रन हुआ सम्पन्न।

I.T.S MEDIA

आईटीएस माजियाबाद में राष्ट्रीय शिक्षा नीति पर ऑनलाइन सेमिनार का आयोजन

आईटीएस यूजी कैम्पस में कैंसर दिवस जागरूकता कार्यक्रम आयोजित

फास्ट ट्रेक कोविड-19 वैक्सिनेशन का अंतिम ड्राई रन सम्पन्न



अपना स्वास्थ्य सुरक्षित रखें। कोविड-19 वैक्सिनेशन के टीकाकरण को रोकें।
निका आईटीएस यूजी कैम्पस में आयोजित
रविवार 15 अक्टूबर 2021 को आयोजित
ड्राई रन कार्यक्रम में 400 से अधिक छात्रों ने भाग लिया।

आईटीएस में राष्ट्रीय शिक्षा नीति-2020 पर ऑनलाइन सेमिनार



राष्ट्रिय शिक्षा नीति-2020 पर सुझावों को अंतिम रूप देने के लिए एक ऑनलाइन सेमिनार का आयोजन किया गया। सेमिनार में आईटीएस यूजी कैम्पस के विद्यार्थियों और शिक्षकों का भाग लेना शामिल था।



आईटीएस, मोहननगर में नारी सशक्तिकरण कार्यक्रम में मिशन शक्ति का आयोजन

आईटीएस, मोहननगर में नारी सशक्तिकरण कार्यक्रम में मिशन शक्ति का आयोजन



मिशन शक्ति का आयोजन नारी सशक्तिकरण कार्यक्रम में किया गया। कार्यक्रम में महिलाओं को विभिन्न कौशल प्रदान किए गए।

आईटीएस व औद्योगिक विकास निगम ने किया नारी सशक्तिकरण कार्यक्रम मिशन शक्ति का आयोजन

साहियाबाद। आईटीएस मोहन नगर एवं प्रदेश औद्योगिक विकास निगम के संयुक्त आयोजन में एक कार्यक्रम का आयोजन किया गया। कार्यक्रम का उद्देश्य नारी सशक्तिकरण और नौकरियों के निर्देशन को प्रोत्साहित करना है।



समानांतर रूप से आयोजित कार्यक्रमों में महिलाओं को नौकरियों के निर्देशन और सशक्तिकरण का अवसर मिला।

महिलाएं हर क्षेत्र में कुशलता के साथ निभा रही अपनी भूमिका: पांडेय

आईटीएस मोहन नगर में ऑनलाइन कैंसर जागरूकता कार्यक्रम आयोजित



कैंसर जागरूकता कार्यक्रम आयोजित। कार्यक्रम में डॉ. अमन ने कैंसर के प्रकार, कारण और उपचार के बारे में जानकारी दी।





I.T.S UG CAMPUS IS HAPPY TO SHARE WITH YOU ALL THAT OUR BBA AND BCA STUDENTS HAVE BAGGED POSITIONS IN TOP-15 MERIT LIST OF CCS UNIVERSITY (BATCH 2017-20)

GHAZIABAD
www.ug.its.edu.in

NATIONAL
INSTITUTIONAL
RANKING
FRAMEWORK
2019
Ministry of Human Resource Development
Government of India



RECORD HOLDER FOR MOST PEOPLE USING
MULTIPLYER AT MULTIPLE VENUES



Institute of Technology & Science

Mohan Nagar, Ghaziabad

UG Campus

When you dream to be a Topper,
Effort of every minute is counted.

UNIVERSITY TOPPERS

Merit list announced by University on 5th January'21

Congratulations!

BBA/BCA 2017-20 Students



JAHANVI BHALLA

77.5 %

BBA (Rank 6th)



MEGHA

76.11%

BBA (Rank 9th)



SAKSHI AGGARWAL

80.64%

BCA (Rank 9th)



MEHAK SAXENA

80.61%

BCA (Rank 10th)



MANISHA GUPTA

79.75%

BCA (Rank 13th)

OUR BBA STUDENTS BAGGED 6TH & 9TH POSITIONS IN THIS MERIT LIST. LIKEWISE OUR BCA STUDENTS HAVE BAGGED 9TH, 10TH AND 13TH POSITIONS IN THIS MERIT LIST.

HEARTIEST CONGRATULATIONS TO YOU ALL. WE LOOK FORWARD TO SUCH ACCOLADES IN FUTURE TOO.

www.ug.its.edu.in www.facebook.com/BBABCAI.TSMohanNagar/ www.instagram.com/itsghaziabad/

www.ug.its.edu.in www.facebook.com/BBABCAI.TSMohanNagar/ www.instagram.com/itsghaziabad/

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

CONGRATULATIONS TO THE STUDENTS OF BBA (BATCH 2017-20) FOR EXCELLENT PERFORMANCE IN RESULTS OF SIXTH SEMESTER

STUDENTS LIKE YOU ALWAYS PERFORM SUCCESSFULLY IN THEIR EXAMS. ONCE AGAIN, YOU DID A GREAT JOB. YOU MADE YOURSELF, YOUR PARENTS AND I.T.S PROUD.

WE WISH YOU THE BEST OF LUCK IN ALL OF YOUR FUTURE ENDEAVORS.



Institute of Technology & Science

Mohan Nagar, Ghaziabad

UG Campus

SHINING STARS BBA (Batch 2017-20)

Congratulations!

On your Graduation with Honors and bringing laurels to the Institute!
You made us proud!



PRATIKSHA SINGH
79.57%

1st Rank



SAKSHI KUMARI JAIN
79.43%

2nd Rank



NIKITA TYAGI
79.29%

3rd Rank



NEHA DAS
78.86%

4th Rank



PRIYA SHARMA
78.86%

4th Rank



PRAVEEN BARTWAL
78.57%

5th Rank



PRACHI KHADRIA
78.43%

6th Rank



SIKANDER SHAH
78.00%

7th Rank



EKTA GUPTA
76.71%

8th Rank



SOURABH SHARMA
76.71%

8th Rank



TANYA VATS
76.71%

8th Rank



SHUBHAM SINGHAL
76.57%

9th Rank



SANDHYA
76.43%

10th Rank

"You are Graduated. You may think of it as the ticket to the good life but think of it as your ticket to change the world."

www.ug.its.edu.in ☎ 8447744045/44/43/42/41



CONGRATULATIONS TO THE STUDENTS OF BCA (BATCH 2017-20) FOR EXCELLENT PERFORMANCE IN RESULTS OF SIXTH SEMESTER

STUDENTS LIKE YOU ALWAYS PERFORM SUCCESSFULLY IN THEIR EXAMS. ONCE AGAIN, YOU DID A GREAT JOB. YOU MADE YOURSELF, YOUR PARENTS AND I.T.S PROUD.

WE WISH YOU THE BEST OF LUCK IN ALL OF YOUR FUTURE ENDEAVORS.



Institute of Technology & Science

Mohan Nagar, Ghaziabad

UG Campus

SHINING STARS BCA (Batch 2017-20)

Congratulations!

On your graduation with honors and bringing laurels to the Institute!
You made us proud!



SAKSHI AGGARWAL
(80.64%)



MEHAK SAXENA
(80.61%)



MANISHA GUPTA
(79.75%)



ATISH CHANDRA
(78.33%)



NEHA AGGARWAL
(78.06%)



AMMAR AMEEN
(77.39%)



PRACHI TYAGI
(76.69%)



PREETI KUMARI
(76.67%)



JATIN JAIN
(76.39%)



PIYUSH GUPTA
(75.86%)



SONIA TYAGI
(75.39%)



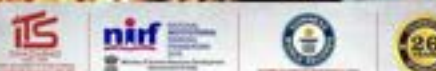
RAKESH RAJBHAR
(75%)

“ You are graduated. You may think of it as the ticket to the good life but think of it as your ticket to change the world. ”

www.ug.its.edu.in /B447744045/44/43/42/41

21 JANUARY, 2021

07



Institute of Technology & Science
Moham Nagar, Ghaziabad
UG Campus

Congratulations!

Consolation Prize Winner
Intra-University Competition
CCS University, Meerut

"Paryavaran Chetna
Environment & Sustainability"



Pranav Bhardwaj

BBA-II Year (Batch 2019-22)

HAPPY TO SHARE THAT PRANAV BHARDWAJ, STUDENT OF I.T.S-UG CAMPUS MOHAN NAGAR GHAZIABAD, BBA, BATCH 2019-22 HAS GRABBED CONSOLATION PRIZE IN CCS UNIVERSITY ONLINE COMPETITION- YOUTH FORUM ON ENVIRONMENT PROTECTION ON THE THEME "PARYAVARAN CHETNA- ENVIRONMENT & SUSTAINABILITY". THE PRIZE WAS GIVEN BY HON'BLE VICE CHANCELLOR, CH CHARAN SINGH UNIVERSITY, PROF N K TANEJA IN A CEREMONY HELD ON 21ST JANUARY 2021. WE CONGRATULATE PRANAV ON HIS ACHIEVEMENT AND WISH HIM GOOD LUCK FOR ALL HIS FUTURE ENDEAVOURS.

सीसीएसयू में सम्मान समारोह का आयोजन

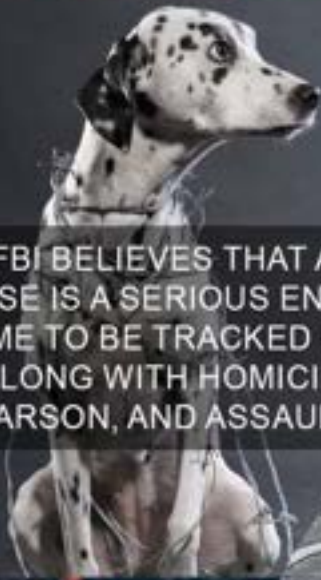
मेरठ। चौधरी चरण सिंह विश्वविद्यालय में बुधस्वतिवार को सम्मान समारोह का आयोजन हुआ। इस दौरान कुलपति प्रो. एनके तनेज ने पर्यावरण संरक्षण गतिविधि के तत्वावधान में आयोजित समूह चर्चा प्रतियोगिता के विजेताओं को सम्मानित किया।

विधि की पर्यावरण अधिकारी प्रो. नीतू जैन गुला ने क्षेत्रीय स्तर पर 23 जनवरी को होनी वाले द्वितीय स्तर की प्रतियोगिता की जानकारी दी। समूह चर्चा प्रतियोगिता में पहला पुरस्कार जलवायु विभाग की गरिमा गुप्त को मिला। दूसरा पुरस्कार कामकमस कॉलेज की नीतांजलि गुला और तीसरा पुरस्कार विधि अध्ययन विभाग की सैयदा जमाल को मिला। भूमिका, खेपी और प्रणव को खंडखन पुरस्कार मिला।



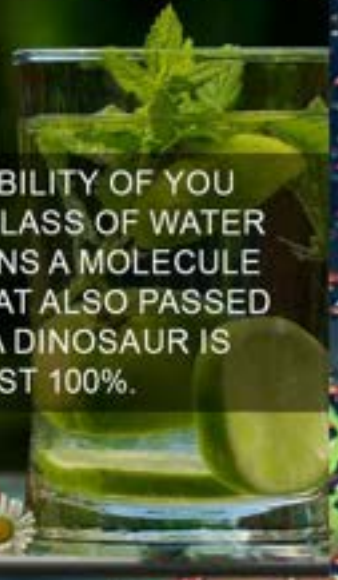
AMAZING FACTS

08



THE FBI BELIEVES THAT ANIMAL ABUSE IS A SERIOUS ENOUGH CRIME TO BE TRACKED RIGHT ALONG WITH HOMICIDE, ARSON, AND ASSAULT.

THE PROBABILITY OF YOU DRINKING A GLASS OF WATER THAT CONTAINS A MOLECULE OF WATER THAT ALSO PASSED THROUGH A DINOSAUR IS ALMOST 100%.



THE MOST SUCCESSFUL PIRATE IN HISTORY WAS A CHINESE PROSTITUTE

MALE PANDAS DO A HANDSTAND WHEN THEY PEE TO COMPETE FOR DOMINANCE BY MARKING TREES. WHOEVER PEEES THE HIGHEST, WINS.



HONEY DOES NOT SPOIL. YOU COULD FEASIBLY EAT 3000 YEAR OLD HONEY.



NAME : VISHAL BHARGAVA
COURSE : BCA II YEAR
SECTION : B
BATCH : 2019 - 2022

I.T.S U.G. CAMPUS EVENTS

09

Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG CAMPUS SYMPOSIUM

"Empowering Women - Creating Innovative Ecosystem"

INTERNATIONAL WOMEN'S DAY (#Choose to Challenge)
Monday, 8th March 2021

DISTINGUISHED SPEAKERS

 Dr. Fahimul Embabakhya New Zealand Air Marshal - 1st Retired, Senior Aircrew (2005)	 Ms. Santosh Yadav Senior Management New Zealand Air Marshal - 1st Retired, Senior Aircrew (2005)	 Dr. Sarika Gupta Senior Management & Marketing Specialist Global Technology, Pune, India Senior Florida, USA
 Dr. Pooja Vats Senior Management Specialist Senior Aircrew (2005)	 Ms. Pragna Prasad Senior Management Specialist Senior Aircrew (2005)	 Ms. Smita Pooja Tiwari Senior Management Specialist Senior Aircrew (2005)
 Dr. Anita Jha Senior Management Specialist Senior Aircrew (2005)	 Ms. Preeti Pandey Senior Management Specialist Senior Aircrew (2005)	
 Ms. Nisha Verma Senior Management Specialist Senior Aircrew (2005)	 Ms. Yagdi Bhatt Senior Management Specialist Senior Aircrew (2005)	 Ms. Pooja Mangal Senior Management Specialist Senior Aircrew (2005)

www.ug.its.edu.in

Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG CAMPUS

ONLINE Webinar

Career Opportunities in Business Intelligence

Friday, February 05, 2021 11:30 AM


Resource Person
Mr. Rajinder Kr Chitora
Data Scientist
Freyo Technologies

<https://www.linkedin.com/company/itsghaziabad/>
<https://www.facebook.com/itsghaziabad/>
<https://www.instagram.com/itsghaziabad/>
<https://www.youtube.com/channel/UC...>

Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG Campus

ATTEND LIVE Workshop

Developing Entrepreneurial Culture and Innovation

Date: 4th January, 2021 | Time: 11:00 AM - 1:00 PM

Resource Person
Mr. Ankit Jhamb
Senior Associate Director
KPMG
For BBA & BCA Students

<https://www.linkedin.com/company/itsghaziabad/>
<https://www.facebook.com/itsghaziabad/>
<https://www.instagram.com/itsghaziabad/>
<https://www.youtube.com/channel/UC...>

I.T.S Mohan Nagar, Ghaziabad
Thursday, 4th March 2021

शक्ति
मादी सुरक्षा
मादी संजमान
मादी स्वावलंबन

बालीय महिना, 2020 - बालीय महिना, 2021

मादी शक्ति अभियान हमारा
सुन जगत् की ही मुख्य धारा

<https://www.linkedin.com/company/itsghaziabad/>
<https://www.facebook.com/itsghaziabad/>
<https://www.instagram.com/itsghaziabad/>
<https://www.youtube.com/channel/UC...>

Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG Campus

Organizes

Two Days Workshop

On

PHP

for BCA-I Year Students, Batch (2020-23)
2nd & 3rd February, 2021
www.ug.its.edu.in

Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG Campus

Organizes

World Cancer Day
4th February, 2021

KEY NOTE SPEAKERS

 Prof. J. Venkat Senior Management Specialist Senior Aircrew (2005)	 Dr. Shivam Mishra Senior Management Specialist Senior Aircrew (2005)
--	---

Debate Competitions
Poster Making Competition under Fine Arts Club
Documentary on Cancer by Theater Club

Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG CAMPUS

Guest Lecture

Financial Literacy and Career in Financial Services

Tuesday, January 12, 2021 11:00 AM
for BBA/BCA First Year Students Batch (2018-21)

RESOURCE PERSON
Mr. Manoj Gour
Assistant Administrative Officer
LIC, Pune

<https://www.linkedin.com/company/itsghaziabad/>
<https://www.facebook.com/itsghaziabad/>
<https://www.instagram.com/itsghaziabad/>
<https://www.youtube.com/channel/UC...>

Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG Campus

Organizes

Two Days Workshop

On

Multimedia, Animation and Vfx

in association with Arena Animation

for BCA-I Year Students Batch (2020-23)
2nd & 3rd February 2021

Institute of Technology & Science
Mohan Nagar, Ghaziabad

VIRTUAL National Summit

Cyber Security: Issue of concern for Business Challenges, Opportunities & Remedies

Saturday, 20th March 2021

EMINENT SPEAKERS

 Prof. Virendra Senior Management Specialist Senior Aircrew (2005)	 Prof. Jang-Ling Senior Management Specialist Senior Aircrew (2005)	 Prof. Anil Senior Management Specialist Senior Aircrew (2005)	 Prof. Dr. Shashi Senior Management Specialist Senior Aircrew (2005)	 Prof. Dr. P. K. S. Rao Senior Management Specialist Senior Aircrew (2005)	 Prof. Dr. P. K. S. Rao Senior Management Specialist Senior Aircrew (2005)
 Mr. Anil Senior Management Specialist Senior Aircrew (2005)	 Mr. Anil Senior Management Specialist Senior Aircrew (2005)	 Mr. Anil Senior Management Specialist Senior Aircrew (2005)	 Mr. Anil Senior Management Specialist Senior Aircrew (2005)	 Mr. Anil Senior Management Specialist Senior Aircrew (2005)	 Mr. Anil Senior Management Specialist Senior Aircrew (2005)
 Mr. Anil Senior Management Specialist Senior Aircrew (2005)	 Mr. Anil Senior Management Specialist Senior Aircrew (2005)	 Mr. Anil Senior Management Specialist Senior Aircrew (2005)	 Mr. Anil Senior Management Specialist Senior Aircrew (2005)	 Mr. Anil Senior Management Specialist Senior Aircrew (2005)	 Mr. Anil Senior Management Specialist Senior Aircrew (2005)

<https://www.linkedin.com/company/itsghaziabad/>
<https://www.facebook.com/itsghaziabad/>
<https://www.instagram.com/itsghaziabad/>
<https://www.youtube.com/channel/UC...>

DIFFERENCE BETWEEN TELECOMS NETWORKS & BROADBAND COMMUNICATIONS

Telecom networks:- A telecommunications network is a group of nodes interconnected by links that are used to exchange messages between the nodes. The links may use a variety of technologies based on the methodologies of circuit switching, message switching, or packet switching, to pass messages and signals. Multiple nodes may cooperate to pass the message from an originating node to the destination node, via multiple network hops. For this routing function, each node in the network is assigned a network address for



identification and locating it on the network. The collection of addresses in the network is called the address space of the network. Examples of telecommunications networks include computer networks, the Internet, the public switched telephone network (PSTN), the global Telex network, the 2aeronautical ACARS network, and the wireless radio networks of cell phone telecommunication providers.

