INCEPTION

Welcome to the I.T.S -The Education Group. I.T.S Group was founded in 1995 and now it has 4 Campuses, with 9 Institutes and 17 Courses. I.T.S laid the foundation of I.T.S UG courses with BBA, in the year 1996 and BCA in the year 1997, with the mandate of providing management and technical education of the highest quality and to become the centre excellence in value- based management and technical education, training, research and consultancy strives at developing tomorrow's business leaders. It promotes development through integrated learning and industry- academic partnerships. As an institute, I.T.S stand committed to retaining flexibility and responsiveness to management and corporate needs.

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

FROM EDITOR DESK

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

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

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

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

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

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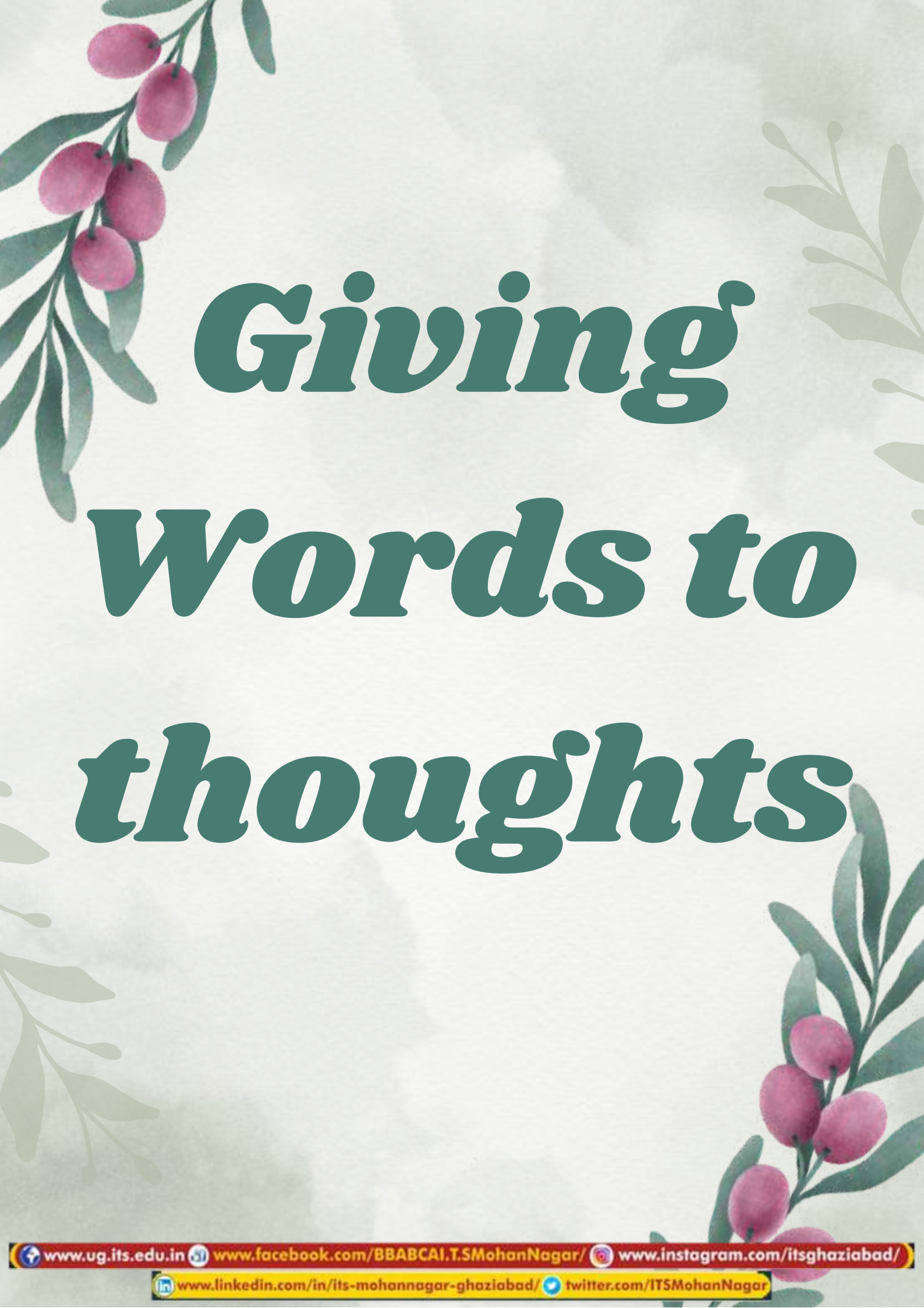**NAVYA GOEL**
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Giving Words to thoughts

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ARTICLE SECTION

THE IMPORTANCE OF MENTAL HEALTH AWARENESS

In our increasingly demanding world, mental health awareness stands as a linchpin of personal and societal well-being. It serves as a beacon of hope, illuminating the path toward understanding, empathy, and improved mental health for all. Mental health awareness dismantles the damaging stigma surrounding mental health issues, encouraging candid discussions and the pursuit of assistance when necessary. By promoting open conversations, we cultivate a compassionate society where individuals are less likely to

to suffer in isolation. Additionally, a society committed to mental health awareness enjoys numerous benefits, including heightened productivity, reduced absenteeism, and stronger interpersonal relationships. When we prioritize mental health, we recognize its integral role in our overall health and happiness. It is our collective responsibility to champion mental health awareness, ensuring that no one feels marginalized or unsupported in their struggles. Through dialogue, education, and active support, we can create a world where mental well-being is cherished, and individuals are empowered to flourish. Together, we can break down the barriers that stand in the way of healthier minds and happier lives.

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Reference Link:
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THE RISING OF E-LEARNING

In recent years, e-learning has experienced a meteoric rise, revolutionizing the way we approach education. This transformative trend has gained momentum due to technological advancements, accessibility, and the evolving needs of learners worldwide. One of the key drivers behind the surge in e-learning is accessibility. With the ubiquity of the internet and the proliferation of smartphones and computers, learning is no longer confined to a physical classroom. Students from diverse backgrounds and locations can access a wealth of educational resources and courses, leveling the playing field and democratizing education. The flexibility offered by by e-learning is another compelling factor. Learners can tailor their study schedules to fit their lifestyles, accommodating work, family, and other commitments. This flexibility fosters a more personalized learning experience, empowering individuals to pursue education at their own pace. Furthermore, e-learning has made it possible for a broader range of subjects and courses to be available to learners of all ages. From specialized technical skills to language acquisition and even advanced degrees, e-learning platforms offer a wide array of options, allowing individuals to acquire knowledge and skills in areas of personal or professional interest. E-learning's effectiveness is also bolstered by its interactive nature. Many platforms incorporate multimedia elements, quizzes, and peer interaction, enhancing engagement and knowledge retention. Additionally, real-time feedback and progress tracking provide learners with valuable insights into their performance, motivating them to excel. As e-learning continues to evolve, it promises to reshape the landscape of education further. With its accessibility, flexibility, and interactive features, e-learning is well-positioned to provide accessible and high-quality education to learners across the globe, making knowledge and skills more accessible than ever before. It's a testament to the power of technology in expanding the horizons of learning and unlocking the full potential of individuals worldwide.