Broadband Communications:- Broadband communications are usually considered to be any technology with transmission rates above the fastest speed available over a telephone line. Broadband transmission systems typically provide channels for data transmissions in different directions and by many different users. For example, the coaxial CATV system is a broadband system that delivers multiple television channels over the same cable. Also, it can handle data transmissions (primarily Internet access for home users) in an entirely different frequency spectrum. Typical broadband communication systems include the following:

1) ISDN (Integrated Services Digital Network):- ISDN is implemented over existing copper telephone cables. The basic rate variety provides two channels of 64-Kbit/sec throughput that can be bonded to form a 128-Kbit/sec data channel. Primary rate ISDN provides additional bandwidth in increments of 64 Kbits/sec.

2) ATM (Asynchronous Transfer Mode):- Another high-bandwidth service is available from the carriers. The carrier's use of ATM benefits everyone, but medium to large companies can install ATM equipment on-site to connect directly into carrier ATM networks and gain all the benefits of those systems.

Reference:-<https://en.wikipedia.org/wiki/Telecommunication>





**THE SOCIAL SERVICE CLUB- 'DISHA'
ORGANIZED A DISTRIBUTION OF FACE MASKS
AND ANTI-BACTERIAL SOAPS FOR THE
UNDERPRIVILEGED PEOPLE**

Someone underprivileged does not have the advantages other people have. Underprivileged people usually live in poverty. I.T.S – U.G. Campus Social Service Club “Disha” have come forward to support the under-privileged people of slums in Vasundhara. Especially considering the health hazards to such people due to the prevailing COVID-19 pandemic. “Disha” has taken the initiative to take care of the health and wellness of these people by providing face masks & soaps to under-privileged people of slums in Vasundhara.



A VIRTUAL WORKSHOP FOR BCA & BBA STUDENTS TITLED "DEVELOPING ENTREPRENEURIAL CULTURE AND INNOVATION"



The resource person of this workshop was **Mr. Ankit Jhamb** who is presently working as a senior associate director at KPMG. The presenter who himself was a source of motivation to students gave encouraging examples from his own life and inspired students to be self-motivated. Large part of enterprising and a large part of innovation is about survival. This year is the year of survival, at some point of time somebody said survival of the fittest but in the present scenario it is the survival of the most creative world. We should be entertaining, we need to be innovative with our problems else we'll perish mentally, financially, emotionally. Mr. Ankit told the spread of business is not restricted to age. What matters is that if people are going through that longing to do something new irrespective of their age. Students were given an advice - the tendency to operate under boundaries, to work within the limitations, too only think as much all this is not good for enterprising ability or survival. The students raised many questions which were answered very patiently and in a detailed manner by the guest. Altogether it was a very enriching experience for the students. Towards the end of the session the guest was presented a virtual plaque as a token of gratitude.



BANKRUPTCY AND THE COVID-19 CRISIS

The corona crisis hit the Swiss economy hard. Surveys results show that corporate profits and demand expectations collapsed and uncertainty about future business prospects has risen sharply. These factors increase the risk of a rise in corporate bankruptcies. These fears are common to most countries affected by the coronavirus pandemic. In India, the Corporate Insolvency Resolution Process (hereinafter referred to as 'CIRP') is governed under the Insolvency and Bankruptcy Code, 2016). Insolvency laws in India provide



for an expeditious settlement of insolvency cases, protecting the interests of the creditors through a balanced procedure, in a time-bound manner. A financial creditor, an operational creditor, and the corporate debtor are eligible to initiate the CIRP. For the initiation of CIRP, an application can be made to the National Company Law Tribunal (hereinafter referred to as 'NCLT') as per the provisions of the Code. The Code prohibits the liquidation process of an insolvent company until and unless it goes through the CIRP. The resolution process gives the insolvent company an opportunity for revival and only when the CIRP fails purpose, liquidation for the insolvent company can be initiated. As per the provisions of the Code, CIRP has to be completed within a maximum period of 180 days from the date of admission of the application to initiate such proceedings. An extension of 90 days can be granted but the same is at the sole discretion of the government authorities. **Business challenges: COVID 19 - The year 2020 :-**

The year 2020 proved to be an extremely challenging year worldwide, as people were battling with the novel COVID 19 pandemic. As a precautionary measure to control the deadly spread of the virus, the Central Government of India announced the nationwide lockdown on March 23, 2020. The said lockdown had an economic impact on businesses all around India as all kinds of activities and movements ceased to operate in compliance with the lockdown, excluding essential services. Several businesses were struggling to exist as their functioning was temporarily terminated.

Reference: -<https://hbswk.hbs.edu/item/covid-was-supposed-to-increase-bankruptcies-instead-theyve-gone-down>



Name: Himanshu Kumar Joshi
Course: BBA II Year
Section: D
Batch: 2019-22



A VIRTUAL YAKULT INDUSTRY VISIT FOR BBA I YEAR STUDENTS



The objective behind this Virtual Industry trip was to shorten student's learning graph by exposing them to real Industrial working environment & explain them about the manufacturing processes & their management. The students participated in the session and asked various questions from the Yakult Team. **Mr. Aadish & Mr. Tushar** have explained the health benefits of Yakult through videos and described the manufacturing process in detail. Students were quite enthusiastic in the event. They appeared on time and asked wonderful questions to satisfy their curious minds.



A VIRTUAL CORPORATE TALK FOR BBA & BCA STUDENTS TITLED "AMBIENT INTELLIGENCE FOR SMART LIVING"



Institute of Technology & Science
Mohan Nagar, Ghaziabad

ATTEND LIVE Session on

Ambient Intelligence for Smart Living

Date: 8th January, 2021 | Time: 3:00 PM

Prof. Vincenzo Piuri
FIEEE
Department of Computer Science
Università Degli Studi di Milano, Italy

A Corporate talk was organised in I.T.S UG campus where **Prof. Vincenzo Piuri, Professor of Computer Science, University of Milan, Italy and Visiting Professor of University of Texas, Austin & George Mason University, USA, Fellow of IEEE, ACM Distinguished Scientist** addressed and interacted with our students of Computer Applications at I.T.S Mohan Nagar, Ghaziabad. Topic of his Talk was "Ambient Intelligence for Smart Living". During his talk Prof. Piuri spoke about the Adaptivity by using Artificial Intelligence, Machine Learning and Biometrics in Worldwide Cloud-based Environment. He also addressed the issues related to Ambient Intelligence including technology for ambient environment, Infrastructure Technology convergence for an integrated pervasive support to ambient intelligence. He also talked about various Technologies including AI & ML, Pattern Recognition, Signal Processing and Data Analytics. Characterizing individuals, AI for data Fusion. Overall it was an unique, research-based and very knowledge enriching session which was followed by Q & A Session which lasted for about one and half hour in which queries of students were addressed.



Is GST One Nation One Tax Reform?

We had a multitude of taxes across the country. One country had multiple tax rates and multiple rules. Often, the producers ended up paying more and so did the consumers. This will all change with the advent of GST. With GST, there will be one tax rate in the entire country. GST is a single tax on the supply of goods and services, right from the manufacturer to the consumer. Credits of input taxes paid at each stage will be available in the subsequent stage of value addition, which makes GST essentially a tax only on value addition at each



stage. GST will ensure that indirect tax rates and structures are common across the country, thereby increasing certainty and ease of doing business. A system of seamless tax credits throughout the value-chain, and across boundaries of States, would ensure that there is minimal cascading of taxes. The subsuming of major Central and State taxes in GST, complete and comprehensive set-off of input goods and services, and phasing out of Central Sales Tax (CST) would reduce the cost of locally manufactured goods and services.

This will increase the competitiveness of Indian goods and services in the international market and give a boost to Indian exports. Because of efficiency gains and prevention of leakages, the overall tax burden on most commodities will come down, which will benefit consumers.



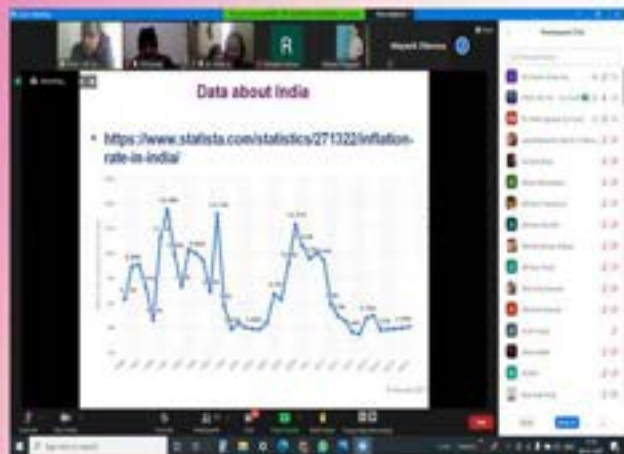
Name: Arpita Saxena
Course: BBA II Year
Section: C
Batch: 2019-22

Reference: -<https://www.gstindia.com/gst-one-nation-one-tax/#:~:text=The%20biggest%20tax%20reform%20in,del>



**A VIRTUAL GUEST LECTURE ON
“INFLATION & UNEMPLOYMENT”
FOR BBA & BCA STUDENTS**

The objective behind this guest lecture was to develop understanding about inflation and unemployment of students so that they can learn what is the role of inflation and unemployment in Indian economy? How these two concepts are interrelated?. The guest lecture was organised for BBA & BCA 3rd year students **Dr. Saurabh Agarwal, Professor & Dean, IIF, Greater Noida** presented his lecture on Inflation and Unemployment. Students were quiet enthusiastic in the event. They appeared on time and were happy after participation. It was a different kind of experience for them. Students showed disciplined behaviour and followed the instructions as suggested prior to the commencement of the event. Students asked many questions. They were very satisfied and motivated after attending the session. The expert gave the answers for all the questions asked by the student, Overall the session was very interactive.



Institute of Technology & Science
Mohand Nagar, Ghaziabad
UG Campus
Organizes
Guest Lecture
on
“Inflation and Unemployment”
Resource Person
Prof. (Dr.) Saurabh Agarwal
Dean & Professor
Indian Institute of Finance, Greater Noida
for **BBA & BCA** Students
Date: 8th January, 2021 | Time: 10:20 AM - 11:20 AM
www.ug.its.edu.in

A VIRTUAL YAKULT INDUSTRY VISIT FOR BCA I YEAR STUDENTS

INDUSTRIAL VISIT TO YAKULT



The objective behind this Virtual Industry trip is to shorten students' learning graph by exposing them to real Industrial working environment & explain them about the manufacturing processes & their management. The students participated in the session and asked various questions from the Yakult Team. **Mr. Aadish & Mr. Ajay** have explained the health benefits of Yakult through videos & described the manufacturing process in detail. Students were quite enthusiastic in the event. They appeared on time and asked wonderful questions to satisfy their curious minds.



WHAT'S NEXT FOR THE BANKING INDUSTRY IN 2021?

A bank is a financial institution licensed to receive deposits and make loans. Banks may also provide financial services such as wealth management, currency exchange, and safe deposit boxes. In most countries, banks are regulated by the national government or central banks. In history, we saw many changes in Banking Industry like-digitalization, E-banking facilities, and many more. In COVID-19 time bank also did many changes in the sector of banking for example- a decrease in repo rate, CRR, and SLR. If we are talking about the outlook



for the banking industry for 2021. Banks will assemble constellations of value: interoperable trusted environments that enable collaborators beyond banking to weave value into frictionless, rich customer journeys. "Trusted advisor" status is what will differentiate banks from all other touchpoints that offer embedded financial services. There are main 5 technology trends that every bank is preparing for in 2021:-

- i) Architectural transformation:** India's banking sector is gradually moving away from the clumpy rigidity of a monolithic set-up.
- ii) Exploring new horizons with the cloud:** For banks that are still on the fence about cloud adoption, there are many flexible options to choose from.
- iii) Blockchain to safeguard data sanctity:** We are also seeing trends favoring the inclusion of blockchain in banking.
- iv) Open banking gains in popularity:** As customers explore ways to the bank as per their preference and convenience, we expect radical developments in the open banking space.
- v) AI turns humane:** AI-driven financial models have proven their worth in the last decade or so. But they are not free of controversies.

The conclusion is that in 2021 we will be seeing many new revolutions in the banking sector which will help in the uplifting of our country economically as well as socially.



Name: Pranav Bharadwaj
Course: BBA II Year
Section: F
Batch: 2019-22

Reference:-<https://ibsintelligence.com/blog/banking-business-and-technology-trends-2021/#:~:text=We%20expect>

12 JANUARY, 2021

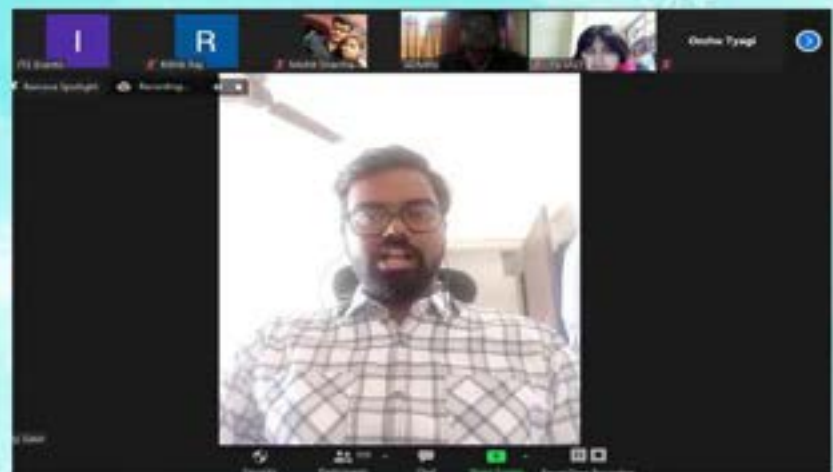
20







A VIRTUAL GUEST LECTURE ON “FINANCIAL LITERACY AND CAREER IN FINANCIAL SERVICES” FOR BBA III YEAR AND BCA III YEAR STUDENTS




The objective of the program is to ensure financial literacy among the students and to throw a light on career prospects in finance sector. Session was taken by **Mr. Manoj Gaur**, **Assistant Administrative Officer**, **LIC**, **Pune**. Students participated in all session very enthusiastically.



Institute of Technology & Science
Mohar Nagar, Ghaziabad
UG CAMPUS
Online

Guest Lecture
On
Financial Literacy and Career in Financial Services
Tuesday, January 12, 2021 @ 11:00 AM
for BBA/BCA Final Year Students Batch (2018-21)

 **RESOURCE PERSON**
Mr. Manoj Gaur
Assistant Administrative Officer
LIC, Pune

www.ug.its.edu.in www.facebook.com/BBABCAI.TSMohanNagar/ www.instagram.com/itsghaziabad/
www.linkedin.com/in/its-mohannagar-ghaziabad/ twitter.com/ITSMohanNagar

14 JANUARY, 2021

21



A CORPORATE TALK FOR BCA/BBA STUDENTS TITLED "YEAR 2021 WITH POSITIVE THINKING"

The speaker of the session was **Dr. Sujata Menon Kapila, founder of Joyful Living**. The session started with invoking the grace of god. The speaker who herself was a source of motivation gave insights about meaning of positive thinking taking examples of different personalities like Steve Jobs, Walt Disney, J.K Rowling and A P J Abdul Kalam who all were rejected in life but they didn't lose hope and had a positive attitude towards life and the rest is history. To make positive thinking work it is important to have a positive attitude, keep realistic view, see the world exactly as it is, see the benefits you get every day from the challenges of life. Start your day with a positive affirmation, Focus on the good things however small , allow yourself to experience humor even in the darkest time, remove the ego, don't take everything personally , turn the failures into lessons as Steve job said "It's fine to celebrate success but it is important to heed the lessons of success". Transform your belief system , make positive affirmations as your regular habit which will help you manifest what you want ,focus on the present , surround yourself with positive people. At the end students did 2 visualization exercises, thinking and visualizing positive what you want in life, that's how one manifest. What you think you become that's what Buddha said. The speaker ended the session with a positive note that whenever you're having a bad day just smile and gave the tip to always have a backup plan for everything that we do in life, take everything that comes our way with a positive attitude. Overall it was a very wonderful, spiritual, inspirational session for all the students.