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THE BENEFITS OF EXTRACURRICULAR ACTIVITIES

Extracurricular activities are more than just optional pastimes for students; they play a crucial role in shaping well-rounded individuals. These activities, ranging from sports and clubs to community service and arts, offer a myriad of benefits beyond the classroom. First and foremost, extracurricular activities provide opportunities for personal growth. Engaging in such activities fosters essential life skills like time management, teamwork, leadership, and problem-solving. These skills are invaluable, preparing students for future academic and professional success. Extracurriculars also promote physical health. Sports, in particular, encourage regular exercise and a healthy lifestyle. Moreover, they teach the importance of discipline and commitment, traits that extend far beyond the playing field.

Furthermore, these activities boost social development. Students forge meaningful relationships, expanding their social circles beyond the classroom. This not only enhances their communication and interpersonal skills but also creates a strong support network. Involvement in extracurriculars can also bolster college and career prospects. Universities and employers often look favorably upon well-rounded individuals who demonstrate a commitment to various interests. It sets applicants apart and highlights their dedication and passion. Lastly, extracurricular activities provide a platform for self-expression and creativity. Whether it's through music, drama, or art, students can explore their passions and talents, fostering a sense of fulfillment and identity.

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THE IMPACT OF SOCIAL MEDIA ON YOUTH

Social media has become an integral part of the lives of today's youth, shaping their interactions, self-perception, and even worldviews. On one hand, it offers unprecedented opportunities for connectivity and self-expression. It allows young people to connect with peers, share experiences, and foster a sense of belonging. It also serves as a platform for creative expression, enabling them to showcase talents and ideas to a global audience. However, the impact of social media on youth is not without its challenges. One of the most concerning aspects is its potential influence on mental health. Constant exposure to carefully curated, often idealized lives can lead to feelings of inadequacy and low self-esteem. Moreover, cyberbullying and online harassment are prevalent issues that can have serious emotional and psychological consequences.

The addictive nature of social media is another significant concern. Excessive use can lead to a range of issues, from reduced physical activity and disrupted sleep patterns to diminished real-world social interactions. This can impact overall well-being and academic performance. Furthermore, the rapid spread of information on social media can sometimes lead to the dissemination of misinformation and rumors.

Critical thinking skills are crucial in navigating the vast amount of content available online. In conclusion, social media wields both positive and negative influences on today's youth. While it offers opportunities for connection and self-expression, it also presents challenges to mental health, well-being, and critical thinking. It is imperative for both individuals and society to foster a balanced approach to social media usage, emphasizing digital literacy, open communication, and responsible online behavior.

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THE POWER OF VOLUNTEERISM

Volunteerism is a profound expression of human compassion and solidarity, showcasing the remarkable impact individuals can have when they dedicate their time and skills to a cause they care about. The ripple effect of volunteerism not only transforms lives but also strengthens communities and fosters a culture of empathy and altruism. First and foremost, volunteering offers a unique opportunity to make a tangible difference in the lives of others. Whether it's mentoring a child, serving meals at a local shelter, or planting trees in a park, volunteers contribute to the betterment of society in countless ways. These acts of kindness not only address immediate needs but also inspire hope and resilience.

Moreover, volunteering enriches the lives of those who give their time. It provides a sense of purpose, fulfillment, and a profound connection with one's community. Volunteers often report increased happiness and improved mental well-being as they experience the joy of making a positive impact. Communities also reap the benefits of volunteerism. Volunteers strengthen the social fabric by fostering collaboration, trust, and a shared sense of responsibility. They amplify the capacity of nonprofit organizations and government agencies to address pressing issues, amplifying the overall effectiveness of social initiatives.

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THE BENEFITS AND DRAWBACKS OF SOCIAL MEDIA USAGE

In today's digital age, social media has become an integral part of our daily lives. Its widespread adoption has brought about both benefits and drawbacks that impact individuals and society as a whole. On the positive side, social media serves as a powerful platform for communication and connection. It allows people to stay in touch with friends and family, regardless of geographical boundaries. Moreover, it provides a space for like-minded individuals to form communities, share common interests, and support one another. Social media also plays a crucial role in spreading awareness about important issues, from environmental concerns to social justice movements, facilitating a global dialogue on these topics. Furthermore, social media offers unprecedented opportunities for businesses and entrepreneurs. It serves as a cost-effective marketing tool, enabling companies to reach a wide audience and engage with customers directly. The platform also allows for real-time feedback, which aids in refining products and services. However, there are notable drawbacks to conider. One of the most significant concerns is the potential for addiction and its impact on mental health. Excessive use of social media can lead to feelings of inadequacy, anxiety, and depression, particularly in younger users who may be more susceptible to its effects. Additionally, the spread of misinformation and fake news is a pervasive issue, potentially influencing public opinion and decision-making. Privacy concerns also loom large in the realm of social media. Users often share personal information, and data breaches can result in serious consequences, including identity theft and loss of privacy. Moreover, the constant exposure to curated, idealized lives on social media can foster unrealistic expectations and negatively affect self-esteem.
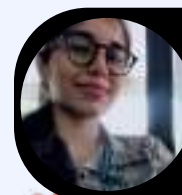
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THE RISE OF PLANT – BASED DIETS AND THEIR IMPACT ON HEALTH AND THE ENVIROMENT

The surge in popularity of plant-based diets marks a significant shift in the way people approach nutrition. Embracing a plant-based lifestyle entails prioritizing whole, plant-derived foods while minimizing or eliminating animal products. This dietary choice is not only reshaping individual health but also addressing environmental concerns. From a health perspective, plant-based diets offer a wealth of benefits. They are rich in fiber, essential vitamins, and antioxidants, known to reduce the risk of chronic diseases such as heart disease, hypertension, and certain cancers. Additionally, plant-based diets are often lower in saturated fats and cholesterol, contributing to improved cardiovascular health.

Studies have also indicated that adopting a plant-based diet can lead to weight management and enhanced overall well-being. Moreover, the environmental impact of plant-based diets is substantial. The production of plant-based foods generally requires less land, water, and resources compared to the cultivation of animal products. The reduction in greenhouse gas emissions associated with plant-based agriculture is a critical step towards mitigating climate change. By opting for plant-based alternatives, individuals can significantly decrease their carbon footprint and contribute to a more sustainable future.

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THE ETHICS OF ARTIFICIAL INTELLIGENCE: BALANCING PROGRESS WITH RESPONSIBILITY

The rapid advancement of Artificial Intelligence (AI) has propelled us into an era of unprecedented technological potential. However, with this progress comes a pressing need for ethical considerations to guide its development and application. Striking a balance between innovation and responsibility is paramount in ensuring that AI serves humanity's best interests.One critical ethical concern is the potential for bias in AI algorithms. These systems learn from data, and if that data reflects existing societal biases, it can perpetuate and even exacerbate them. Addressing bias requires deliberate efforts to diversify datasets, transparently document algorithms, and continuously monitor and rectify biases that may emerge in AI applications. Privacy is another crucial facet of AI ethics. As AI systems increasingly process personal data, protecting individual privacy becomes paramount. Clear policies, robust encryption, and stringent data handling practices must be implemented to safeguard sensitive information from unauthorized access or misuse. Transparency and accountability are also fundamental ethical principles in AI. Understanding how AI reaches its conclusions, and who is ultimately responsible for its actions, is crucial for building trust between humans and machines. This necessitates transparency in AI decision-making processes and establishing mechanisms for accountability in the event of unintended consequences.