A promotional poster for a corporate talk. At the top, it features logos for ITS, NIRF, and other accreditation bodies. The text reads: "Institute of Technology & Science, Mohan Nagar, Ghaziabad, UG CAMPUS, Online". The main title is "Corporate Talk" in a red box, followed by "Start Year 2021 with Positive Thinking for BCA/BBA Students". The date and time are "Thursday, January 14, 2021 @ 10.15 AM - 11.30 AM". A circular portrait of Dr. Sujata Menon Kapila is shown, with her name and title "RESOURCE PERSON, Dr. Sujata Menon Kapila, Founder, Joyful Living" listed below it.



www.ug.its.edu.in www.facebook.com/BBABCAI.TSMohanNagar/ www.instagram.com/itsghaziabad/

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

WHATSAPP, FACEBOOK, INSTAGRAM, & SNAPCHAT IS KILLING CREATIVITY

Just like anything, social media has two sides to the coin. Social media may or may not creativity. It depends on us which side we want to choose. Whether to use it in a good way or bad way. The terms "social media" and "creativity" are often confused and misleading. So, it is instructive to know what we mean by them. "Social media" has been defined as websites and applications that enable users to create and share content or to participate in social networking. "Creativity" has been defined as the ability to transcend ideas, rules, patterns,



relationships, or the like, and to create meaningful new ideas, forms, methods, interpretations, etc. It is true that social media is fun. Meeting new people and reconnecting with old friends. But every minute we spend on Facebook, Instagram, Twitter, or any other social media app is another minute we aren't writing, or reading, or nurturing our creative spirit. It is right to say social media is not 100% online distraction; it is a platform where we can share our knowledge, thoughts, etc. If we are interested in a particular field then we can join

the groups, pages, discussion forums related to that field where different kinds of people come and discuss things with that particular field. In this way, we can explore ourselves. But there are many odd things that are also shared on social media platforms such as fake news, memes, and other disturbing things that we keep on scrolling on our social media feed for hours, jumping from one app to another which can be a reason of brainwashing and killing minds, you should not waste your time in these wasteful things. Instead of these, we should do useful things like reading, exercising but problem is that for that matter, even socializing. These internet rabbit holes also make us less productive! We consume more than we create which is a pain. We live in a world where the level of creativity depends upon the number of friends, followers, likes, and views one receives on his/her content. Watching creative video is active in today's youth which is a good thing but doing creative things has become inactive. Now, it depends on you, what kind of user you want to be! I hope you have good taste and choice.

Reference: -<https://gkindiatoday.com/current-affairs-19/#:~:text=in%20joint%20families.-,Whatsapp%2C%20Face>



Name: Himanshu Passey
Course: BCA I Year
Section: C
Batch: 2020-23

**A LIVE SESSION FOR FACULTY & STUDENTS
ON "CHALLENGES AND OPPORTUNITIES TO
STUDY IN ABROAD"**








Institute of Technology & Science
Mohon Nagar, Ghaziabad

Online

Session

Challenges and Opportunities to Study in Abroad

Thursday, January 14, 2021 @ 3:00 PM

RESOURCE PERSON

Ms. Corina Sujdea
Renowned Educator
& Erasmus+ Coordinator
Romania

The resource person of the session is renowned academician and Erasmus+ Coordinator. Ms. Sujdea is Country Director of International Youth Society(IYS) and Eco Training Centre, Sweden(ETC). The speaker discussed about the challenges & opportunities faced by the students, she also shared different aspects & scope of studying in abroad. The speaker suggested various options for approaching towards the process.



A VIRTUAL CORPORATE TALK ON "CORPORATE EXPECTATIONS AND NEW NORMAL" FOR FIRST YEAR STUDENTS OF BBA & BCA



Institute of Technology & Science
 Mohan Nagar, Ghaziabad
 UG CAMPUS
 Online
Corporate Talk
 Corporate Expectations and New Normal
 Thursday, January 14, 2021 @ 9:00 AM
 for BBA/BCA 1st Year Students Batch (2020-23)
RESOURCE PERSON
Mr. Praveen Gupta
 Country Manager
 South Asia & Middle East - GrainPro
 (A US-based MNC into Post-harvest handling and storage solutions)

The objective of the program was to create awareness about the expectations of industry from the students to be successful in career in new situations. The name of the resource person was **Mr Praveen Gupta , Country Manager , South Asia and Middle East , Grainpro.**



LIFE OF A FARMER – CURRENT SCENARIO

In the space of a few weeks, life around the globe has been upended in the wake of COVID-19. Industries of all kinds have been forced to rapidly change how they work, and agriculture is no different. The COVID19 pandemic that has gripped the world in recent months constitutes a major challenge to the food and nutrition security of vulnerable populations. “The pandemic is drawing attention to the importance of the agriculture industry and there may be some long-term ramifications that will affect farmers around



the world.” Most farmworkers come from very poor economic backgrounds and rely on daily wages for their livelihoods. They have families to look after, but the lockdown has worsened their situation even more.” This crisis has disrupted food supply chains, affecting lives and livelihoods. Hunger and malnutrition are expected to increase and the poor and vulnerable will suffer the most. The condition of most farmers is terrible. About 80% of farmers in India are marginal (less than 1 hectare) or small farmers (1–2 hectare) category. The

The migration of workers from few parts to their native places has also triggered panic buttons, as they are crucial for both harvesting operations and post-harvest handling of produce in storage and marketing centers. The Union Home Ministry, in a very significant move, has notified to exclude movement of farmers, farm laborers, and harvesting and sewing-related machines from the purview of lockdown. Agriculture supports about 60% of employment but contributes only 17% to GDP. Every day, there are reports of Indian farmer suicides from different parts of the country. People sitting in air conditioner rooms are formulating policies to rectify the problems of farmers. The moneylenders still play an important role in agricultural glory, where the interest paid to them will be more than the profit from cultivated crops.

Development of export-supportive infrastructure and logistics would need investments and support of the private sector, which will be in the long-term interests of farmers in boosting their income.



Name: R.Rohini
Course: BCA III Year
Section: B
Batch: 2018-21

Reference: -<https://gupshups.org/indian-farmer/>



CERTIFICATION DISTRIBUTION CEREMONY FOR JOB ORIENTED INDUSTRY, CERTIFIED COURSES (100 HRS) OF BBA (2017-20) BATCH TO FELICITATE THE SUCCESS OF THE STUDENTS IN VALUE ADDED COURSES



Dr. Sunil Kumar Pandey (Director –UG) motivated the students and congratulated the toppers of BSE and CETPA students.

Chief Guest

Mr. Pulock Bhattacharya, (Vice President, BSE) also encouraged students for good results and gave best wishes for future endeavor.



Toppers of BSE

1. Shubham Singhal
2. Sikhar Aggarwal
3. Pratiksha Singh
4. Pooja Raghav
5. Sourabh Sharma
6. Prachi Vasisth
7. Praveen Baratwal
8. Gaurav Sharma



Toppers of CETPA

1. Mohit Kumar Jha
2. V.Suraj Krishnan
3. Anushka Dubey
4. Jahanvi Bhalla
5. Neha Das





A VIRTUAL GUEST LECTURE ON “CONCEPT OF MARGINAL COSTING” FOR BBA III YEARS STUDENTS

The motive behind this lecture was to expose the students to the topic “Concept of Marginal Costing”. The session aimed at providing the students a practical & theoretical insight in the field of Cost Management. **Prof. Mahesh Sharma** - speaker of the session, started with an overview of Cost Management; then he talked on the practical aspects of the subject and how an enterprise looks at the cost. He covered the distinction between absorption costing & marginal costing. He also discussed a case study. Using two numericals, he explained the concepts of BEP, PV Ratio and Margin of Safety. Overall it was a good learning experience for the students. It was an interactive session. The session was interactive, with many students asking questions related to the subject. The students were disciplined.

ITS Mohan Nagar, Ghaziabad
nirf National Institute of Research in Financial Management
UGC University Grants Commission
25 Years of Excellence

Institute of Technology & Science
 Mohan Nagar, Ghaziabad
UG CAMPUS
 Online

Guest Lecture
 On
Concept of Marginal Costing
 For Students of BBA 3rd Year (2018-21)
 Friday, January 15, 2021 11.00 AM - 12.30 PM

RESOURCE PERSON
Prof. Mahesh Sharma
 Bhagat Singh College
 Delhi University.



WORLD AFTER COVID-19

The COVID-19 pandemic has turned our lives upside down in so many ways. From lockdowns, social distancing to working from home, our daily routines have been completely overhauled. As countries are firefighting the Covid-19 pandemic, one thing is becoming clear, the post-coronavirus world will be different in many ways economically, socially, and health-wise. Covid 19 has emerged as a game-changer in society. Work from home culture shall have become a corporate fashion. People may shift to e-commerce for buying



most of the commodities and therefore bright future for some of the service sectors which may include: E-commerce portal and their allied courier services. However, to avoid traumatic life as witnessed after previous pandemics, it is suggested people should eat a balanced diet now to fight the probable malnutrition period, if any, for a longer duration. It is also suggested people should consider living in less population density areas. The most important habit required to be inculcated in our routine shall be to avoid touching things unnecessarily in public places, frequent hand washes even after the pandemic is over (at least for one year) to avoid its re-occurrence as has been seen in previous pandemics. There are many assessments going around as to what kind of world we will inherit in the next decade after the cataclysmic change of 2020. These are based on evolving hypotheses, as countries are still busy firefighting the pandemic. Apart from emergency financial measures announced by individual governments and international financial institutions to keep businesses and countries afloat, and help those who are currently out of work, countries haven't had time to think through their plans for the future. Wild animals have started wandering around the cities across the world and environment experts claim that the ozone layer has started healing itself and may recover fully. Nobody knows the future of humanity after the pandemic, but it is certain that the climate and environment of Earth are going to be benefited.



Name: Namrata Roy
Course: BCA III Year
Section: B
Batch: 2018-21

Reference: <https://www.tandfonline.com/doi/full/10.1080/00358533.2020.1760498>

21 JANUARY, 2021

29

A VIRTUAL GUEST LECTURE ON "PROGRAMMING SKILLS & DATA STRUCTURES" BY RENOWNED AUTHOR & EDUCATOR PROF. RS SALARIA



ITS **nirf** **26**
Institute of Technology & Science
Waher Nagar, Ghaziabad
UG CAMPUS
ONLINE

Special Author's Session
Programming Skills & Data Structures
Thursday, January 21, 2021 10:00 AM - 12:00 PM
For All BCA Students

KEY RESOURCE PERSON
Renowned Author and Educator
Prof. R. S. Salaria
Professor
(CSE) & Head, Centre of Excellence in
Coding & Code Optimization
Guru Nanak Institutions, Hyderabad, Telangana

Programming Skills & Data Structures
Enlightening & Empowering Budding IT Professionals
To Be Industry Ready Professionals of 21st Century

An Online Session for Students of
Institute of Technology & Science, Ghaziabad, Uttar Pradesh
January 21, 2021
10:00 AM - 12:00 Noon

Prof. R. S. Salaria
Professor (CSE) & Head
Centre for Excellence in Coding & Code Optimization
Guru Nanak Institutions, Hyderabad, Telangana
(NAAC A+ & NBA Accredited)

Alumnus of IIT, Delhi
Educator, Author, Motivator & Social reformer
Certified Programmer & Trainer, SUN Microsystems, USA
Certified Software Quality Professional, MoCIT, Govt

Former Head,
Department of Computer Science & Engineering
Thapar University, Patiala
Author of 26 Books on Computer Science, Mathematics & Communication Skills



Prof. R. S. Salaria is a great teacher, prolific author, excellent motivator, and an outstanding social reformer. He is an alumnus of IIT, Delhi. He is a Certified Software Quality Professional by Ministry of Information Technology, Govt. of India; Sun Certified Programmer and Trainer by SUN Microsystems, USA. The Objective of this guest lecture was to give opportunity to all BCA students to interact with their favourite author and great teacher.

www.ug.its.edu.in www.facebook.com/BBABCAI.TSMohanNagar/ www.instagram.com/itsghaziabad/

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

22 JANUARY, 2021

30



A VIRTUAL WEBINAR ON "CAREER PATH DECISIONS & ROLE OF A COUNSELLOR" FOR (BBA/ BCA V SEMESTER) CONDUCTED BY EDU-WIKI

The experts reviewed the present mechanism for the selection of a career path by the students. The panel also discussed how the students can make sensible and informed career decisions by evaluating their abilities and skills. The students asked many questions related to different career options and their scope according to today's environment of business.

FREE WEBINAR
PANEL DISCUSSION ON
"CAREER PATH DECISION & ROLE OF A COUNSELLOR"
22ND JANUARY 2021 | 4PM TO 5PM

THE PANELISTS

DR. SEEMA SHARMA (PSYCHOLOGIST)	PRIYANKA MEHTA (PRINCIPAL)	VASWALA BITHORE (EX-PRINCIPAL)
KSHAMA MATHUR (TEACHER)	SAKSHI MAHAJAN (PARENT)	DR. FARUL MALIK (MODERATOR)

EDU-Wiki
The only Institute for Higher Educational Needs



FREE WEBINAR
PANEL DISCUSSION ON
"CAREER PATH DECISION & ROLE OF A COUNSELLOR"
22ND JANUARY 2021 | 4PM TO 5PM

THE PANELISTS

DR. SEEMA SHARMA (PSYCHOLOGIST)	PRIYANKA MEHTA (PRINCIPAL)	VASWALA BITHORE (EX-PRINCIPAL)
KSHAMA MATHUR (TEACHER)	SAKSHI MAHAJAN (PARENT)	DR. FARUL MALIK (MODERATOR)

EDU-Wiki
The only Institute for Higher Educational Needs

MAKING THE LINK BETWEEN WORK-LIFE BALANCE PRACTICES AND ORGANIZATIONAL PERFORMANCE

A well said quote by Paul Tsongas, Politician, "No one on his deathbed ever said, I wish I had spent more time at the office. Going to the depth of this astounding quote indicates that we should make a good link between work-life practice and organizational performance. The business case for work-life balance practices, as espoused by many organizations, rests on attracting better applicants and reducing work-life conflict among existing employees in order to enhance organizational performance. This review of the literature provides some

How To Improve Work Life Balance



evidence for the claim regarding recruitment, but there is insufficient evidence to support the notion that work-life practices enhance performance by means of reduced work-life conflict. We suggest that the business case may therefore need to be modified to reflect the number of additional routes by which work-life balance practices can influence organizational performance, including enhanced social exchange processes, increased cost savings, improved productivity, and reduced turnover. The impact of these processes may, however, be moderated by a number of factors, including national context, job level, and managerial support. Certain altruistic phenomena in the workplace that exceed the bounds of contract theory can be explained within the framework of gift exchange theory. We discuss the application of gift exchange theory to interactions between an employer and an employee as well as between employees themselves. We emphasize the opportunities of gifts to improve coordination and contract efficiency in the workplace and argue that there exists the productive function of gifts. We use the framework of a market for externalities in order to demonstrate that given the inter-related activities of agents a gift exchange between them can lead to Pareto improvement. This paper examines the literature and research on unions relevant to the effective adoption of High-Performance Work Practices.



Name: Shantanu Kumar

Course: BBA II Year

Section: A

Batch: 2019-22

Reference: -<https://www.sciencedirect.com/science/article/abs/pii/S105348220800065X>

Talent Management: An Evolving Approach To Talent

Talent management (TM) refers to the anticipation of required human capital for an organization and the planning to meet those needs. The field has been growing in significance and gaining interest among practitioners as well as in the scholarly debate over the past 10 years, particularly after McKinsey's 1997 research and the 2001 book on *The War for Talent*. Talent management in this context does not refer to the management of entertainers. It is the science of using strategic human resource planning to improve business value and to make it



possible for companies and organizations to reach their goals. Everything was done to recruit, retain, develop, reward and make people perform forms a part of talent management as well as strategic workforce planning. A talent-management strategy should link to business strategy and to the local context to function more appropriately. It Process Is The Procedure To Manage The Ability, Competency, and power of employees within an organization. Everything that is done to recruit, develop, retain, reward and make employees perform



better is a part of talent management. Rewind the clock a year and there was significantly less discussion around reskilling employees. Learning and development was a focus for L&D professionals, with HR focusing heavily on what was dubbed the "war for talent." With the arrival of COVID-19, the war was over, with many organizations having to be creative just to keep their best talent on the books. Now, what that talent is being asked to do is largely centered on two things: upskilling and developing professional flexibility. Whether that flexibility is needed to help the organization plot its next steps or realign talented individuals into roles that better suit business needs, the conversation between people and the organizations they work for is fast changing.



Name: Pooja Chaudhary

Course: BBA II Year

Section: F

Batch: 2019-22

Reference: -<https://www.google.com/amp/s/www.digitalhrtech.com/what-is-talent-management/>

STUDENTS OF I.T.S UG CAMPUS, ATTENDED THIRTY SEVENTH LEADER SPEAK SESSION ON THE THEME "SKILLING FOR THE DIGITAL FUTURE" ORGANIZED BY AIMA



The speaker of the session was **Mr. Anant Maheshwari, President, Microsoft Corporation India Pvt Ltd. Mr. Harsh Pati Singhania, President AIMA and Director, J K Organization and Vice Chairman & Managing Director, JK Paper Ltd** was the moderator. For a large no of organizations digital has become the preferred way to operate even after the reopening of the economy. Clearly jobs are going to the digitally skilled and those who are unable to keep up are becoming redundant. India faces a new skill crisis in the post covid world. Mr. Anant Maheshwari talked about the concept of technology that all of us are grappling with in as we define what skilling do we really need. Mr. Anant gave insights about the data that is produced in our planet. It is estimated that in almost all the organizations today roughly about 3/4th of the data is not analyzed and the data that we are producing is multiplying at the rate of 4X. Therefore, there's an absolute need for organizations to go digital to analyze this data to drive innovation for themselves. Tech intensity is the foundation on which we access digital skilling & what we need to do. It is the product of tech adoption and tech capability raised to the power of trust. Tech adoption is how much do we adopt, what platforms we use and how much do we use them. Every organization has its own secret sauce i.e their tech capabilities that they build uniquely of their own that distinguish them from others. During the pandemic the element of trust really got amplified, it involves security, reliability, compliance, privacy, ethics and transparency. Trust becomes central as the business models you create today will be judged by the laws that are still being written. So the big question is Are you building a business today to stand the test of time.

According to world economic forum around 50% of the workforce needs to be reskilled digitally by 2025 & it's a massive ecosystem type of movement. There should be a continuous cycle of skilling which involves acquiring the skills and upgrading them time to time to close the skill gap.



AIMA LEADERSPEAK
Skilling For The Digital Future
 28th January 2021 at 6:00 PM via Zoom Meeting

Speaker
 Mr. Anant Maheshkar
 President, Maharashtra Chamber of Commerce and Industry

Guest Speaker
 Mr. Anant Maheshkar
 President, Maharashtra Chamber of Commerce and Industry

In the end Mr Anant said that the process of skilling starts with each one of us. Everyone should follow the 'learn it all culture' i.e learn something new every day. BCA and BBA Students of all three years joined the session. Overall it was really informative and inspiring session for all the members and it really helped the students to acknowledge the fact that how important skilling is in current times.

Participant List: Akshay kumar, Anil malk, Suresh Chaudhry, Anant Maheshkar, Rekha Sethi, Lenoivo Tab M8, Harsh Pati Singhania, Satyavir S. Sharma, spsingh, M Shunmugasun..., RKA, Deepak Suchde, Galaxy M31s, harish Chandra..., Bibhu, Ashok Kumar Sin..., Col.Pratap, JASBIR SINGH B..., S N Mathur, Krishan Kaira.

The Continuous Cycle of Skilling

```

    graph TD
        A[Upgrading Skills] --> B[Acquiring Skills]
        B --> A
    
```


01 FEBRUARY, 2021



A "VIRTUAL GUEST LECTURE" ON TOPIC "UNRAVELLING INDUSTRY 4.0" FOR BCA II YEAR AND III YEAR STUDENTS (BATCHES 2019-22, 2020-23)

The session aim was to have an interactive session with **Mr. Abhishek Bhattacharya**, a **Co-founder at Whrri** and formerly a **Product Owner for the service product at Policybazaar.com** to understand the what, where and how of the Industry 4.0 technologies. The session was online and received an overwhelming response from the students in terms of participation. The session motivated the young minds and helped the students to know about the new technologies and also unveil the knowledge about corporate Industry. The guest aimed to provide insights about new platforms to the student's so that they can enrich their understanding on the upcoming domains.

Artificial Intelligence

CORE TRENDS TO FOCUS ON

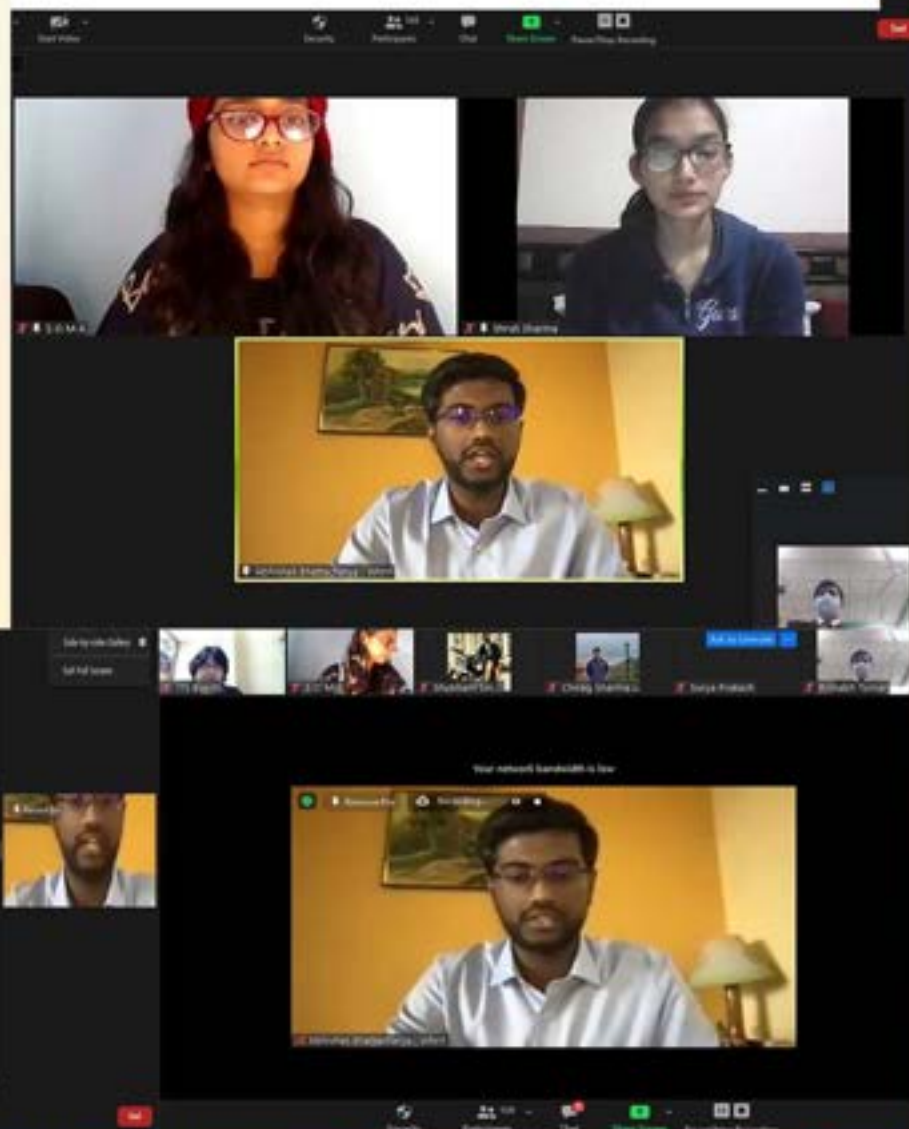
Most relevant corners of importance

1. Natural Language Processing and Conversational Entities
2. Deep Tech Integrations and Business Automations
3. Analytics
4. RPA

ESSENTIAL KNOWLEDGE

Pre-requisites, or Good to have(s)

1. Good Computer Science basics
2. Understanding of AI entities, chatbots
3. Understanding of business processes and AI's potential impact

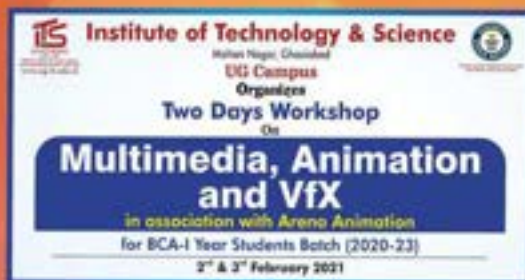


Unravelling
Industry 4.0
Blockchain, AI,
Quantum Computing
et. al.





A TWO DAYS WORKSHOP FOR BCA-I YEAR STUDENTS BATCH (2020-23) ON "MULTIMEDIA, 3D ANIMATION & VFX" IN ASSOCIATION WITH ARENA ANIMATION



This workshop is organised to give an exposure to the students about latest Multimedia & Animation techniques. Graphics packages like 3D MAX, Maya, FLASH, Adobe after effects etc were introduced. Students not only learned to work on Adobe after effect software but they made video clips, edited them and also added VISUAL EFFECTS.



THE INFLUENCE OF TECHNOLOGY ON THE FUTURE OF HUMAN RESOURCE MANAGEMENT

One machine can do the work of fifty ordinary men. No machine can do the work of one extraordinary man. Technology is a word that describes something that doesn't work yet. Technology like art is a soaring exercise of the human imagination. Nowadays, entrepreneurs with business acumen have acknowledged the power of technology tools for reaching business targets. It not only helps achieve the business goals but also optimizes the work processes. Human Resource Management (HRM) includes activities such as



recruiting, training, developing, and rewarding people in the organization. HRM must aim at achieving competitiveness in the field of HR by providing constant educational and professional development of the employees of the organization. Technology development is an important activity for the innovation process within the business and may include acquired knowledge. In this context, all activities may have some technical content and result in greater technological advancement. History in many ways is what aspires to growth.

What did it take to end great empires? What did it take to revolutionize change, to invent the wheel? The past is forever a God of infinite wisdom to learn from. Web technology is also changing the way HR professionals do their job. As a result, human resources has become the latest partner in web development known simply as electronics human resources. The advent of technology has changed all the aspects of our lives-HR being no exception to the fact. Earlier HR was a department that was defined by piles of paper and files along with a consistent struggle to multitask between the hiring of candidates, compliance, storage, and exit procedures, payroll, managing control, and reward systems, and so on. By simplifying these responsibilities technology has drastically improved the efficiency and effectiveness of the department thereby facilitating the time to focus on the major issues that require their attention.



Name: Shivam Jaiswal

Course: BCA I Year

Section: C

Batch: 2020-23

Reference: -https://www.researchgate.net/publication/265685423_The_influence_of_technology_on_the_future_of

How Business Intelligence Is Different From Analytics

Intelligent data insights empower the end-users to be a lot closer to the results of the business. Data is what you need to do in analytics. Intelligence is what you need to do business. Business intelligence is not just about turning data into information, rather organizations need that data to impact how their business operates and responds to the changing marketplace. Intelligence is what you have and Analytics is what you do with it. Business Intelligence is the process comprising of technologies and strategies incorporated by



the existing business data which provides past(historical), current and predictive events of the business operations. Business Analytics is the process of technologies and strategies used to continue exploring and to extract the insights and performance from the past business information to drive successful future business planning. In recent years, organizations, have increasingly turned to advanced software solutions to manage workloads, maintain profitability and ensure competitiveness within their respective industries.

While there are several options available, business intelligence tools and business analytics tools are arguably the most widely implemented data management solutions. While business intelligence involves taking a through look at past, present and historic operations and collecting data, business analytics is about using the data to identify the current challenges and predicting future hardships and gearing business towards better productivity and a more stable future. Business Intelligence can run the business but Business Analytics can change the business. Business is more crucial to decision making than Business Intelligence. Since business analytics relies on several aspects to illustrate data, to demonstrate growth or slowdown statistics, it is more descriptive in nature and a little broader in genre than business intelligence.



Name: Shivam Jaiswal
Course: BCA I Year
Section: C
Batch: 2020-23

Reference:-<https://www.inderscience.com/info/inarticle.php?artid=94466#:~:text=PR%2C%2000931%2C%20USA>

02 & 03 FEBRUARY, 2021



A 02 DAYS VIRTUAL WORKSHOP ON "PHP" FOR BCA-I YEAR STUDENTS BATCH (2020-23)

PHP is a general-purpose scripting language especially suited to web development. PHP originally stood for Personal Home Page, but it now stands for Hypertext Pre-processor. This workshop was organised to give an exposure to the students about server side scripting using PHP. **Prof. KP Singh and Prof. Smita Kansal** were the key resource in this workshop. Students learnt to write small scripts and enjoyed the event.

ITS GHAZIABAD
26th Anniversary & 26th Year
www.ug.its.edu.in

nirf NATIONAL INSTITUTE RANKING FRAMEWORK, 2019
Ministry of Human Resource Development, Government of India

26 YEARS

Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG Campus
Organizes
Two Days Workshop
On
PHP
for BCA-I Year Students, Batch (2020-23)
2nd & 3rd February, 2021
www.ug.its.edu.in

Lenovo

R.M.A. Smita Kansal

Institute
ITS

```

<?php
// Example PHP code
echo "Hello World!";

```


04 FEBRUARY, 2021



A "VIRTUAL CANCER DAY AWARENESS PROGRAM" ON WORLD CANCER DAY FOR BBA/BCA STUDENTS

The Objective behind organising World Cancer Day was to build a proper idea and plan to fight against the Cancer disease and also to make the people aware of every possible measure and idea to make the disease completely curable. World Cancer Day was initiated by the WHO on Feb 4th every year to make the people aware about the Cancer and to cure the Cancer through many preventive measures and unite together to fight against the global cancer epidemic. To make this campaign more informative Theatre Club, Literary Club, Yoga Club & Fine Arts Club of I.T.S UG Campus organized the "Online-Cancer Day Awareness program" Eminent Guest speakers **Prof.J. Venkat (Professor in Radiography, Apollo Hospitals Group & Sh. Shivam Mishra, Siddhi Kevalya Moksha(SKM) Yoga Centre, Noida** shared their vast knowledge to create more awareness & preventive measures.

ITS Ghaziabad
nirf
26th Anniversary

Institute of Technology & Science
Moham Nagar, Ghaziabad
UG Campus
Organizes

ONLINE Cancer Day Awareness Program
(Under Theater, Literary, Yoga & Fine-Arts Club)
for BBA/BCA Students

World Cancer Day
4th February, 2021

Awareness of Cancer and its Prevention | Say Yes To Yoga

KEY NOTE SPEAKERS

Prof. J. Venkat
(Professor in Radiography, Apollo Hospitals Group)

Sh. Shivam Mishra
Siddhi Kevalya Moksha (SKM) Yoga Centre, Noida

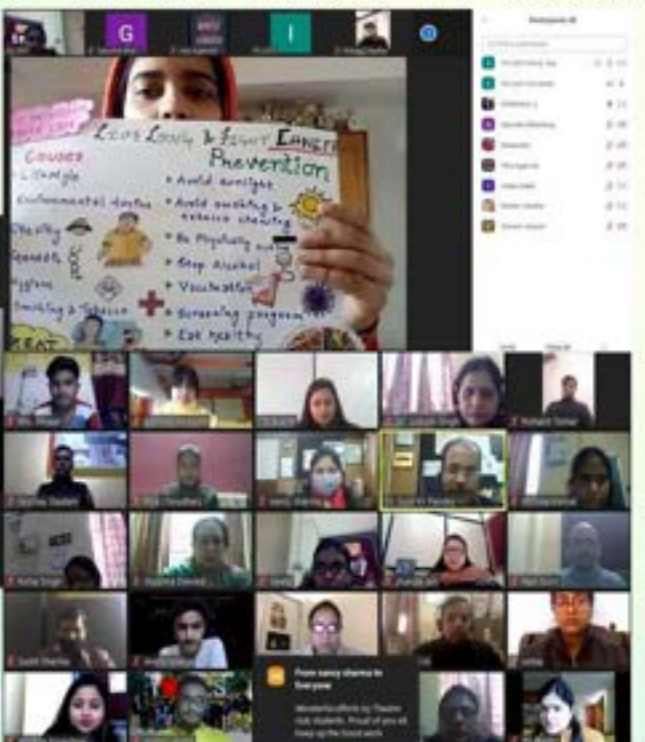
- Debate Competition
- Poster Making Competition under Fine Arts Club
- Documentary on Cancer by Theater Club



The session began with the showing of the documentary prepared by the Theatre Club students on causes & prevention to avoid cancer. After that the documentary the first keynote address of the day was delivered by Prof.J Venkat. In his address he emphasised on healthy lifestyle to prevent ourselves from Cancer. He also said different research shows that up to 50% mortality due to cancer can be prevented with early detection & proper care. Sh. Shivam Mishra was the second keynote speaker of the day. In his address he stressed upon why yoga should be in everyone's cancer-prevention and/or cancer-recovery plan.



As per him yoga not only strengthens the immune system. But also detoxifies the body. He emphasised that every age group of people should do Yoga daily to keep them away from stress. After the Guest session there was a Debate and Poster making competition conducted by the Literary Club and Fine Arts Club. The session was online and received an overwhelming response from the students in terms of participation. Around 400+ students attended the session.



Winners of the Poster Making Competition

- 🏆 Himanshu Passey (BCA Ist year, Sec-C)
- 🏆 Garusha Bhardwaj (BBA III Yr, Section B)
- 🏆 Tanishka (Bea Ist Year, Sec-B)

Winners of the Debate Competition

- 🏆 Pratibha Chaurasia (BCA Ist year, Sec-C)
- 🏆 Arnab Srivastav (BBA 1st Year Sec-A)



THE COMPLIANCE REGULATION AND STANDARD REQUIREMENTS

In general, compliance means conforming to a rule, such as specification, policy, standard or law regulatory compliance describes the goal and organizations aspire to achieve in their effort to ensure that they are aware of and take steps to comply with relevant laws, policies, and regulations. Due to the increasing number of regulations and needs for operational transparency. the organization has increased the number of regulations and need for operational transparency transitions are increasingly adopting the use of a consolidated



and Harmonised set of compliance controls to ensure that all necessary governance requirements can be met without the unnecessary duplication of efforts and activity from resources. Regulation and accrediting organizations vary among fields, with examples such as PCI-DSS and GLBA in the financial industry, FISMA for U.S federal agencies, HIPAA in healthcare. In some cases, such other compliance frameworks[such as COBIT] or even standards [NIST] inform on how to comply with. Some organizations keep compliance data- all data belonging or pertaining to the enterprise or included the law, which can be used for the purpose of implementing or validating compliance - in a separate store for meeting reporting requirements. Compliance software is increasingly being implemented to help companies manage their compliance data more efficiently. This store may include calculations, data transfers, and audit trails. The International Organization for standardization[ISO] and its ISO 19600 standard is one of the primary international standards for how compliance and risk should operate together, as "colleagues" sharing a common framework with some nuances to account for their differences. The ISO also produces international standards such as ISO/IEC management and assurance best practices. Some local or international specialized organizations such as the American Society of Mechanical Engineers [ASME] also develop standards and regulation codes. They thereby provide a wide range of rules and directives to ensure compliance of the products to safety. security or design standards.