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METAVERSE TECHNOLOGY & CURRENT MARKET

Metaverse Technology is being called the next big revolution of the internet. The metaverse is a virtual environment where users may create avatars to duplicate their real - world or physical world experiences on a virtual platform. Due to limits on physical gatherings and meetings, the notion has gained traction in the aftermath of the

covid - 19 epidemic. However, just like any other economy, the metaverse, a completely immersive virtual economy, requires a means of payment. The answer to this uncertain new reality is cryptocurrency. Cryptocurrency is already used as a payment method in several metaverses. All virtual transactions are made thanks to the usage of cryptocurrency spontaneously, and the blockchain technology that underpins them makes them incredibly safe and trustworthy. Apps like Decentraland, Axie infinity, and second life, which are metaverse - like and blockchain - based, allow users to own virtual land, play - to - earn, and do a lot more. Non - fungible tokens (NFTs), which are cryptographic tokens in which the ownership details of virtual assets are coded, can be used to own digital assets. An NFT might be in the form of digital art, in - game property, or anything else.

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THE INTERNET OF THINGS (IOT) AND ITS IMPACT ON DAILY LIFE: OPPORTUNITIES AND RISKS

The rapid development and implementation of smart and internet of things based technologies have allowed for various possibilities in technological advancements for different aspects of life. The role of IOT technologies in the smart city concept is crucial to bridge the already mentioned global infrastructural. challenges in cities, which are linked with the current increase of population in cities. IOT technologies in smart cities would enable the utilization of different devices, which would increase the life quality in cities as well as the efficiency of different daily services such as transportation, security, smart metering, smart energy systems, smart water management etc.

There is a concentration on robot Technology. Inanimate beings, such as collecting data from the environment, communicating with each other, and transferring data, often occur without human intervention. In the future, when the human element takes over, the system will be outnumbered. It is also possible to evaluate artificial intelligence applications, which demonstrate development by imitating human thought. In this context - considering which of the alternatives that computer systems prefer to focus on right or wrong results, adopt them according to their choices, and finally, dress into a 'humanized' structure as a thought.


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THE POTENTIAL OF AI IN HEALTHCARE

Artificial Intelligence (AI) has indeed seen a landmark rise in the last few years. Gone are the days where we could visualise such digitisation as part of any science fiction novel. Today, they have become intrinsic elements of our daily lives. Starting from AI assistants to chatbots to replace customer service representative, AI has played a pivotal role in enhancing our lifestyle and comfort. More importantly, this digital aspect has dynamically transformed the healthcare sector. Machine learning and AI has recently showcased great dominance in the health industry by delivering some extraordinary work such as robotic surgery and 3D image analysis to offer remote diagnosis and treatment.
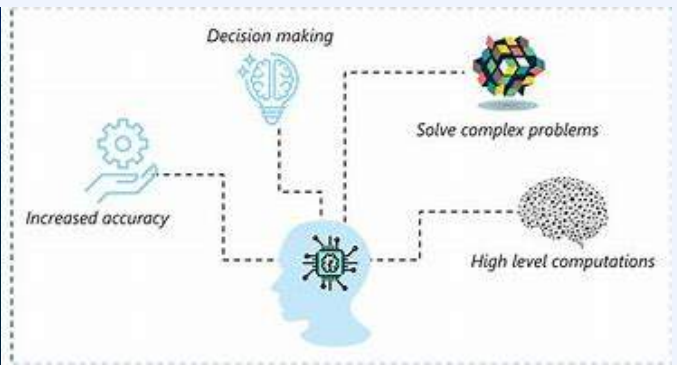
Although the pandemic has been devastating for all of us, it has fuelled incredible technological advancements. In just the first quarter of the year, almost US $1 billion was invested in AI - focused healthcare start - ups. Additionally, recent research suggests that the global industry is expected to grow by 44 percent by the end of 2026. This massive growth calls for spectulation on how AI has been integrated into some mainstream functionalities of the industry.

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COMPARISON OF ADVERTISING V/S BULDING BRAND EQUITY

In the realm of marketing, two core strategies often vie for a company's attention and resources: advertising and building brand equity. Both approaches have distinct purposes and merits, serving different aspects of a brand's journey. Advertising, a more immediate and transactional strategy, aims to generate immediate awareness and sales. It operates through various channels, such as TV, radio, print, and digital media. Advertising offers several advantages, including rapid visibility, measurable results, and controlled messaging. It can swiftly boost sales, making it an attractive option for companies seeking short-term returns. However, it can be costly and tends to focus on short-term gains, sometimes neglecting the long-term health of the brand. Conversely, building brand equity is a long-term investment in a brand's reputation, emotional connection, and customer loyalty. Strong brand equity ensures sustainability, customer trust, and the ability to command premium prices. While it may take time to cultivate, it often results in word-of-mouth marketing and an enduring customer base. Yet, brand equity is challenging to quantify directly, making ROI assessment complex. To succeed in a competitive market, businesses should consider a balanced approach. Strategic advertising can create immediate visibility while reinforcing the brand's core values and identity. It should be aligned with long-term vision and customer experience. Robust measurement and analytics are essential to track the impact of advertising on brand equity, guiding refinements to the strategy. In conclusion, the choice between advertising and brand equity building need not be binary. These strategies can complement each other when thoughtfully integrated. Balancing short- term gains with long-term brand value is the key to enduring success in the ever-evolving world of marketing.

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INFLUENCER MARKETING RESEARCH: REVIEW AND FUTURE RESEARCH AGENDA

In the rapidly evolving landscape of digital marketing, influencer marketing has emerged as a dominant and dynamic force. It leverages the power of individuals, known as influencers, who wield substantial sway over their followers on social media platforms. To navigate the ever-expanding realm of influencer marketing, it is crucial to review the existing research and chart a future research agenda. A significant body of research has assessed the effectiveness of influencer marketing campaigns. Studies have explored key metrics such as engagement rates, reach, and conversion rates. Many have concluded that influencer marketing can deliver a positive return on investment (ROI) when executed strategically. Researchers have categorized influencers based on their follower counts, niche expertise, and authenticity. Micro-influencers, in particular have gained attention for their ability to establish authentic connections with their audiences. A substantial portion of influencer marketing research has delved into the factors that influence consumer trust in influencers. Authenticity, transparency

values between influencers and brands have been focal points of exploration. Ethical considerations have become increasingly relevant in influencer marketing research. Scholars have examined issues related to transparency, disclosure, and the need for ethical guidelines in the industry. Future research should focus on the enduring effects of influencer marketing on brand equity and consumer loyalty. How do influencer marketing strategies contribute to sustained brand growth and reputation over time?

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TRADITIONAL MARKETING V/S DIGITAL MARKETING: WHICH ONE IS BETTER WHEN IT COMES TO TRACKING KPIS

In the ever-evolving landscape of marketing, businesses are constantly seeking ways to measure the effectiveness of their campaigns. Key Performance Indicators (KPIs) serve as crucial metrics to gauge the success of marketing strategies. When it comes to tracking KPIs, traditional marketing and digital marketing each offer distinct advantages and limitations. Traditional marketing encompasses offline strategies such as television advertisements, radio broadcasts, print media, billboards, and direct mail. While it remains relevant in some industries, tracking KPIs in traditional marketing can be challenging for several reasons: Traditional marketing relies on broad audience reach but often lacks precise data collection. Measuring KPIs like audience engagement, conversion rates, and ROI can be challenging due to the absence of real-time analytics. Responses and results in traditional marketing may not be immediate. It can take time to gather data, making it harder to adjust campaigns in real-time for optimal performance. Determining which specific element of a traditional campaign led to a particular outcome can be elusive. This makes it difficult to attribute successes or failures to specific strategies or channels. Digital marketing leverages online platforms such as websites, social media, email, and search engines. It offers several advantages for tracking KPIs: Digital marketing provides immediate access to data, allowing marketers to track KPIs in real-time. This enables rapid adjustments to campaigns, optimizing performance as needed.