Name: Bhumika Sablok
Course: BCA I Year
Section: A
Batch: 2020-23

Reference: -<https://www.shutterstock.com/search/legal+compliance>

04 FEBRUARY, 2021



A VIRTUAL WEBINAR ON "RESEARCH WORK" FOR BBA 2ND YEAR STUDENTS

Institute of Technology & Science
Mohan Nagar, Ghaziabad

Online **Session on**

Writing Research Papers for a Productive Academic Career

Thursday, February 04, 2021 @ 2:00 PM

DISTINGUISHED SPEAKER

Emeritus Professor Lance Chun Che Fung

Murdoch University
Australia



Writing Research Papers for a Productive Academic Career

Institute of Technology & Science
Mohanganagar, Ghaziabad

4th February 2021
2:00PM (GMT+5:30 Hr)

Emeritus Professor "Lance" Fung
Murdoch University
Australia

IEEE



Prof. Lance Chun Che Fung, Murdoch University, Australia addressed and interacted with the Faculty and Students of I.T.S, Mohan Nagar, Ghaziabad on 4th February 2021. Prof. Fung discussed about various parameters of a good research work, how to frame it and how to increase the visibility, improved citation etc. He also talked about the productive academic career.

05 FEBRUARY, 2021

A VIRTUAL WEBINAR ON "CAREER OPPORTUNITIES IN BUSINESS INTELLIGENCE" FOR BBA II YEAR STUDENTS





ITS
GHAZIABAD

www.ug.its.edu.in



nirf
NATIONAL INSTITUTIONAL RANKING FRAMEWORK 2019

Ministry of Higher Education
Government of India



QUALITY COUNCIL OF INDIA

MEMBER HOLDER FOR BEST PEOPLE AWARD
RECOGNITION OF HUMAN RESOURCES



26 YEARS

Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG CAMPUS

ONLINE Webinar

On

Career Opportunities in Business Intelligence

Friday, February 05, 2021 11:30 AM



Resource Person

Mr. Rajinder Kr Chitora
Data Scientist
Froyo Technologies

www.ug.its.edu.in | www.facebook.com/BBABCAI.TSMohanNagar/ | www.instagram.com/itsghaziabad/
www.linkedin.com/in/its-mohannagar-ghaziabad/ | twitter.com/ITSMohanNagar

The session aimed at providing the students an overview on Business Intelligence tools and the skill sets required to become Business Analyst. **Mr. Rajinder Kr Chitora Data scientist Froyo Technologies** with more than 2 decades of experience in the field of data science gave an overview on the Career opportunities in Business Intelligence, He explained the students about the ever expanding scope which is helping it to become mainstream in all companies, specifically in the Business domain Mr Chitora explained the students about the four steps of Business Analytics namely the Descriptive, Diagnostic, Predictive and Prescriptive Analytics.



Atrix Academy of Data Science



Types of Business Analytics



Descriptive
Reports what happened.




Diagnostic
Explains why it happened.




Predictive
Forecasts what might happen.



Prescriptive
Recommends an action based on the forecast.












Atrix Academy of Data Science



What we cover?

- Advanced MS Excel
- MS Power BI
- Tableau
- SAS Studio
- Google Data Studio
- IBM SPSS
- Python/R
- Machine Learning
- Artificial Intelligence

DIGITAL TRANSFORMATION & MARKETING TRANSFORMATION

While the term “digital transformation” may sound like a nebulous concept, the actual results are pretty easy to understand. We have been experiencing them for years and are now seeing an accelerated pace of changes that have come before. When people in professional industries talk about the digital transformation they're talking about how digital technology is understood, and then applied and integrated into our everyday work tasks, whether that is a daily, individual employee level or the broader sense of



entire business operations. At an individual level, the digital transformation might be something as efficient as electronic health records in the medical or wellness industries. The transition to digital records makes this data more accessible, faster to process, and increases the likelihood of health professionals being able to make more informed decisions. On an industrial scale, the digital transformation has already shown what it can do for businesses like Amazon and Uber. These businesses have taken traditional business concepts,

like retail sales and transit, and then applied innovative digital technologies that have left the competition behind as they surged ahead. In general, however, digital transformation is usually looked at as a whole for how it is affecting business. In the area of marketing, specifically, it can bring about some exciting and profitable changes for those with vision. One of the first places where digital transformation influences marketing is the funnel, a traditional concept that marketers use to map out the actions potential customers make, taking a multi-stage journey that finally results in committing to an actual purchase. Before the advent of digital technologies, the marketing funnel was straightforward and, in some ways, inviolable. The five stages include: Awareness, Interest, Consideration, Intent, Decision.



Name: Basant Kumar
Course: BBA III Year
Section: C
Batch: 2018-21

Reference:-<https://digitalmarketinginstitute.com/blog/how-is-digital-transformation-changing-marketing>

A VIRTUAL GUEST LECTURE ON "BEST OB PRACTICES IN ORGANISATIONS" FOR BBA I YEARS STUDENTS



The principal objective of the lecture was to giving exposure to the students of the growing changes and practices in Modern organization of today's global competitive world. Primarily, it facilitated and optimized healthy work environment, work-life balance, best practices are adopting in the new era and allowing companies to create better relationship value and improve overall business efficiency. **Dr. Jwaad Akhtar Khan** -speaker of the session gave an overview of the "Best OB Practices in Organization". He cited real time experiences from the industry and made the session highly interactive. Furthermore, the speaker emphasized that the Importance of best OB practices (work life balance, importance to employee) are required to sustain good talents in organization in today's scenarios of social, economical, political and human behaviours perspectives. The deliverance would cultivate the knowledge about Best OB Practices in Organization, whereby they would understand the significance of integrity & probity in Business and professional conduct. Best Practices would further enhance Students' Business acumen and enable them evolve as a true asset to humanity. The session was interactive with many students asked questions related to the organization in the field of organization behaviour.

ITS GRADUATE SCHOOL
NIRF NATIONAL ACCREDITED UNIVERSITY 2019
INSTITUTE OF TECHNOLOGY & SCIENCE
26 YEARS

Institute of Technology & Science
Moham Nagar, Ghaziabad
UG CAMPUS

ONLINE Guest Lecture
On

Best OB Practices in Organizations

📅 Saturday, February 06, 2021 ⌚ 11:00 AM - 12:00 PM
For BBA 1st Year Students Batch (2020-23)

KEY SPEAKER

Dr. Jwaad Akhtar Khan
Asst. Professor
(School of Management & Business Studies)
Jamia Hamdard University
New Delhi.

www.ug.its.edu.in | www.facebook.com/BBABCAI.TSMohanNagar/ | www.instagram.com/itsghaziabad/ | www.linkedin.com/in/its-mohannagar-ghaziabad/ | twitter.com/ITSMohanNagar



Deducing the 4 Es of OB Best Practices:

- Empower your employees to speak up!
- Enhance their skills!
- Engage them and foster a sense of belonging!



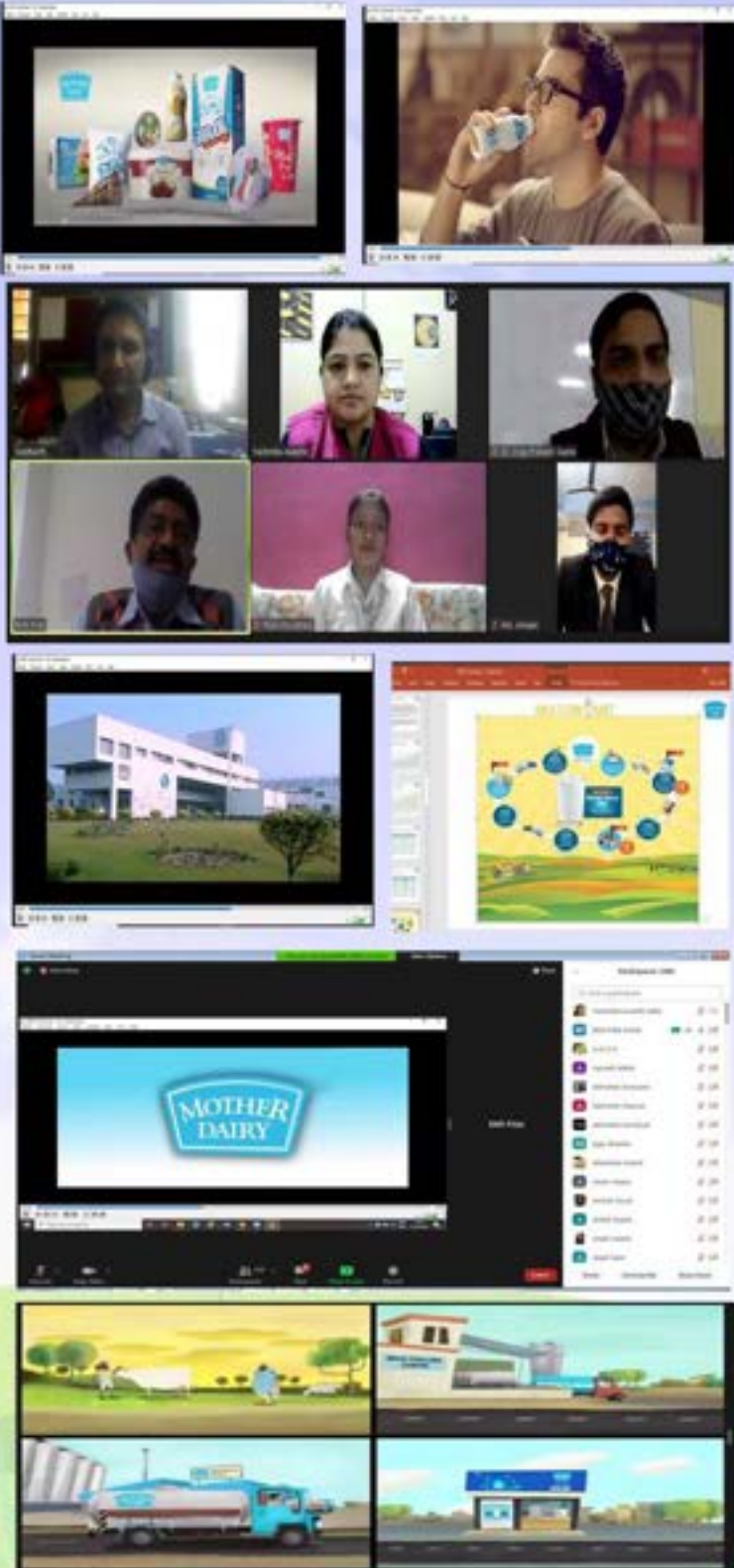
Plausible hurdles while 'Implementing' the Best Practices:

- Poor Planning
- Low Employee Morale
- Lack of Strategic Management
- Technological Barriers
- Ever Changing Demand
- Lack of Competitive Benchmarking



A VIRTUAL MOTHER DAIRY INDUSTRY VISIT FOR BBA & BCA I YEAR STUDENTS

The objective to organize this visit was to provide students an exposure about practical working environment of Mother dairy plant and an opportunity to learn through interaction regarding the Milk collection, Transportation, Testing, Processing and manufacturing of other dairy products. BBA and BCA students of I year attended the virtual industrial visit to the Mother Dairy, Patparganj, New Delhi, Manager, Production gave a presentation related to the history of the Mother Dairy and briefed students about the Operation Flood Program. He also explained the students the inception of Mother dairy in the year 1974 and is well known for its hygiene and good quality of milk and agro products. He also briefed the students about the primitive and novel modes of milk collection and distribution. Students were also informed about the actual milk processing capacity of the plant along with the significance of the steps in processing. Going forward, a small documentary film of Mother Dairy Plant was shown, which depicted the process of milk production. Students interacted with the manager and asked numerous questions to satisfy their curious minds. Overall, the virtual visit was highly interactive and an eye-opening for students on the concepts related to production and operations within a milk manufacturing plant.





A VIRTUAL GUEST LECTURE ON “CAREER OPPORTUNITIES IN FINANCIAL MARKET” FOR BBA II YEAR STUDENTS



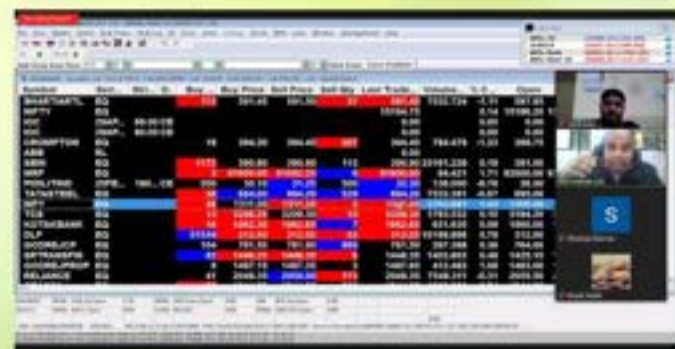
Institute of Technology & Science
Mohan Nagar, Ghaziabad
UG CAMPUS

ONLINE Webinar
On
Career Opportunities in Financial Market

Friday, February 12, 2021 11:30 AM

RESOURCE PERSON
CA Sachin Aggarwal
Chartered Accountant
Technical Analyst
Senior Faculty Bombay Stock Exchange

A guest lecture was organised for BBA II year students by **CA Sachin Agrawal Chartered Accountant Technical Analyst Senior Faculty Bombay Stock Exchange**. The objective of this lecture was to enable students to have knowledge about the career opportunities in the financial markets. Students from BBA along with faculty members were present in the session. Students and other participants actively interacted with the speaker for their queries related with the working of Financial Markets , fund raising activities, regulatory body i.e SEBI (Securities & Exchange Board of India) Students gained insights of the various employment options of trader, technical analyst, research analyst etc. in the financial markets .



E-COMMERCE MARKETING CONCEPT NEED OF THE HOUR

Ecommerce is one of the most competitive industries on the Internet. No matter what you're selling, there's bound to be at least one other company selling the same products — or at least products that do the same thing. That means it comes down to marketing to see if you can get more customers than your competitors. The concept of marketing and business has gone through a massive change over the last couple of years. These days, the traditional and the conventional mediums are not the only options that are available to the companies to



promote their business, products, and services. Today, they have a medium which offers a much broader and wider span when it comes to reaching out to the mass. It is the internet. The Internet has helped to create a global village and today, every single corner of the world can be reached with the help of this technology. Not only business promotion, but the internet is also being used to carry out business transactions these days. This is the age of e-commerce. These days, business organizations render their services over the internet.

Be it the selling of any product or service, these days, with the help of eCommerce life has become very easy for both the buyers and the sellers. Today, the entire transaction can be done from the comfort of home. All that is required is an internet connection. For those who are planning to build an e-commerce website, the first thing they should do is to get in touch with a Web Designing Company that has the skills and expertise to meet the requirements.

What are the Benefits of E-Commerce?

E-Commerce offers a wide range of different types of benefits which makes the process of business transactions very easy and smooth. This technology has proven to be equally beneficial for both the buyers and the business houses. E-Commerce has become a necessity these days when it comes to business promotion. If you are planning to promote your company online, then you must get in touch with a Web Designing Company.



Name: Garvit Chhabra
Course: BBA II Year
Section: A
Batch: 2019-22

Reference: -<https://www.webfx.com/industries/retail-ecommerce/ecommerce/basic-ecommerce-marketing-concept>

12 FEBRUARY, 2021

50

A VIRTUAL GUEST LECTURE ON "ROLE OF BANKING & INSURANCE IN CURRENT SCENARIO" FOR BBA II YEAR STUDENTS



A promotional poster for a webinar. At the top, it features logos for ITS Ghaziabad, NIRF, and CAIIB. The text reads: 'Institute of Technology & Science Mohan Nagar, Ghaziabad UG CAMPUS'. Below this, it says 'ONLINE Webinar On Role of Banking & Insurance in Current Scenario'. The date and time are 'Friday, February 12, 2021 @ 10:30 AM'. The resource person is 'Mr. R. K. Agrawal, CAIIB Manager Bank of India (Retd.) Senior Faculty Bombay Stock Exchange'. At the bottom, there are social media links for the institute.

A guest lecture was organised for BBA II year students by **Mr.R.K Agrawal CAIIB Manger Bank of India (Retd.) Senior Faculty Bombay Stock Exchange** . The motive was to enable students to have knowledge about the role of Banking & Insurance Sector in current situation. students from BBA along with faculty members were present in the session. Students and other participants actively interacted with the speaker for their queries related with the working of Banking & Insurance Sector, its role in development of economy and role of regulatory bodies i.e Reserve Bank Of India & Insurance & Regulatory Development Authority. Students learnt the role of Banking & Insurance sector in revival of economy after the pandemic of covid 19. They also gained the knowledge about working of the Banks with respect to loan disbursement , collateral loans etc..

A screenshot of a presentation slide titled '4-pronged approach'. It features a Venn diagram with three overlapping circles: a green circle labeled 'Knowledge', a red circle labeled 'Skill', and an orange circle labeled 'Attitude'. The central intersection of all three is labeled 'Competence'. The BSE logo is visible in the top right corner.