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Reference Link:
https://www.simplilearn.com/traditional-marketing-vs-digital-marketing-article

EMPLOYEE FINANCIAL WELLBEING BECOMES PART OF THE HR AGENDA

Is a safe assertion to make that the workplace will never be the same again. In the last couple of years, the global pandemic has catalysed enormous changes in the way people work and look at the workplace. It also brought a whole new set of apprehensions regarding mental, physical, and professional wellness. Gone are the days when employers used to cover only health insurance as part of employee wellbeing programs. Today, employee well-being entails more than just enrolling in insurance policies and giving sufficient time offs. It covers the holistic physical, mental, and emotional health of employees apart from fostering a good, non-toxic work environment and work culture. While each organisation has its own unique culture and the needs of the employees may vary depending on the nature of their role, in general, some of the successful strategies adopted to improve employee wellbeing include: Open and transparent communication: Frustration at the workplace is better vented out than allowed to simmer. Encouraging a 'speak up' culture has many benefits, including being able to assess the pulse of the employee's frame of mind.

Regular employee surveys and other participative communication programs allow employees to share their anxieties and suggestions for improvement openly and candidly. We are happy to report that the theory of X management, unfortunately still quite prevalent today, that advocated micro- management of employees is well on its way out of the window. The last two years have shown that organisations that operate and even thrive with flexible working models allow more freedom and autonomy to their employees. Whether it be an entire work from home model or any of its hybrid variants, organisations can ensure a motivated workforce while saving big in infrastructure-related costs.

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HOW IS SOFTWARE SIMPLIFYING RECRUITMENT?

Recruiting software is a system that helps organizations hire qualified people in an efficient way. This is a deliberately broad definition – there are various software solutions for this same purpose that have similar functions (such as posting job ads and managing candidates) but differ in features, outlook or complexity The hiring process has many intricate steps, from posting job ads to multiple job boards to screening hundreds of resumes to preparing and sending job offers – managing and tracking the whole process via email and spreadsheets is time-consuming and makes record- keeping or reporting difficult (if not often impossible). That's where recruiting software comes in; organization

can have the hiring tools they need gathered in one place, where all the necessary information is organized in a clear way. Also, good systems allow smooth collaboration among various stakeholders (i.e. hiring teams, candidates, recruiters, HR) in that centralized location, eliminating cumbersome back-and-forth emails or needless confusion.

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https://www.softwaretestinghelp.com/recruiting-software/

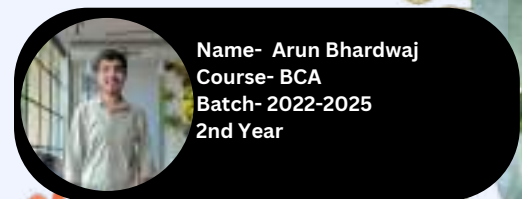# TALENT MANAGEMENT APPROACHES AMONG MNCS IN THE USA

Starting from the identification of the talented employees to retaining them, Talent Management has set the new paradigm in terms of locating skilled employees. Following Human Capital study, the major challenges occur in the workforce surrounds talent acquisition, retention, shortage of leadership and developing capabilities. These experiencing scenarios are co-related with talent management processing that breaks down these barriers. management practices to support, develop and nurture the employee variably (Bayyoud et al 2015). The investment in the talent acquisition processes manually foster a stagnant work culture where employee focusing on creating value and meeting organizational objectives. Just like any other management area, Talent management is used to increase the effectiveness of leadership and accelerating. Talent Management (TM) has attracted increasing attention from academics and practitioners in recent years, but there are many gaps and omissions left for further theoretical and empirical development. One line of debate has been whether TM is merely a re-packaging of what already exists, not being distinct from traditional HRM practices or disciplines. The paper has three main components: (i) a review of how 'Talent' and TM has been conceptualised in the literature and the outline of a framework we have derived therefrom which identifies four main perspectives on TM: exclusive-people; exclusive-position; inclusive-people; social capital; (ii) the presentation and analysis of our research findings relating to TM perspectives and practices in seven multinational corporations (MNCs) in Beijing;

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IMPORTANCE OF FINANCIAL LITERACY & FINANCIAL BEHAVIOUR FOR YOUTH

In an era marked by complex financial systems and an array of investment opportunities, possessing a strong foundation in financial literacy is paramount for the youth. Financial literacy encompasses the knowledge and skills required to manage one's finances effectively. It empowers individuals to make informed decisions about budgeting, saving, investing, and planning for the future. For young people, in particular, cultivating financial literacy sets the stage for a secure and prosperous future. Understanding the importance of financial behavior goes hand in hand with literacy. It involves applying the knowledge gained through financial education in real-world scenarios. This entails making sound

financial choices, avoiding excessive debt, and planning for long-term goals such as homeownership or retirement. The right financial behavior can help youth build a solid financial footing from the outset of their adult lives. A lack of financial literacy and responsible behavior can lead to detrimental consequences. Young individuals may find themselves burdened by debt, unable to save for emergencies or future investments, and ill-prepared for unexpected life events.

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FINANCIAL MARKETS & MONETARTY POLICY: SUCCESS OR FAILURE

The dynamic relationship between financial markets and monetary policy has been a cornerstone of economic management. Central banks worldwide employ monetary policy as a powerful tool to influence economic conditions and maintain stability. The verdict on its success or failure, however, is nuanced. Monetary policy, encompassing interest rate management and money supply control, plays a pivotal role in stabilizing economies. During crises like the 2008 global financial meltdown and the COVID-19 pandemic,

central banks swiftly lowered interest rates and implemented quantitative easing to avert economic collapse. These actions are largely credited with preventing deeper calamities. Yet, the effectiveness of monetary policy can vary across economic contexts. Persistently low interest rates, as seen post-2008 and during the pandemic, challenge the traditional tools of monetary policy. This has sparked debates about central banks' limitations in stimulating growth and preventing deflation.

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MOBILE FINANCIAL SERVICES, FINANCIAL INCLUSION, AND DEVELOPMENT: A DETAILED STUDY

Mobile Financial Services (MFS) have revolutionized the way individuals interact with their finances. This innovative approach utilizes the ubiquity of mobile technology to provide a diverse range of financial services, eliminating barriers of accessibility and affordability. Through MFS, even remote and marginalized communities can now participate in the formal financial system, fostering economic inclusion on a global scale. One of the key advantages of MFS is its inherent security and transparency. Digital platforms employ advanced encryption techniques, ensuring the safety of transactions while maintaining a transparent record of financial activities. Moreover, the cost-effectiveness of MFS compared to traditional banking services makes it an attractive option for lower-income populations.

In addition to personal financial management, MFS has a profound impact on small businesses and entrepreneurship. By offering tools for transaction management and access to credit, MFS empowers local businesses, spurring economic growth in communities that were previously underserved by traditional banking. The adoption of MFS has far-reaching effects on poverty reduction, increasing savings rates and providing individuals with the means to navigate economic challenges. As a result, MFS has become a cornerstone in the quest for sustainable, inclusive economic development. It is imperative that policymakers, financial institutions, and technology providers continue to collaborate to harness the full potential of MFS for the betterment of societies worldwide.

Reference Link:
https://enterslice.com/learning/mobile-financial-services-india/#:~:text=Customers%20can%20monitor%20their%20account,access%20to%20their%20financial%20accounts.