A screenshot of a presentation slide titled 'Increased Human Resource Requirement'. It contains a table with the following data:

Category	2019	2020	2021
Banking	100	120	150
Insurance	80	100	130
Other	50	60	80
Total	230	280	360

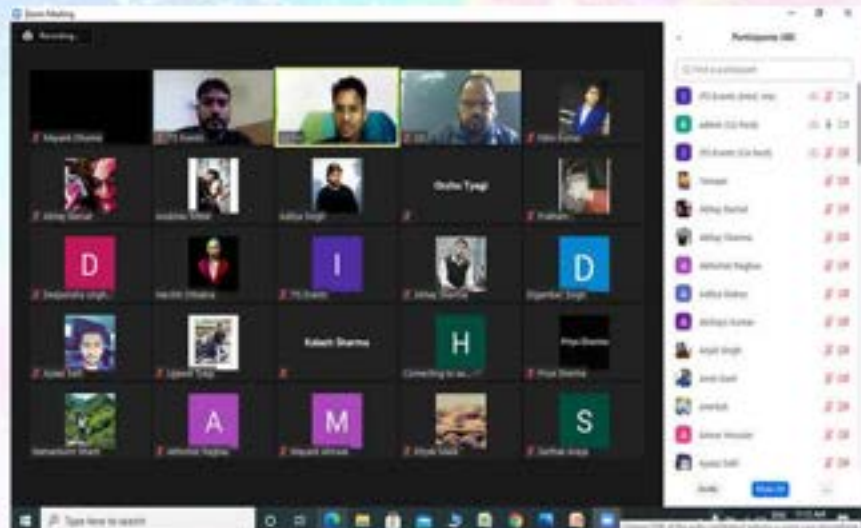
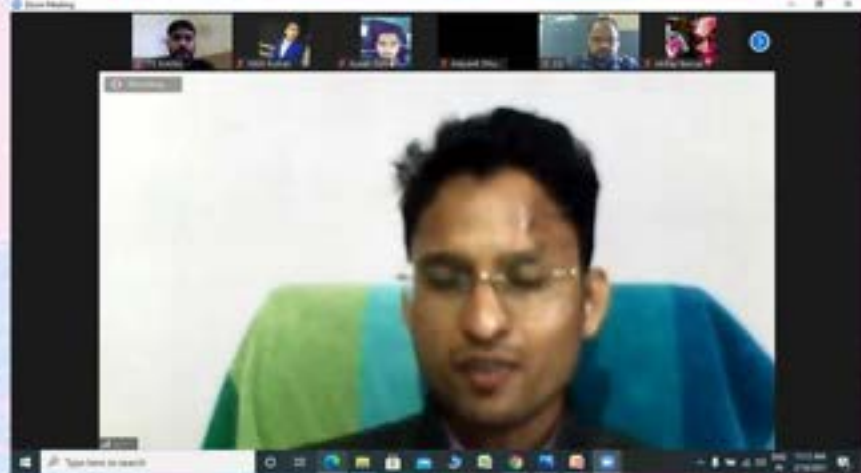
The BSE logo is visible in the top right corner.

A screenshot of a video conference. The main window shows a close-up of a man with glasses on his head, likely the speaker. On the right side, there is a vertical list of participants, including one labeled 'ITSMohannagar'.



A VIRTUAL SESSION ON "POST BUDGET ANALYSIS" FOR BBA & BCA STUDENTS

The objective behind this session on "POST BUDGET ANALYSIS" was to make the students aware about the impact of the UNION BUDGET 2021 on different sectors of the economy and on the common man. In the session **CA Vineet Rathi**, briefed the main highlights of the budget with their future impact on the economy. He also discussed the taxation aspects of budget and appraised the steps taken for the revival of corporate sector and economy in the post covid-19 period. Students of BBA & BCA along with faculty members were present in the session. Students and other participants actively interacted with the speaker for their queries on impact of budget on the disinvestment strategy, tax planning, employment opportunities etc.



20 FEBRUARY, 2021

**A VIRTUAL SESSION FOR BBA & BCA I YEAR STUDENTS
BY MR. ARCHIE JACKSON SR. DIRECTOR (HEAD IT &
CYBER SECURITY) INCEDO INC**



Mr. Jackson told the students the art of mastering professional communication. He said that through professional communication, the potential for misunderstandings occurring can be minimized. He said when we work in a team; we need to be able to regularly communicate with others. We need to listen to other people's ideas, whilst being able to clearly and effectively communicate on our own. He said that communication is a most important skill. Communication skills are not only needed in daily personal life, but also required in the profession, workplace and in business. He asked the students to follow the following principles.



1. Practice makes a man perfect
2. Coordinate body and words
3. Maintain eye contact
4. Speak slowly
5. Engage the listener
6. Be a listener yourself
7. Tell stories (real ones)
8. Let people participate
9. Polish it
10. Use humor
11. Maintain positivity



The students found the session very informative and useful.

22 FEBRUARY, 2021



A VIRTUAL SESSION ON "INNOVATION, INCUBATION AND ENTREPRENEURSHIP" BY PROF. S.P. MISHRA FOR BBA & BCA STUDENTS

The speaker for the session was Prof. S.P.Mishra former Vice Chancellor DSSV, Haridwar and Sridhar University Pilani. The Session was full of innovative ideas to develop the Start-ups by giving various motivational examples. He briefed about the understanding of basic entrepreneurial philosophy. He discuss to create the entrepreneurial culture in our societies, organizations and also in Institutions. He gave many real time examples of entrepreneur like OLA, UBER , OYO etc. He also discuss about their ideation and execution of their idea. He also suggested that innovation is the main factor for entrepreneurship because without innovation, no one can become an entrepreneur. He also suggested helping others and motivating in the direction of entrepreneurship. He also briefed about incubation ideas and to visit places where incubation centre are established. He also talked about various Startups scheme and Government policies with respect to entrepreneurship. At last he motivated all the students with inspirational line "KOSHISH KARNE WALON KI KABHI HAAR NAHI HOTI LAHRON SE DARKAR KABHI NAUKA PAR NAHI HOTI."

ITS **nirf** **INSTITUTE OF INNOVATION & ENTREPRENEURSHIP**

Institute of Technology & Science
Mohali Nagar, Ghaziabad
UG CAMPUS

ONLINE Session
On
Innovation, Incubation and Entrepreneurship

Monday, February 22, 2021 2:00 PM
for BBA & BCA Students

RESOURCE PERSON
Dr. S. P. Mishra
Former VC
DSSV, Haridwar
& Sridhar University, Pilani



कठिनाई करने वाली की कभी हार नहीं होती।

एक ही जगह पर खड़े रहने से ही सफलता मिलती है, जो कि हमें सही दिशा देता है, जो कि हमें सही रास्ता दिखाता है, जो कि हमें सही समय पर सही जगह पर ले जाता है।

एक ही जगह पर खड़े रहने से ही सफलता मिलती है, जो कि हमें सही दिशा देता है, जो कि हमें सही रास्ता दिखाता है, जो कि हमें सही समय पर सही जगह पर ले जाता है।

एक ही जगह पर खड़े रहने से ही सफलता मिलती है, जो कि हमें सही दिशा देता है, जो कि हमें सही रास्ता दिखाता है, जो कि हमें सही समय पर सही जगह पर ले जाता है।

EXPERIENCE

1. Identify the problem/opportunity

2. Research the market

3. Develop a business plan

4. Secure funding

5. Launch the business

6. Monitor and evaluate performance

7. Adapt and grow

MASSTIGE THEORY In MARKETING

The term 'Masstige' stands for mass prestige. Masstige marketing is a strategic phenomenon with the goal of market penetration and brand management in the era of globalization. The main purpose of this paper is to contribute towards the development of the masstige marketing theory to explain the brand management phenomenon of high value/premium/moderately highly-priced (but attainable) brands with a new theoretical model - focused on product, promotion, and place strategies, keeping prices constant.



Besides, we assess and contrast the effectiveness of the marketing strategy of foreign and domestic car brands in the USA using the Masstige Mean Index (MMI) developed by Paul (2015). This study is based on the survey data of owners of Japanese and American car brands. It was found that brands can create higher mass prestige value in a foreign country if they follow masstige marketing strategy. The study shows how MMI may facilitate masstige score estimates, allowing comparisons and aiding brands in devising strategies.

The purpose of this article is to reconceptualize the term “masstige” (Mass Prestige) marketing, develop a masstige model for brand management, and extend the use of the Masstige Mean Scale (MMS). The study was conducted based on the data from 600 individuals living in the United States, France, and India using a structured questionnaire consisting of different factors/sources of brand equity, such as mass prestige, brand knowledge, and perceived quality. On the basis of the findings, we establish that the greater the brand's Masstige Mean Index (MMI) value (“MMIV”), the higher the potential customers' top-of-mind brand awareness. Low MMIVs imply that firms have a long way to go to build their brands.



Name: Bipasha
Course: BBA II Year
Section: F
Batch: 2019-22

Reference:-<https://www.inderscience.com/info/inarticle.php?artid=94466#:~:text=PR%2C%2000931%2C%20USA>

23 FEBRUARY, 2021

A VIRTUAL GUEST LECTURE ON "CARRER OPPORTUNITIES FOR MANAGEMENT GRADUATES" FOR BBA STUDENTS



What after BBA?

Companies you can work for

Dream Companies: MBA Aspirants

Rank	Company
1	Google
2	Amazon
3	Microsoft
4	Facebook
5	Apple
6	IBM
7	Oracle
8	LinkedIn
9	Twitter
10	Uber
11	Netflix
12	Alibaba Group

Roles:

- Management Consulting
- Investment Banking
- Financial Analyst
- Brand Management
- Sales / Area Managers
- Product Managers
- HR Manager / Head
- Entrepreneur

Success Personified

<p>Uday Kotak Chairman (Kotak Bank); JBIMS</p>	<p>Nitin Paranjpe President, Unilever; JBIMS</p>	<p>Sunil Duggal, CEO, Dabur; IIM - C</p>	<p>Vinita Baki, MD, Britannia Ind JBIMS</p>	<p>Rakesh Kapoor CEO, Reckitt Benckiser; XLR</p>
<p>Deep Kalra CEO, MMT IIM - A</p>	<p>Rashmi Bernal Writer & Entrepreneur; IIM - A</p>	<p>Mani Ratnam Film-maker JBIMS</p>	<p>Harsha Bhogle Commentator IIM - A</p>	<p>Anish Tripathi Author IIM - C</p>

Mr. Kumar Abhishek Pathak, Corporate Trainer & Mentor has taken the session. He has elaborated in detail the relevance of short term, medium term and long term goals to achieve the desired success in life. He explained the different options available to students in banks, government organizations, public sector undertakings, reserve bank, corporate sector and higher studies. The session was very interactive as students asked a number of questions related to entrance exams, employability skills, administrative jobs, higher studies, CAT, XAT, GMAT, SSC-CGL etc., which were answered by the speaker with zeal and enthusiasm.



A VIRTUAL SESSION ON "STOCK MARKET: TOOL FOR WEALTH CREATION" BY MR. PULOCK BHATTACHARYA, VICE PRESIDENT, BOMBAY STOCK EXCHANGE

In the session he told the students about the expected traits of Future Managers. He advised the students to stand out of the Crowd to make a mark for themselves. He further spoke about the skill gap that is there. He said that only academic skills do not guarantee Employable Skills. He asked the students to work on their attitude, to improve their communication skills, to develop inter personal skills, to be flexible and to work on developing proper decision making and problem solving skills. He also advised the students to work on computer skills, domain specific skills and analytical skills. He made the students understand how BSE as an institute can help one in taking the right financial decisions. He further told the students about how Mr. Warren Buffet and Mr. Rakesh Jhunjhunwala are earning millions by investing in the stock market. He also told the about the importance of SIP. He quotes the example of Adani Greens as to how they are doing so well in their business. He ended the session by telling the audience about the Concept of LASER i.e the importance of Language, Additional Certifications, Sports, Environment and Recreation. The students found the session very helpful.

The screenshot displays a virtual session interface with a grid of participants and several presentation slides. The slides include:

- Traits expected from Future Managers**: A slide with the BSE logo.
- EMPLOYEE VS. INVESTOR**: A comparison slide featuring James Quincey (CEO of Coke) and Warren Buffett. It states that James Quincey earns 1 million per year salary, while Warren Buffett earns 1.5 million "per day" from Coke stock dividends. Below the names are images of Coca-Cola and Warren Buffett. The slide also includes the text "WORKS FOR" and "MONEY WORKS".
- About BSE Institute**: A slide listing the following points:
 - The BSE Institute Ltd. is wholly owned subsidiary of BSE Limited.
 - 140 years of Knowledge and experience
 - Learn from masters of capital markets.
 - Industry Relevant Curriculum
 - Industry experienced faculty
- Skill Gap**: A slide showing a diagram where "Academic Skills" (red circle) plus "Additional Skills" (green circle) equals "Employable Skills" (purple circle).

A VIRTUAL SESSION FOR THE NEWLY ADMITTED BBA & BCA STUDENTS WAS TAKEN BY MR. SRIDHAR S VICE PRESIDENT, BUSINESS LEADER, START UP ADVISOR, FOUNDING MEMBER OF LEADERS EXCELLENCE @ HARVARD SQUARE, INDIA



Technology Has CHANGED Our Lives

Dealing with Ambiguity

- "A ship in the harbour is safe, but that's not what ships are meant for" @
- Ambiguity in the Market!
- Ambiguity in the Organisation

- Almost always "Ambiguity is Opportunity", take calculated risks

Innovate - Strive for excellence
- be one step ahead

7 Secrets of Success

I found the answers in my room.

1. Roof said: Aim high
2. Fan said: Be cool
3. Clock said: Every min. is precious
4. Mirror said: Reflect before you act
5. Window said: See the world
6. Calendar said: Be up-to-date



What is your expectation ?

Get to the summit... as fast as I can!

RECENT TALKS TO A CLASS ABOUT CAREER OPTIONS:

ENGINEERING IS ONE OF THE BEST CAREERS AVAILABLE.

FOR THE NEXT TWENTY YEARS I'LL SET IN A BIG BOX CALLED A CUBICLE. IT'S LIKE A RESTROOM STALL BUT WITH GLASS WALLS.

I SPEND MOST OF MY TIME HOPING THE ELECTROMAGNETIC FIELDS FROM MY OFFICE EQUIPMENT AREN'T KILLING ME.

Welcome to all of you !!!

THE THREE WAVES OF THE INTERNET

2020 This is What Happens in An Internet Minute

Activity	Count
Facebook posts	1.2 million
Twitter tweets	1.2 million
Instagram posts	1.2 million
YouTube videos	1.2 million
LinkedIn posts	1.2 million
WhatsApp messages	1.2 million
Zoom meetings	1.2 million
Netflix streaming	1.2 million
Amazon purchases	1.2 million
Google searches	1.2 million
Facebook likes	1.2 million
Twitter retweets	1.2 million
Instagram likes	1.2 million
YouTube views	1.2 million
LinkedIn views	1.2 million
WhatsApp calls	1.2 million
Zoom calls	1.2 million
Netflix downloads	1.2 million
Amazon reviews	1.2 million
Google clicks	1.2 million

During the session Mr. Sridhar told the students that it is very important to remain focused in life to be successful. He requested the students to read 7 Habits of Highly Effective People by Stephen Covey. He told that these 7 habits have helped him a lot in his successful career. He further talked about how technology has changes our lives. He told about industry 4.0 in details. And he gave some set rules to the students to follow so that they are able to achieve their goals and lead a successful and a happy life.

2020: A Life Lesson

2020 has surprised, rather shocked us beyond our imagination. We've seen weeks when flamingos freely walked on streets and the air quality improved which was good news for everyone. We've also experienced times when somebody else's demise, felt like a personal loss- be it a Bollywood star or a relative. But in all the situations we've faced this year, there's been a sense of community. Every event in our lives has given us a reason to keep growing. So, let's talk about some lessons we've learned in 2020. In January 2020, most of us had new year goals – be it at work, places we would



like to visit, or people we would like to see. And within a few weeks, the virus changed everything. At both the individual and collective level, this has been a time of so many losses, and such deep uncertainty and anxiety. In 2020, Who had imagined a world where we would use hand sanitizers after every interaction or visit outside of the home? Where immunity boosters would become a daily feature in our life? More people across the globe are now rapidly adopting healthier food options, with a focus on increasing immunity. Yes, it is said correctly that-“Tough situations present the greatest opportunities for gratitude.” These situations have taught us to be grateful for what we have rather than be remorseful for what we don't! In a world where we begin every new year with a list

of countries we want to visit, we learned to be grateful for the nature and greenery around our houses. In a world where we want to visit all the new restaurants in our city, we learned to appreciate home food. In a world where large social circles were almost non-negotiable, we learned to appreciate our family and closest friends. 2020 wasn't just a year of pandemic, it was also the year of awakening. This is why we're sure you too must have learned some valuable life lessons.



Name: Antriksh Saraswat
Class: 11th
School: Swami Vivekanand
 Saraswati Vidya Mandir
E-Mail:
 antrikshsaraswat@gmail.com

Referenc:<https://www.missmalini.com/2020/12/23/20-life-lessons-we-learnt-from-2020/>

03 MARCH, 2021

ALUMNI TALK SERIES SESSION FOR BBA AND BCA STUDENTS



The session was taken by **Mr. Ram Janam Singh, Principal Software Engineer At Microsoft Redmond, Washington, United States**. In the session Mr. Ram told the students about the Latest Developments of the Software Industry. He further told them about the future technologies which will have ample scope for today's generation. He then told them about the career prospects that are there for the current students. He briefed the students about Cross Platform Development tools. Then he explained about Continuous Integration and Continuous Deployment. He then further explained about Web Framework. He very patiently answered to the various queries of students related to front end and back end programming, about differences between windows 10 home and windows 10 pro and about differences between html5 and html. He also guided the students as to how they can improve upon their coding skills. He ended the session by telling the tricks by which they can get a job in companies like Microsoft, Google and Apple.



BEST PHARMACY SCHOOLS In The Nation

At the undergraduate level, students will be able to pursue two distinct courses that are highly regarded in the field of Pharmacy. Check out the types of Pharmacy courses and their duration here. Bachelor of Pharmacy B.Pharm 4 Years Diploma in Pharmacy D.Pharm 3 Years. Having pursued a B.Pharm program opens your options for jobs in government as well as the private sector. Candidates can also start their own business after getting their pharmacist license. NIRF Rankings for the year 2020 have been announced and the first rank in NIRF Rankings for Pharmacy colleges has been

**BEST
PHARMACY
COLLEGES
IN INDIA**



TOP PHARMACY COLLEGES- NIRF RANKINGS 2017

Overall Rank	Institution	State	Score
1	Jamia Hamdard	Delhi	70.34
2	National Institute of Pharmaceutical Education and Research	Punjab	70.33
3	University Institute of Pharmaceutical Sciences	Chandigarh	69.59
4	Institute of Chemical Technology	Maharashtra	65.67
5	National Institute of Pharmaceutical Education and Research	Telangana	65.34

bagged by Jamia Millia Islamia followed by Panjab University at 2nd rank and Institute of Chemical Technology, Mumbai at 3rd rank. In 2019, Jamia Hamdard, New Delhi achieved the top rank followed by Panjab University and the National Institute of Pharmaceutical Education and Research - NIPER (Mohali). **JAMIA HAMDARD:-** A government-funded higher education institution, Jamia Hamdard University was inaugurated by the former Prime Minister of India, Rajiv Gandhi, on 1st August 1989.

ICT:- Institute of Chemical Technology (ICT) is a public deemed university in Mumbai, India. It was established in 1933 and was granted deemed university status in 2008, making it the only state-funded deemed university in India.

National Institute of Pharmaceutical Education and Research:- S.A.S. Nagar (NIPER S.A.S. Nagar), also known as NIPER Mohali, is the Topmost Pharmaceutical research institute in India & the main campus of the group of seven NIPER institutes, under India's Ministry of Chemicals and Fertilizers. The institute offers Masters and Doctoral degrees in pharmaceutical sciences.



Name: Aastha Rawat
Class: 12th
School: Fatima Convent Senior Secondary School
E-Mail: rawataastha2016@gmail.com

Referenc:<https://www.usnews.com/best-graduate-schools/top-health-schools/pharmacy-rankings>

04 MARCH, 2021

A VIRTUAL SESSION ON "NARI SASHAKTIKARAN " FOR FEMALE STUDENTS, FACULTY & STAFF OF ITS MOHAN NAGAR GHAZIABAD



The Women Cell at I.T.S UG Campus is committed towards holistic development of the young women to attain emotional, physical and mental freedom to withstand the changing scenario throughout their life. In this Endeavour, a Session on मिशन शक्ति-नारी सुरक्षा, नारी सम्मान, नारी स्वावलंबी with Mrs Smita Singh, Regional Manager UPSIDC and Dr. Aruna Sharma, Head, Dept of History, Director, women Studies Centre, GDM Girls PG College, Modinagar, was organized on 4th March 2021. Dr. Sunil Kumar Pandey, Director UG gave an example from ancient hindu epic Ramayana that how 7000 years back also we were so progressive in terms of Women Empowerment. It was true women empowerment in ancient India which he briefed by talking about Kaikeyi, Ahilya, Tillotama etc.





Dr Smita Singh gave insights about how we can improve the working conditions of that section of the society which doesn't have all the privileges of life. Economic independence is the need of the hour, it helps a woman to take her own decision, look after her parents, her children and her family. We also need to look out for girls, women around us provide them with good quality education, make them skilled and independent, provide them with proper hygiene facilities. Dr. Aruna Sharma who's really and inspiration give insights that the problem of gender in equality is not only limited to our country, It is worldwide. **Prof. Nancy Sharma, Vice Principal, UG Campus** concluded the session by giving her advice to be the change that you want to see because you can only contribute to the society if you have something. It was a really inspiring and motivating session for all the women faculty members and students.



08 MARCH, 2021



A VIRTUAL SYMPOSIUM ON "EMPOWERING WOMEN – CREATING INNOVATIVE ECOSYSTEM" ON THE OCCASION OF "INTERNATIONAL WOMEN'S DAY" TO CELEBRATE THE ACHIEVEMENTS OF WOMEN IN ALL SPHERES OF LIFE, ON THE FOCAL THEME OF "CHOOSE TO CHALLENGE"

The event was inaugurated by **Director UG – Dr. Sunil Kumar Pandey**, **Vice Principal – UG Prof. Nancy Sharma**. The esteemed guest speakers started the session by sharing their experiences with the audience

- **Dr. Padmayat Bandhopadhyay (Padma Shree Air Marshal, PVSM, VSM (Retd.))**
- **Dr. Sarika Gupta (Robotic Gynecologist & Female Cancer Specialist)**
- **Ms. Santosh Yadav (Indian Mountaineer & Padma Shree Awardee (2000))**
- **Ms. Anita Jha (Sr. Vice President, Sulabh International)**
- **Ms. Sarita Pathak (Yajurvedi Renowned Classical Music Vocalist-Rampur Gharana)**
- **Ms. Nisha Verma (Celebrity Chef & Finalist of Master Chef)**





- Ms. Parul Vats (Mrs. India Beauty Queen 2019, Dentist at NHS ,UK)
- Ms. Pragya Pranjali (Executive Director Principal Scientist), (Worked with UN for Women & Child rights)
- Ms. Preeti Pandey, (Social Activist & Founder-Dulari Foundation)
- Ms. Yogini Bapat , (Environmentalism -Eco Bricks Awareness Campaign)
- Ms. Payal Manglik (Young Entrepreneur & Founder -Green Earth Organics)

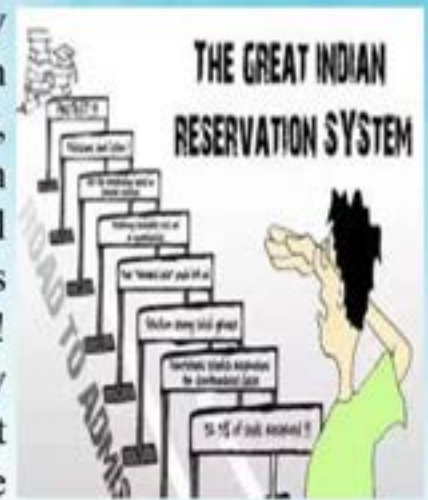
Following were the sessions taken by the speaker-

Session 1 on "BARRIERS TO SCALE AND SUCCESS. Session 2, on "CREATE A NEW WORLD FOR YOURSELF" which was discussed by exceptional personalities who has achieved fame , after facing a long struggle on the various arenas and possibilities of success for women in work field.



CASTE RESERVATION: BLACK HOLE FOR INTELLIGENCE

A caste is a form of social stratification characterized by endogamy, hereditary transmission of a style of life which often includes an occupation, ritual status in a hierarchy, and customary social interaction and exclusion based on cultural notions of purity and pollution. Basically, an illogical categorization of 'humans' on the basis of the circumstances people are born in, which, ironically, we have no control over! The system becomes more pitiful, when you get to know the fact that people were, still are discriminated against, just because of this immoral Man-Made division. I often find the



term 'Reservation' funny when it is used with the word caste. I feel like the word itself is made to confuse people. What it means according to our constitution is that- Reservation is a system of affirmative action in India that provides historically disadvantaged groups representation in education, employment, and politics. Based on provisions in the Indian Constitution, it allows the Indian government to set reserved quotas or seats, which lowers the qualifications needed in exams, job openings, etc. for "socially and economically backward citizens." Now, people often get the wrong idea from the theoretical representation of the caste system. They believe that just because of an unjust practice that was followed more than 70 years ago (which btw, is still being followed) people



are divided into the so-called- "SC's", "ST's" "OBC's" and "Generals"; among which the former three are favored because they are "BACKWARD CITIZENS". Well, for me at least, I can say that- I AM NOT BACKWARD and my financial status has no contribution in declaring that I am behind anyone. As far as the 'QUOTAS' exist, what my unbiased opinion says is that it is indeed a black-hole for intelligence. Either for my "general" friend, who will have to face more competition, or for the "SC" me who is working hard just to give all the credit to some "quota" that I never received.



Name: Muskan Gautam
Class: 12th
School: Swami Vivekanand
Saraswati Vidya Mandir
E-Mail: muskangautam625@gmail.com

Referenc: Self-Written

12 MARCH, 2021

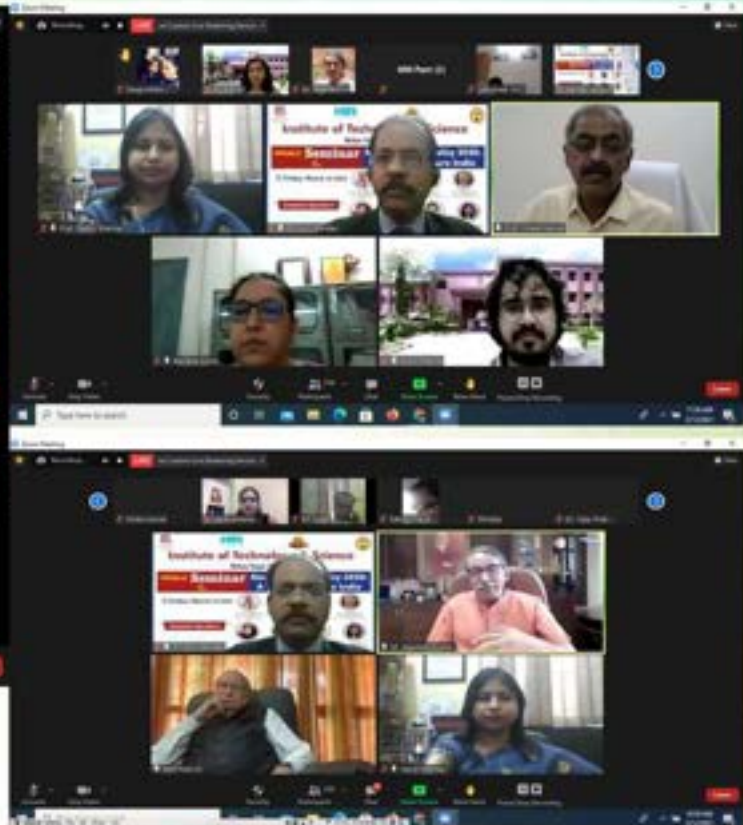
66

A SPECIAL VIRTUAL SEMINAR ON "NATIONAL EDUCATION POLICY - 2020: A VISION FOR FUTURE INDIA"



In this event, leading experts of the country addressed and shared their perspective on National Education Policy-2020, its provisions, proposed revamping & restructuring of Education System in India and how these provisions could be implemented. All the guests in their address emphasized on the need of faculty training and about crucial role of faculty members & Teachers in its implementation at School Level as well as Higher Education. **Mr. Arpit Chadha, Vice Chairman, I.T.S-The Education Group** welcomed all the guests and talked about the challenges which may be encountered during implementation of NEP-2020 provisions along with different ways to counter them. He said that NEP-2020 is an ambitious Policy with provisioning to create an Educational Framework with global competitiveness. It is very important that all the stakeholders are aware and especially faculty, who would carry crucial responsibility for its successful implementation, has clarity on different aspects of it. Below mentioned Eminent guests addressed the participants in the event and shared their valuable & insightful deliberations on the broader theme:

1. **Dr. K.K. Aggarwal, Chairman, NBA (National Board of Accreditation)**
2. **Prof. M. Jagadesh Kumar, Vice Chancellor, JNU, New Delhi**
3. **Prof. M.M. Pant, Former Pro Vice Chancellor - IGNOU & Chairman – PlanetEdu**
4. **Prof. Vineet Kansal, Pro Vice Chancellor, Dr. APJ Abdul Kalam Technical University, Lucknow**
5. **Prof. Ranjana Arora, Head, Dept. of Teacher Education and Curriculum Group, NCERT**

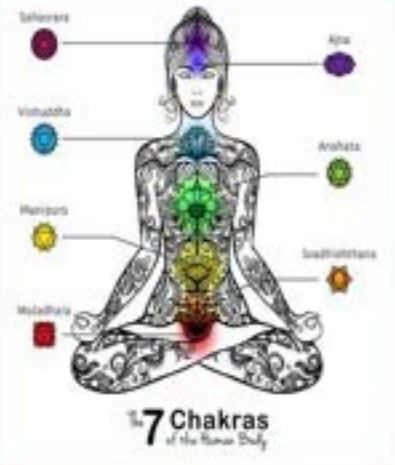


At the beginning of the session, Vice Principal-UG Campus, Prof. Nancy Sharma briefed the audience about the objective of this Seminar and mentioned the need to have more understanding on the different aspects of NEP 2020, seeking out growing opportunities & related challenges for the successful implementation of the Educational reforms. She emphasized on the need of adaption with the journey of change so that better and high-quality educational opportunities can be brought out for our Youth who is the future of our Country. Dr. Sunil Kr Pandey, Director (IT & UG) in his opening remark spoke about the need of a country-wide Education Policy and discussed about provisions, objectives and aims of different education policies (1968, 1986 and NEP-2020) and how NEP-2020 is aimed at globalization and deMaclization of Indian education by introducing Indian ethos, values and promoting Regional and Mother tongue. More than 300 Participants from various Schools and Colleges/Universities all across the country had attended the event in the online mode.



POWER OF YOGA IN YOUR LIFE

Yoga is an ancient art that connects the mind and body. It is an exercise that we perform by balancing the elements of our bodies. Also, it helps us meditate and relax. Moreover, yoga helps us keep control of our bodies as well as mind. It is a great channel for releasing our stress and anxiety. Yoga gained popularity gradually and is now spread in all regions of the world. It unites people in harmony and peace. **Origin of Yoga:** Yoga essentially originated in the subcontinent of India. It has been around since ancient times and was performed by yogis. The term yoga has been derived from a Sanskrit word that



translates to union and discipline. In the earlier days, the followers of Hinduism, Buddhism, and Jainism practiced it. Slowly, it found its way in Western countries. Ever since people from all over the world perform yoga to relax their minds and keep their bodies fit. Furthermore, after the popularity of yoga, India became known for yoga worldwide. People all over the world have started to realize the benefits of yoga. Several workshops are held and now there are even professional yogis who teach this ancient practice to people so they can learn about it. **Benefits of Yoga:** Yoga has numerous benefits if we look at it closely. You will get relief when you practice it regularly. As it keeps away the ailments from our mind and body. Also, when we practice several asanas and

postures, it strengthens our body and gives us a feeling of well-being and healthiness. Furthermore, yoga helps in sharpening our minds and improving our intelligence. We can achieve a higher level of concentration through yoga and also learn how to steady our emotions. It connects us to nature like never before and enhances our social well-being. Also, you can develop self-discipline and self-awareness from yoga if practiced regularly. You will gain a sense of power once you do it consistently and help you lead a healthy life free from any problems. Anyone can practice yoga no matter what your age is or whichever religion you follow.

Referenc: <https://honairesort.com/blog/what-is-the-imp-ortance-of-yoga-in-our-daily-life/#:~:text=It%20brings>



Name: Ujjval Dwivedi
Class: 11th
School: Swami Vivekanand
 Saraswati Vidya Mandir
E-Mail:
 ujjvaldwivedi26@gmail.com

20 MARCH, 2021

69



A VIRTUAL NATIONAL SUMMIT ON "CYBER SECURITY: ISSUES OF CONCERN FOR BUSINESSES, CHALLENGES & REMEDIES"

The Online National Summit on "Cyber Security: Issues of Concern for Businesses, Challenges & Remedies" concluded on grand note with participation of over 1000+ Participants throughout the day in different Sessions from 26 States of the Country and 17 different Countries including USA, Canada, KSA, Mauritius, Indonesia, Bangladesh, Bhutan, Zimbabwe, Zambia, Nigeria, Malaysia, Morocco, Uzbekistan, Bahrain, Singapore. In this Summit, Globally Renowned experts from various facets including – National Security, Defense, Cyber Crimes Investigating Agencies, Industry, Academia & Research, Cyber Laws, Ethical Hackers etc had interacted with the audience of all across the country throughout the Day in different Sessions of the event. These included:

Inaugural Session : Cyber Security: Challenges & Opportunities
Air Marshal P K Roy PVSM AVSM VM VSM National Security Expert
Prof. Sheng-Lung Peng, National Taipei University of Business, Taipei, Taiwan
Prof. Madan Pant, For. Pro-Vice Chancellor - IGNOU & Founder Chairman – PlanetEDU
Prof. Vineet Kansal, Pro-Vice-Chancellor Dr. APJ Abdul Kalam Technical University : AKTU



20 MARCH, 2021

CONTINUE...

70



Technical Session 1: Information Technology & Cyber Warfare – Global Challenges

Maj. Gen. Shashi Asthana,
Global Strategic & Military Analyst and Chief Instructor – USI

Lt General (Dr.) R S Panwar, Analyst, Future Warfare
Lt. Col. Prashant Mishra, Asst. Vice President, Tata Tele Services

Technical Session 2 : Cyber Security : Research Issues & Opportunities to counter Cyber Security Challenges

Prof D.K. Lobiyal, Dean & Professor, SCS, JNU Delhi
Prof. @Sardar M. N. Islam (Naz), Victoria University, Australia

Dr. Seema Sharma, Executive Director; Centre of Women Policy Research

Shri S. Sridhar, Sr. Vice President, Tata Communication, Bangalore

Technical Session 3: Cyber Crimes – How to be Safe in Cyber Space – Case Studies

Shri Vishal Vikram Singh, Add. SP – UP STF
Shri Rahul Mishra, Advisor (Cyber Security), UP Police

Shri Shiv Raj, Superintendent of Police, Gonda

Mr. Rizwan Shaikh, Renowned Cyber Security Expert & Ethical Hacker, Mumbai

Mr. Archie Jackson, Sr. Director & Head of IT & Security, Inceed Inc.

Overall it was a day with full of learning, demonstrations about Cyber Risks, Hacking and discussions on very relevant themes..