Name- Priyanshi Tyagi
Course- BCA
Batch- 2022-2025
2nd Year

Poet Corner

आसमान के तारे, चमकते सितारे,
रात की गहराइयों में बिखेरते ख्वाब हमारे।
चाँद की किरनें देतीं सुख-शांति की बातें,
ज़िन्दगी के सफर को बनाती है सुनहरे रंगों से सजाती।

सुबह की पहली किरन, एक नई शुरुआत का संकेत,
दिन का सफर है, जिंदगी की हर कदम बेहद महत्वपूर्ण है।
जब रात आती है, और चुपचाप सितारे चमकते हैं,
तो दिल में उम्मीदों का चमकता सिलसिला होता है।

सपनों की दुनिया है, ये रात की रानी,
जहाँ हर ख्वाब सच होता है, मन की आस निराशाओं में भी।
तारों की मला बुनकर आकाश में तैरते हैं हम,
सपनों के जादू में खोकर, जीते हैं हम खुद को पुरानी।

सितारों की रौशनी में छुपी है जिन्दगी की सब बड़ी बातें,
रात की शांति, सपनों का साथ, ये है जीवन की मिठास।
जब भी रात आए, और आकाश में तारे छमकें,
याद रखो, सपनों का साथ हमें हमेशा सच करता है।

Name- Tanisha Yadav
Course- BBA
Batch- 2022-2025
2nd Year

In the stillness of the night, stars above so bright,
They whisper tales of dreams, in the softest light.
The moon, a gentle guide, in the velvet sky,
As the world rests in peace, under its watchful eye.

Each night is a canvas, painted with stardust fair,
Where wishes take flight, carried on midnight air.
The universe, a wonder, vast and grand,
Holds secrets untold, in its celestial land.

So as you close your eyes, and the day takes its flight,
Embrace the dreams that dance, in the realm of night.
For in the realm of slumber, where imagination's free,
Lies the boundless potential of who you're meant to be.

Name- Kaushlesh Agarwal
Course- BCA
Batch- 2022-2025
2nd Year

Let's Draw

Name- Ayushi Sharma
Course- BCA
Batch- 2022-2025
2nd Year

आईटीएस मोहननगर ने 12वीं कक्षा में सर्वोच्च अंक प्राप्त करने वाले 1 हजार विद्यार्थी को किया सम्मानित

आपकी यह सफलता सिर्फ आपकी ही नहीं, परिजनों एवं अध्यापकों की भी सफलता हैः सुरेंद्र सूद

उदय भूमि ब्यूरो

गाजियाबाद। मोहन नगर स्थित आईटीएस इन्स्टीट्यूट द्वारा रविवार को दिल्ली एनसीआर क्षेत्र के 12वीं कक्षा की बोर्ड परीक्षा में 75 प्रतिशत से अधिक अंक प्राप्त करने वाले छात्र-छात्राओं को सम्मानित किया गया। जिसके लिए आईटीएस के चाणक्य सभागार में सम्मान समारोह का आयोजन किया गया। मुख्य अतिथि महापौर सुनीता दयाल, रेलवे बोर्ड के पूर्व चेयरमैन अरुणेंद्र कुमार और सीसीएस यूनिवर्सिटी मेरठ के हिंदी के हेड ऑफ द डिपार्टमेंट डॉ. एनसी लोहानी, आईटीएस ग्रुप ऑफ एजुकेशन्स के चेयरमैन डॉ. आरपी चड्ढा, निदेशक (पीआर) सुरेंद्र सूद, आईटीएस-यूजी परिसर के निदेशक प्रो. (डॉ) सुनील कुमार पांडेय, यूजी कैंपस की वाइस प्रिंसिपल प्रोफेसर नैंसी शर्मा व उपस्थित गण मान्य

व्यक्तियों द्वारा माँ सरस्वती के चरणों में दीप प्रज्वलित कर के किया गया। स्वागत संबोधन के दौरान प्रो. (डॉ) सुनील कुमार पांडेय ने कहा कि आईटीएस संस्थान हमेशा से प्रतिभाशाली छात्रों के मनोबल को बढ़ाने तथा उत्साह प्रदान करने के लिए इस प्रकार के आयोजन, समय-समय पर करता रहता है जिससे छात्र अपने सुनहरे भविष्य के प्रति जागरूक रहते हुए अपने मनोबल को हड रख सकें। महापौर सुनीता दयाल

ने अपने सम्बोधन में उपस्थित सभी छात्र छात्राओं को बोर्ड में उनके द्वारा किये गये उत्कृष्ट प्रदर्शन के लिए बधाई दी। और उन्हें भविष्य में ऐसा ही प्रदर्शन करते रहने के लिए प्रेरित किया। विशेष अतिथि के रूप में उपस्थित रेलवे बोर्ड के पूर्व चेयरमैन अरुणेंद्र कुमार एवं सीसीएस यूनिवर्सिटी के हिंदी के हेड ऑफ द डिपार्टमेंट डॉ. एनसी लोहानी ने आईटीएस कैंपस द्वारा कराये जा रहे इस प्रयास की सराहना करते हुए

बच्चों की सफलता पर उन्हें बधाई दी और आगे ऐसे ही निरंतर प्रयास करते रहने के लिए प्रोत्साहित किया। डायरेक्टर (पीआर) सुरेंद्र सूद ने छात्र-छात्राओं को संबोधित करते हुए कहा कि आपकी यह उपलब्धि आपके जीवन को एक नई उड़ान प्रदान करेगी किन्तु आपको अपनी दिशा स्वयं निर्धारित करनी होगी इसलिए जीवन में सफल होने के लिए, अपनी दिशा जरूर सुनिश्चित कर ले कि अब आगे आपको क्या

करना है। उन्होंने बताया कि आपकी यह सफलता सिर्फ आपकी ही नहीं अपितु आपके परिजनों एवं अध्यापकों की भी सफलता है। इस सफलता को बनाये रखने के लिए आपको और भी अनुशासित एवं संतुलित होने की आवश्यकता है।

सम्मान समारोह के दौरान, डीपीएस गाजियाबाद, डीडीपीएस, कार्ल हूपर, नोएडा, केडीबी गाजियाबाद, रियान इंटरनेशनल, डीएवी, विवेकानंद, छबीलदास,

खेतान स्कूल, डीएलएफ साहिबाबाद, सिल्वर लाइन जैसे लगभग 120 विद्यालयों के 12वीं कक्षा में 75 प्रतिशत से अधिक अंक प्राप्त करने वाले 1000 से अधिक छात्र-छात्राओं को सम्मानित किया गया। छात्र-छात्राओं ने आईटीएस ग्रुप ऑफ एजुकेशन्स का धन्यवाद करते हुए कहा कि इस सम्मान समारोह में आकर हम गौरवान्वित महसूस कर रहे है। उपस्थित अभिभावकों एवं अध्यापकों ने भी आईटीएस को अपना धन्यवाद प्रदान किया, साथ ही इस प्रकार के आयोजन करते रहने के लिए सुझाव भी दिया। इस अवसर पर आईटीएस ग्रुप ऑफ एजुकेशन्स के चेयरमैन डॉ. आरपी चड्ढा, निदेशक (पीआर) सुरेंद्र सूद, डायरेक्टर यूजी प्रो. (डॉ.) सुनील कुमार पांडेय, आईटीएस (यूजी कैंपस) की वाइस प्रिंसिपल प्रोफेसर नैंसी शर्मा और अध्यापकगण भी उपस्थित रहे।

आईटीएस मोहन नगर में बीसीए के 27वें बैच (सत्र 2023 26) के नवप्रवेशी छात्रों के लिए नव सत्र का शुभारम्भ

उदय भूमि न्यूरो

गाजियाबाद। मोहन नगर स्थित आईटीएस स्थित के रविवार को बीसीए पाठ्यक्रम के 27वें बैच (सत्र 2023-26) के नवप्रवेशी छात्रों के लिए शुभारम्भ के साथ नव सत्र का शुभारम्भ हुआ। इस अवसर का बहिष्ठ चैम्पेयन अति चड्ढा ने अपने सत्रारम्भ में तथाप्रतिभी छात्रों को उनके कर्तव्य के रास्ते पर चलने को लेकर प्रेरित करते हुए कहा कि अपने लक्ष्यों को जल्द प्राप्त करने के लिए मन से मेहनत करें और उसी निर्देश पाने के लिए अवश्यकता हैं। उन्होंने छात्रों को सत्रत प्रति के लिए कलात रखा प्रति के लिए, और इस तरह आहार भी विभाग्यों पर बल देने

सुनील कुमार पांडेय ने अपने स्वागत भाषण में सभी शिक्षकों, छात्रित्रों का अभिन छात्र करते हुए नव प्रवेशी छात्र छात्राओं को अपने आप पर परीक्षा रखने, कर्तव्य से बढ़ती शिक्षा और उनमें अपने सुविधीले का बढावा करते हुए भविष्य में आगे बढ़ने के लिए प्रोत्साहित किया। सुत्रारि सुनील भविष्य में बला तो

के रूप में उपस्थित मिस्टर पेरिस्थ मोहन (सीडेक, सीओईओ) सहायक सलाहकार) एवं विशेष अतिथि डॉ. नवीन नोहर राव (एएएस, स्ट्रैटेजिक एवं विशेष कोप, इंटरल विजन, होउ चालोबोिन्टाइट) ने समारोह में आगत अपनी के सम्बोधन दिया। कैरियर विशेषता ने बालोन में चला तो पर बले भागये बाले मीडिया को सबकी से चल

आईटीएस में आयोजित हुआ कार्यक्रम

गाजियाबाद। आईटीएस मोहननगर इन्स्टीट्यूट द्वारा दिल्ली एनसीआर क्षेत्र के 12वीं कक्षा की बोर्ड परीक्षा में 75 प्रतिशत से अधिक अंक प्राप्त करने वाले छात्र-छात्राओं को सम्मानित किया गया। जिसके लिए आईटीएस, गाजियाबाद के चाणक्य सभागार में रविवार की एक सम्मान समारोह का आयोजन प्रातः 10 बजे गाजियाबाद की मेयर सुनीता दयाल, रेलवे बोर्ड के पूर्व चेयरमैन अरुणेंद्र कुमार तथा सीसीएस यूनिवर्सिटी मेरठ के हिंदी के हेड ऑफ द डिपार्टमेंट डॉ. एनसी लोहानी, आईटीएस ग्रुप ऑफ एजुकेशन्स के चेयरमैन डॉ. आरपी

सम्मान

- 12 वीं कक्षा में सर्वोच्च अंक प्राप्त करने वाले छात्र-छात्राओं को किया गया सम्मानित

रेलवे बोर्ड के पूर्व चेयरमैन अरुणेंद्र कुमार एवं सीसीएस यूनिवर्सिटी के हिंदी के हेड ऑफ द डिपार्टमेंट डॉ. एनसी लोहानी ने आईटीएस गाजियाबाद कैंपस द्वारा कराये जा रहे इस प्रयास की सराहना करते हुए बच्चों की सफलता पर उन्हें बधाई दी और आगे ऐसे ही निरंतर प्रयास करते रहने

आई टी एस संस्थान द्वारा दिल्ली एन.सी. आर. क्षेत्र के 12 वीं कक्षा में सर्वोच्च अंक प्राप्त करने वाले छात्र-छात्राओं को किया गया सम्मानित

कृष्ण उजाला संवाददाता गाजियाबाद। आई टी एस मोहन नगर इन्स्टीट्यूट द्वारा दिल्ली एन. सी.

लोहानी, आई टी एस ग्रुप ऑफ एजुकेशन्स के चेयरमैन डॉ. आर. पी. चड्ढा, निदेशक (पी आर) सुरेन्द्र सूद

छात्र अपने सुनहरे भविष्य के प्रति जागरूक रहते हुए अपने मनोबल को हड रख सकें।

सम्मान समारोह में मुख्य अतिथि के रूप में उपस्थित गाजियाबाद की मेयर श्रीमति सुनीता दयाल ने अपने सम्बोधन में उपस्थित सभी छात्र छात्राओं को बोर्ड में उनके द्वारा किये गये उत्कृष्ट प्रदर्शन के लिए बधाई दी। और उन्हें भविष्य में ऐसा ही प्रदर्शन करते रहने के लिए प्रेरित किया।

के 75 प्रतिशत से अधिक अंक प्राप्त करने वाले 1000 से भी अधिक छात्र-छात्राओं को प्रतीक चिन्ह स्वरूप सम्मान पत्र एवं पुरस्कार प्रदान किये गये। इसके अलावा सभी स्कूलों के संकाय टॉपर को विशेष पुरस्कार दिए गए।

इस अवसर पर आई टी एस ग्रुप ऑफ एजुकेशन्स के डायरेक्टर (पी.आर.) सुरेंद्र सूद ने छात्र-छात्राओं को संबोधित करते हुए कहा कि आपकी यह उपलब्धि आपके

आवश्यकता है। सम्मान समारोह के दौरान, डी. पी. एस गाजियाबाद, डी. डी. पी. एस कि इस सम्मान समारोह में आकर हम गौरवान्वित महसूस कर रहे है उपस्थित अभिभावकों एवं अध्यापक

AMAZING FACTS

1. A mix between a Chihuahua and a dachshund is called a "chiweenie.

2. There are no seagulls in Hawaii.

3. Even though dragonflies have six legs, they cannot walk.

4. Gummy bears were originally called "dancing bears.

5. Sea otters have the thickest fur of any mammal, at 1 million hairs per square inch.

6. The bird on the Twitter logo is named "Larry." He was named after the basketball player Larry Bird, who played for the Boston Celtics.

7. The term "coccyx" (also known as your tailbone) is derived from the Greek word "cuckoo" ("kokkux") because the curved shape of the tailbone resembles the bird's beak.

8. A baby has around 30,000 taste buds. They are not just on the tongue but also on the sides, back, and roof of the mouth. Adults have about 10,000.

9. In one survey, three out of four people admitted to sharing an ice cream cone with their pet.

10. When humans take a breath, they replace only 15% of the air in their lungs with fresh air. When dolphins take a breath, they replace 90% of the air in their lungs with fresh air.