RISE OF INDIAN NATIONALISM 1885-1905

Historiography on nationalism in the period 1885-1905 often tends to view its development in terms of clear-cut categories within a linear scheme of social and political issues. Hence one finds the preponderance of categories like modern-traditional, reform-revival, pro-British/loyalist-nationalist, etc., all of which are used as binary opposites. However, the development of nationalism has never been so clear-cut and well-defined. On the contrary, the intricacies, complexities, and ambiguities in the social and political stands that the Indians took over the



national question have often belied such sharp divisions. Elements of contradiction and ambivalence are seen to pervade contemporary attitudes, beliefs, and values. The developing changes in social and political consciousness in the late nineteenth century colonial India, as in any period of transition, 'often betrayed uncertainty in the comprehension and interpretation of the true nature of the forces that were dictating such changes'. It is concerning the whole corpus of such deviations and slides, the intended and the somewhat unintended moves, suppressions, assertions and evasions, and the collusions and collisions when faced with the national question that one can get a true picture of the various paths and trajectories that nationalism traced. Such shifts and slides

were not accidental, but as we shall see, were demonstrative of the very historical logic of the process by which nationalism had to make its presence felt in India. Nationalism was not a given category, as many nationalist historians would have us believe. It is not enough to study nationalism simply in terms of theoretical models derived from the West, or by equating it solely with anti-imperialism.

Indian nationalism emerged out of contested visions involving a whole context of strands, conflicts, combinations, and permutations among many imaginations which evolved over time.

Referenc: <https://www.jstor.org/stable/3520216>



Name: Vansh Maheshwari
Class: 11th
School: Swami Vivekanand
 Saraswati Vidya Mandir
E-Mail:
 maheshwarivansh931@gma
 il.com

poets
corner



सूर्य के तेज से जन्मा वो,
फिर भी सूत पुत्र कहलाया है ।
अपमान सहा पीड़ा सही,
फिर भी सबमें सर्वश्रेष्ठ कहलाया है ।
बार बार नीचा दिखाया गया उसे,
फिर भी हर कसौटी पर उसने अपने आप को सर्वोच्च कहलवाया है ।
बिना किसी के साथ के,
उसने हर असंभव को संभव करके दिखाया है ।
वीरों से भी वीर,
महादानियों से भी बड़ा दान वीर ।
सर्वोच्च होकर भी अपमान सहा जिसने,
वो राधा पुत्र राधे कहलाया है ।
कुंती को सम्मान दिया,
मरते समय भी अपमान से उसे बचाया है ।
अपने अस्तित्व से बड़ा,
उसने अपनी मां का गौरव ठहराया है ।
कौरवों के पक्ष में होते हुए भी,
उसने इतिहास में अपना अमर स्थान कमाया है ।
यूंही नहीं वो वीरो का वीर,
महा दानवीर कर्ण कहलाया है ।

• रितिक माहेश्वरी



Name: Ritik Maheshwari

(Kisna)

Course: BCA II Year

Section: D

Batch: 2019-22

POETRY SECTION 73

वो एक मां है, वो एक बेटी भी है ।
वो किसी की पत्नी, तो वो किसी की दोस्त भी है ।
हर डगर पर दुनिया ने चुनौती दी उसे,
तो वो हर चुनौती पार कर प्रेरणा स्रोत बन निखरी भी है ।

फिर क्यों भुल जाते है लोग की,
हमारे जीवन का प्रारब्ध है स्त्री,
इस संसार को एक वरदान है स्त्री,
वो दुर्गा है, वो लक्ष्मी है,
इस सम्पूर्ण प्रकृति का प्रारूप है स्त्री ।
तुम्हारे संकट में जो तुमसे आगे खड़ा मिले,
उस इंसान की पहचान है स्त्री ।

दुर्गा बन दुनिया को चुनौती देती है, लक्ष्मी बन घर को सवारती है,
सरस्वती बन ज्ञान प्रकाशित करती है, इतना सब करने के बाद भी,
क्यों वो हमारे लिए खुद को भुला देती है ।

याद कर तू याद कर, तू कौन है तू याद कर,
सपने तेरे जी दुबारा, अपने पे ये एहसान कर ।
प्रणाम करता हूं तेरे इतने साहस के कारनामों को,
आशा करता हूं दुनिया भी जल्द ही समझेगी,
तेरे सम्पूर्ण जीवन के बलिदानों को ।

- रितिक माहेश्वरी

HAPPY
Women's
DAY

HAPPY
Women's
DAY

MARCH 8
INTERNATIONAL WOMEN'S DAY



Name: Ritik Maheshwari
(Kisna)
Course: BCA II Year
Section: D
Batch: 2019-22

•••My Lucky Charm•••

Roses are Pink, Purple & Red,
The memories of You stuck in my head.
Your eyes sparkle like stars in the sky,
When I stare into them I feel like I am soaring high.
How perfectly you carries your mole,
In my Poetries you are always in lead role.
You are beautiful and soo bright,
In a darkes thunderstorm, Winds with light.
The Sound of your voice makes my heart pound,
Because I know you are the one I truly found.
My love for you is pure and true,
I never stop thinking of you.
You are my heart, my soul.
Without You incomplete, with You I am whole.
I am Your Armor to protect You from Harm,
Like You are to me, a Lucky Charm.

— Saurav Mashkhara



Name: Saurav Kumar
(Saurav Mashkhara)
Course: BCA III Year
Section: A
Batch: 2018-21

POETRY SECTION 75

•••Love Me Once•••

From the sun rise to the sun set,
In my dreams, Everyday we met.
I Love you from my core,
Day by Day it's growing more.
Say Yes, Just Love me Once.
You used to be my medicine.
You are the finest thing I ever seen.
You used to be my melody,
And we used to live in Harmony.
Please,
Say Yes, Just Love me Once.
And I am promising you anything,
Why you put me on waiting?
When you know it's you I am wanting.
I know I have lots of flaws,
Love me Once, Love has no laws.
I know I am not your perfect guy,
To tell you writing a poem coz I am shy.
I don't know it's shy or something else dear.
Loosing You is my biggest fear.
Asking You, Just Say Yes,
Oh God ! Tell her to Love me Once.
"No matter what !
I died a thousands death,
trying to get you Love me Once."

— Saurav Mashkhara



Name: Saurav Kumar
(Saurav Mashkhara)
Course: BCA III Year
Section: A
Batch: 2018-21

POETRY SECTION 76

•••All about You•••

*The most Beautiful sight i had seen is in your eyes,
An another way to go Paradise.*

*You have your own special way,
Turning on my mood good from a terrible day.
You makes all the bad things go away.*

*When You call me by my name,
And then I look into your eyes,
I see pure beauty with no disguise.
At a glance You makes my heartbeat rise,
I know for a fact that these feelings aren't lies.*

*If only You knew,
How much my love for You grew,
Together we could start something new,*

*And if beauty were inches,
I know you go for miles.
Your insane Laugh, Your precious smile,
Your divine name, Your angelic eyes,
Drives me crazy give butterflies.*

*Till my last breath I do,
My Love for you is always true.*

— Saurav Mashkhara



Name: Saurav Kumar
(Saurav Mashkhara)
Course: BCA III Year
Section: A
Batch: 2018-21

•••I'm in Love with You•••

Listen the winds as angel's sing.
Lover's tune and flowers bring,
Little birds care's by dew,
Sending pretty thoughts of you.
Hearts full of heavenly bliss,
Spell the most Romantic kiss,
Searching for the sweetest place,
It's here in Your arms embrace.
Ringing bells of autumn air,
Whispers of my love and care.
Set the mood, begin the dance,
Paint the colours of Romance.
Inside out, Your beauty shows.
Inside me, this feeling grows.
'Tie your hair, Your voice, Your smiles,
'Loosing in your most angelic eyes.
Beautiful Romantic moon's light,
Let the love consume the night.
Never more will dreams expire.
Keep it burning, Guard the fire.
Hold my hand and don't let go.
Feel my heart and you will know.
Yellow Red the sunset sails,
Stardust of loving trails,
The magical words that say I do.
Princess, I'm in love with you

— Saurav Mashkhara



Name: Saurav Kumar
(Saurav Mashkhara)
Course: BCA III Year
Section: A
Batch: 2018-21

M

Mere college ka vo pehla DIN
Yaad Nahin Kaise Guzara friend ke BIN
Darte darte us nayi class mein JANA
Jinke Sath guzare school ke vo 12 Saal unhe vahan per na PANA

Y

Kuch Waqt Ke Liye beshak Akeli thi
Us Samay Kuchh Pyare seniors Ne hath THAMA
Bhul gayi log Nahin Hai Kiya Khoob Milke HUNGAMA

L

Theatre club Laga Kuchh APNA
Laga ki ab shayad pura Hoga Mera script writing Ka SAPNA

I

ITS Mein Aana aankhirkar Hai SAHI
Event ke sath sath they focus on padhai BHI

F

Yu kahun to Yahan Har Ek Insan mein Main nayi nayi HASTI HAI
Yahan Har Kisi Mein Kisi Na Kisi kalakar ki rooh BASTI HAI

E

Lockdown ke time pata nahin tha,
Ki Is college ki ki Itni Yad AAEGI
Laga tha ye degree online hi khatam ho JAYEGI
Jab teachers Ne samjhaya Kaise Milkar corona Ko HARANA HAI
Ghar Se Hume Kahin Bahar Nahin JANA HAI

A

Screen share Karke zoom per Khoob huyi Hamari PADHAAI
Aankhir bahar jaari thi corona se hamari LADAI

T

Nahin Chda college ne pdai ke sath activities Ka SATH
Padai ke sath sath kaarvayi Hamari alumini se bhi BAAT

Laga nahin tha ki vo college Ke Din Aise Yaad AAENGE
Socha Na Tha yeh Din Yun HI KT JAYENGE

Director Sir , Chairperson sir , Nancy mam ke vo motivating word Har Kadam per Hamara sath NIBHAYENGE
Jab Jab Ham Khud Ko Kisi mushkil mein PAYENGE

Vo desto ke sath PADAI
Last moment par syllabus ke sath LADAI
Last mein yahi sab Pal Humko Yad AAENGE
Jab Jab ham log Apne college ki kahaniyan SUNAENGE



Name: Shreya Sharma
(Shreya_30)
Course: BBA II Year
Section: G
Batch: 2019-22

POETRY SECTION 79

Now again when m feeling like hell
Words came to rescue me to spill how I felt


This is so weird
When am unnecessarily feared
This fear is for something I have always wished
Something in which my happiness lies
It is also the same thing that I always missed
A thing which is close yet so far that just comes and flies

I feel low
I feel quite incomplete today
I even know the reason but still decided to go with the flow
Let's just suffer and overcome it in this way

– Taniya Tyagi



Name: Taniya Tyagi
(Nightingale)
Course: BCA II Year
Section: D
Batch: 2019-22



**FROM BOOKS
TO
CANVAS**

Art Gallery



Name: Bhargavi Singh
Course: BCA II Year
Section: C
Batch: 2019-22

Art Gallery



Name: Fareed Khan
Course: BCA III Year
Section: B
Batch: 2018-21

Art Gallery

82



Name: Himanshu Passey
Course: BCA I Year
Section: C
Batch: 2020-23

Art Gallery



Kirti



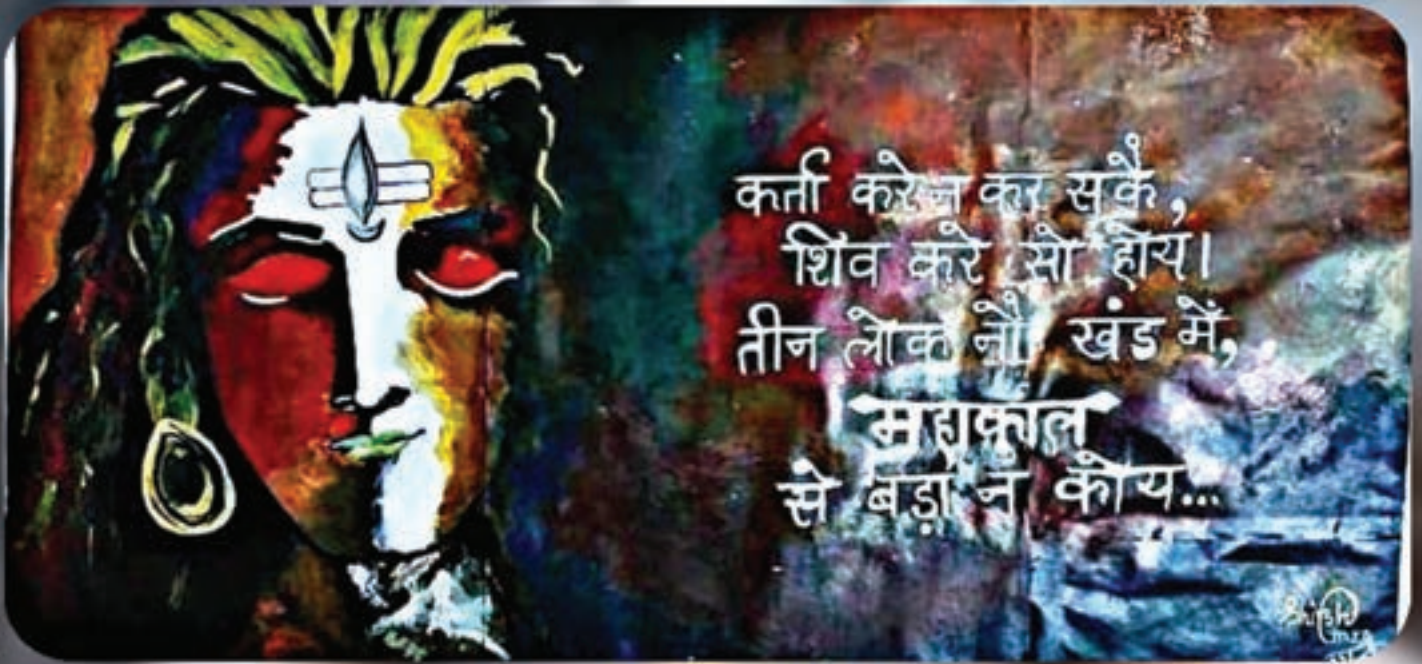
Name: Kirti Mittal
Course: BCA II Year
Section: C
Batch: 2019-22

Art Gallery



Name: Satyam Gupta
Course: BBA III Year
Section: E
Batch: 2018-21

Art Gallery



Name: Shirsh Garg
Course: BBA III Year
Section: E
Batch: 2018-21

Art Gallery



Name: Tanya Varshney
Course: BCA II Year
Section: D
Batch: 2019-22

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. WHY STUDENTS SHOULD GET LIMITED ACCESS TO THE INTERNET ?**
- 2. WHY ENGINEER & DOCTORS ARE STILL THE ONLY CHOICES OF PROFESSIONAL EDUCATION IN INDIA ?**
- 3. WHAT ARE THE ADVANTAGES & DISADVANTAGES OF ONLINE MONITORING ?**
- 4. SUCCESSFUL CREATION OF VIRTUAL CLASSROOM**
- 5. SCHOOL UNIFORM :LOBE OR LOATHE**

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 **MAY, 2021**. Selected articles / poems etc. will be published in **JUNE, 2021** 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. WHY COVID 19 VACCINATION ?
2. ONLINE EDUCATION (GOOD OR BAD)
3. HOW TO IDENTIFY & EXCHANGE PRE -2005 CURRENCY NOTES ?

INFORMATION TECHNOLOGY

1. THE PROMISES & LIMITATIONS OF BIG DATA
2. HOW TO SECURE YOUR ONLINE PRIVACY ?
3. HOW TO WORK WITH ARTIFICIAL INTELLIGENCE IN CYBER SECURITY ?

MARKETING

1. HOW GOOGLE ANALYTICS RUINED MARKETING ?
2. IMPACT OF SOCIAL MEDIA ON MARKETING
3. DIGITAL MARKETING TRENDS 2018-2021

HUMAN RESOURCE

1. THE FUTURE OF WORK :THE INTERSECTION OF ARTIFICIAL INTELLIGENCE & HUMAN RESOURCES
2. HOW TO WIN THE WAR FOR TALENT ?
3. WHAT IS THE ROLE OF SURVEYS IN EMPOWERING THE REMOTE EMPLOYEE ?

FINANCE

1. THE RISE OF THE DIGITAL ONLY BANKING CUSTOMER
2. WHAT NEXT FOR THE BANKING INDUSTRY AFTER COVID 19
3. MICRO-FINANCE : CONTEMPORARY ISSUES & CHALLENGES

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 MAY, 2021 . SELECTED ARTICLES / POEMS ETC. WILL BE PUBLISHED IN JUNE, 2021 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.





AN ISO 9001:2008 CERTIFIED INSTITUTE
ACCREDITED 'A' GRADE BY NAAC

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

CAMPUS-I
Mohan Nagar
(ESTD. 1995)

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

CAMPUS-II
Murad Nagar
(ESTD. 2000)

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

CAMPUS-III
Greater Noida
(ESTD. 2006)

COURSES OFFERED
MBA /
B.Tech- ME • CSE • CE
• ECE • EE

CAMPUS-IV
Greater Noida
(ESTD. 2006)

COURSES OFFERED
MDS /BDS

CAMPUS-V



Chadha Public
School



VAIDIC
VEDIC MEDICINE AND
YOGA

Village Nangla Kambha,
PO: Sivalkhas via Jani, Meerut • 250501
Email : con@its.edu.in, 08192090780



GHAZIABAD

(ESTD. 1995)

NAAC Accredited 'A' Grade Institute

www.its.edu.in

I.T.S - UG Campus

(An ISO 9001:2008 Certified Institute, Accredited 'A' Grade by NAAC)

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

I.T.S Education Goup : www.facebook.com/ITS.Education.Group

I.T.S UG Campus : <https://www.facebook.com/itsugbbabca>

BBA/BCA : www.facebook.com/BBABCAI.TSMohanNagar/



www.facebook.com/ITSmohannagargzb



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

www.instagram.com/itsghaziabad/



twitter.com/itsmohannagar



www.ug.its.edu.in/