Name- Suryansh Pandey
Course- BBA
Batch- 2022-2025
2nd Year

UG HIGHLIGHTS

UG EVENTS

Academic Excellence Award & Felicitation Ceremony in Meerut

I.T.S. Mohan Nagar has organized Felicitation Ceremony for Principal, Teacher and Meritorious Students of Class XII from all streams & boards from various reputed schools of Meerut on July 19, 2023. The purpose of organizing "Academic Excellence Awards & Felicitation Ceremony" is to recognize hard work and efforts of Principal, and Teachers to improve educational level of the society and to felicitate meritorious students of Class XII who have secured 70% and above in their Board Examination. The students are awarded to mark their accomplishments, determination, persistence and hard work. On this occasion, Vice Chairman, I.T.S - The Education Group, Mr. Arpit Chadha, Chief Guest – Shri Harikant Ahluwalia, Mayor, Meerut city, Shri. Suresh Jain 'Rituraj', Member of Minority Commission, Govt. of UP, Shri. Sanjay Sharma, President, BJP, Meerut Mahanagar, Director - PR, I.T.S - The Education Group, Mr. Surinder Sood, Director - IT, Dr. Sunil Kumar Pandey, Director – UG and faulty members were present to felicitate and motivate the students.

23RD JULY, 2023

Academic Excellence Award & Felicitation Ceremony

I.T.S. Mohan Nagar, Ghaziabad is organising an Academic Excellence Awards & Felicitation Ceremony on July 23, 2023 to felicitate meritorious students for their outstanding performance in XII Standard Board Examinations, 2023 at I.T.S, Mohan Nagar campus.

The categories of awards are as follows:

1. Students who have secured *75% or above in board examination*
2. *Toppers of individual stream* such as Science, Commerce and Arts etc.
3. School wise *'Best Teacher'* as nominated by School's Principal
4. *Special Recognition for School Principal*

Inaugural Ceremony of Placement Readiness Enhance Programme (PREP- 2023)

I.T.S. Mohan Nagar, Ghaziabad UG Campus organised an inaugural ceremony on **2-Weeks PREP** (Placement Readiness Enhancement Program) for the **final year students** of **BBA (Batch 2021-2024) commenced** on 01st August 2023.

On Day-1, The **Program was inaugurated** by globally known Business Consultant, Coach & Trainer:

Dr. **Burzin Bharucha**
 Sr. Advisor & Sr. Manager
Cyber Leader EMEIA & India Region
Cybersecurity Advisory Consulting
Ernst & Young

In his address, Dr. Bharucha talked about massive adoption of technology in Industry & businesses and how this adoption is changing the requirements in Skills which needs to be understood and prepare accordingly. After the Session, a Q & A Session was also planned which lasted for about an Hour. In this Session 250 Students of BBA Final Year (2021-2024) participated.

In 02 Weeks long program, Leading Experts from Industry, Technocrates, Researchers, HR Experts, Academicians, special Sessions on ChatGpt, Blockchain Technologies, 21st Century Skills, Revisit of learned concepts would be discussed by the experts from these fields.

Placement Readiness Enhance Programme (PREP- 2023) Day 2

I.T.S. Mohan Nagar UG Campus organized Placement Readiness Enhance Programme (PREP- 2023) for BBA students Batch 2021-2024 on 2.8.2023 .

Day 2-The Objective of this session was to enhance the corporate skills and behavior in students.The guest of the event Mr. Akshay Aggarwal, Trainer- Tie Learnings, gave many examples through videos and explained well for the clear understanding . The main goal of this programme is to prepare students for successful placements by enhancing their skills, boosting their confidence, and offering insightful information about the corporate world.

Mr. Akshay Aggarwal gave valuable inputs about how can we bring stability and stillness in our mind and work. How to carry ourselves in the corporate world.

He has helped in reflecting what are the bad habits which are pulling us back from achieving our goals and suggested various good habits we can inculcate in ourselves.

Placement Readiness Enhance Programme (PREP- 2023) Day 3

I.T.S. Mohan Nagar UG Campus is organising Placement Readiness Enhance Programme (PREP- 2023) for BBA students (Batch 2021-2024) from 01.08.23 to 28.8.2023.

Day 3- 03 August 2023

The first session started with Group Discussion by Ms. Divya Gupta. She described the etiquettes necessary to carry yourself in a group discussion. She also stated the skills required in a group discussion including communication, team skills etc.

In the second session Ms. Deepika Sharma, Vice president-L&D gave a detailed description on ChatGPT. She stated the use of CHAT GPT in companies and the reason why it is trending in today's world.She mentioned the current state of CHAT GPT Various examples used by ma'am in showing the working of chat gpt included coding, interview preparation, foreign language learning etc.

The Third Session was taken by Ms. Kanika Tondon on "Marketing ki Pathshala". She explained the evolution of Marketing and Marketing 4.0. Various fundamental concepts regarding marketing were revised such as the 7P's or 5A's. She further emphasized on various areas which students needs to prepare for a marketing job interviews.

Placement Readiness Enhance Programme (PREP- 2023) Day 4

I.T.S. Mohan Nagar UG Campus is organizing Placement Readiness Enhance Programme (PREP- 2023) for BBA students Batch 2021-2024 from 01.08.23 to 28.8.2023.

On Day 4 (04.08.23)

First session was taken by Dr. Neerja Anand on emotional intelligence. She shared the importance of emotional intelligence. Moreover she emphasized on the significance of maintaining a balance between EQ and IQ.

Second session was taken by Ms. Divya Gupta on Personal interview.

She suggested various questions that can be asked in an interview and what are the probable answers to those questions.

Third Session was taken by Prof. Munna Mishra on topic "Negotiation skills." He defined the importance of negotiation skills.

5TH AUGUST, 2023

Placement Readiness Enhance Programme (PREP- 2023) Day 5

I.T.S. Mohan Nagar UG Campus organized Placement Readiness Enhance Programme (PREP- 2023) for BBA students Batch 2021-2024 from 01.08.23 to 28.8.2023. Day 5 -05 August, 2023- First session was taken by Prof. Munna Mishra on "Professional Communications". The objective of this session was to learn the way of effective communication which is required in many organizations. Sir clearly defined what professional communication is SSecond session is taken by Mr. K.S Panwar on "Aptitude & Logical Reasoning". Sir gave an overview on the type of questions being asked in an aptitude test and various methods and techniques to solve these questions in minimal time. Students were involved in solving the questions given by Mr. Panwar. Sir gave many short cut tips to solve the questions in a very short time.

Placement Readiness Enhance Programme (PREP- 2023) Day 6.

I.T.S. Mohan Nagar UG Campus organized Placement Readiness Enhance Programme (PREP- 2023) for BBA students Batch 2021-2024 from 01.08.23 to 28.8.2023.

The Day 6 (07.08.23), First session was taken by Ms. Yamini Negi On "functions of Excel ".She took an interactive session on Normal Vlook from different sheets,

Vlook from different workbooks, copy formula, vlookup for multiple values, conditional formatting etc .

Second session was taken by Mr. Debojit Sen "On Effective decision making". He shared the importance of effective decision makings in life.

Placement Readiness Enhance Programme (PREP- 2023) Day 7

I.T.S. Mohan Nagar UG Campus organized Placement Readiness Enhance Programme (PREP- 2023) for BCA students Batch 2021-2024 on 7.8.2023 . In the first lecture by Prof. Rohit Gupta on php students came to know about multiple things of how hypertext preprocessor,Php, HTML and Xampp server. In second lecture by Mr. Varun Arora on Android development, students learned about how to develop the Android application and what are all the prospective and things which the students have to keep in mind for developing Android application. In the third lecture by Prof. Aadil khan on finance and in this lecture students learned about the meaning of all finance terminology like sensex, BSE, NSE, profit, debit, revenues, taxes etc.

77th Independence Day Celebration

I.T.S. Mohan Nagar Ghaziabad UG Campus celebrated Independence Day on 15th August, 2023 in the campus in the presence of Dr. Sunil Kumar Pandey, Director - IT & UG, Dr. V N Bajpai, Director - Institute of Technology & Science, Ghaziabad and Dr. Timira Shukla, Director- I.T.S. School of Management, followed by beautiful cultural performances by our students to celebrate 77th Independence Day. On this occasion, students, faculty & staff members of the Institute were present and greeted each other.

One Week Orientation Program for BBA & BCA

I.T.S. Mohan Nagar Ghaziabad UG Campus proudly share that **28th Batch** of **BBA** and **27th Batch** of **BCA** Courses shall be **reporting** at the **Institute - I.T.S. Mohan Nagar, Ghaziabad** followed by a **One Week Orientation Program** with the formal Inaugural Ceremony as:

BCA (27th Batch 2023-2026) - Monday, 04.09.2023

BBA (28th Batch 2023-2026) - Tuesday, 05.09.2023

This will be **an addition** of about **about 1000+ new Members** to **proud I.T.S Family** whose Alumni have spread their wings across the Globe.

We welcome all the newly admitted students of BBA and BCA Courses and wish them all the best for all their future endeavors with great learning, exposure and opportunities of exploring new areas and build solid foundation to take off with flying colors.

Motivational Session by Mr. Arthur Sherry

I.T.S. Mohan Nagar, UG Campus organized "PRARAMBH- 2023" ORIENTATION PROGRAMME OF BBA (28th BATCH) (2023-2026)

Day -3 6th September 2023

A Motivational Session was organized by Mr. Author Sherry- An International Public Speaking Coach. Mr. Author Sherry explained various success mantras that student should follow to become successful in life .some of them are the following

1. Surround yourself with positive people.

2. Formal education will make you a living but self education will make you fortune

3.Don't talk and take massive action.

4. Read Good Books

5. Be a proud Indian and make India proud

6. The more and more deeper you get into the subject you will find success.

7. Mindset is the best to separate the rest. We should opt growing mindset rather than fixed one.

8. Self love is important

Students thoroughly enjoyed this lecture. Mr. Author Sherry inspired the students to do much more efforts to become successful.

Guest Lecture

I.T.S. Mohan Nagar, Ghaziabad UG Campus organized "PRARAMBH- 2023" ORIENTATION PROGRAMME OF BCA (27th BATCH: 2023-2026)

Day 3-Mr. Shankar Goenka, Managing Director, Wow Factors India Pvt Ltd was the eminent speaker on Day 3 of the Orientation Programme Prarambh 2023. A few guru mantras were shared by our honourable guest. He said that it's not important how you make communication with others but how you make connections with others. Another guru mantra shared by him is you are the one who's going to decide in what field you are good at and do hard work, no one dies because of hard work but I have seen people dying because of not doing anything, do the work you are passionate about. Apart from these amazing, and motivating points with our students like Reading self-improvement books., Use your time in an extremely creative way. Not taking risks is the biggest risk, If you try you may fall but if you don't try you have already fallen.

"कर्म भूमि की इस दुनिया में, श्रम हमें ही करना पड़ता है। ऊपर वाला सिर्फ लकीरे देता है, रंग हमें ही भरना पड़ता है।"

Management Day for BBA Students

Day 4th of orientation program of BBA (28th Batch) (2023-2025) at I.T.S. Mohan Nagar Ghaziabad UG Campus was started with the some fun activities for the students in the form of Management day for the sake of involvement. These Fun activities included presentation game conducted in a group of students. Prof. Divya Gupta, wonderfully designed & executed these games with the help of faculty members and student volunteers. In another part different activities by Clubs and societies were also organized in which students participated with full zeal and enthusiasm

Alumini Panel Discussion for BCA Students

Alumni Panel Discussion was organized for BCA Batch (2023-26) in Day-5 of Prarambh 2023 at I.T.S. Mohan Nagar, Ghaziabad UG Campus.

Director UG and IT Dr. Sunil Kumar Pandey in his welcome address said "Let's begin with the idea of illumination. As you embark on this academic journey, remember your parents' significant investment in your education.

▪ Mr. Devindra Singh , Alumnus BCA (2000-2003), Head - IT & Infrastructure, Sinch India, a prominent figure in our industry, acknowledges the remarkable strides that ITS has taken over time. He emphasizes the pivotal role of India in the global context, being the fifth-largest economy worldwide.

▪ Ms. Mansi Khanna, Alumnus BCA (2008-2011), Team Lead, Tech Assurance, Ameriprise Financial brings a perspective that highlights the importance of balance in this phase of life. She emphasizes the significance of setting targets, which can range from modest to ambitious. ITS has a track record of placing graduates in prestigious companies, offering diverse job opportunities.

▪ Mr. Alok Dwivedi, Alumunus of BCA Batch (2011-2014) Deputy Manager, Johnson Controls India in his address advised that having a clear goal in the academic journey is essential. It provides direction and purpose to your studies. He said that striking a balance between enjoyment and academic responsibilities is crucial.

▪ Mr. Yatendra Tomar, Alumni BCA (2012-2015) Sub Inspector, Surveillance, Chowki Incharge, Modinagar UP Police, shared his remarkable experiences in the IT field, offering us valuable insights. Mr. Tomar's journey included a pivotal moment when he was selected for a placement at Wipro. However, he made a choice that many may not understand – he declined the opportunity as his passion lies in solving people's problems, and he values the freedom to do so without constraints.

On Day-5 different activities by Club and Society were also organized in which students participated with full zeal and enthusiasm.

E-cell Lakshya Online Session by NCUI

E-cell 'Lakshya' of I.T.S Mohan Nagar Ghaziabad UG Campus facilitated an online session on the "Role of students in empowering cooperatives through NCUI Haat Portal" organized by NCUI, New Delhi for BBA & BCA students on Sept. 14, 2023. The objective of this awareness program was to enlighten the students about the role and contribution of Cooperative Societies in nation building and as a medium to connect with the grassroot level.

BBA & BCA students visit New Parliament Building

I.T.S. Mohan Nagar Ghaziabad UG campus organized a visit to New Parliament Building, New Delhi on September 20, 2023 for BBA & BCA 1st year students. Sudents had the opportunity to visit the New Parliament Building in New Delhi. This visit was an enriching and educational experience for them. The New Parliament Building reflects the aspirations of the "New Bharat" and fills every Indian with pride. The building is not only a symbol of modernity but also carries a sense of national pride. The students' visit was an "enriching experience filled with inquisition and knowledge as they were curious and eager to learn during their visit. The students had the opportunity to explore various parts of the Parliament, including the Lok Sabha and Rajya Sabha, which are the two houses of India's Parliament. They also visited the Central Hall of the Parliament, a historically significant space, and the residence of General V.K. Singh.

Industry Visit to AIL

I.T.S. Mohan Nagar, Ghaziabad UG campus had organized an Industrial Visit to Abilities India Piston & Rings (AIL) Ltd, Sahibabad, Uttar Pradesh on 22 Sept 2023. Students visited the Plant and vividly experienced the production of piston and rings of various sizes. At the plant, students were briefed about the foundation, organisation and operation of the AIL. Further they were escorted and demonstrated the various activities in the plant ranging from forging of aluminium, casting, cutting, fabrication, smoothing to finally quality checking.

25TH SEPTEMBER, 2023

Guest Lecture by Dr. Reema Thareja

I.T.S. Mohan Nagar, Ghaziabad UG Campus has organised a Guest Lecture on "Programming Basics" by renowned author & educator Dr. Reema Thareja on 25th September, 2023. Dr Reema Thareja explained very basic things in very interesting manner. She discussed about common mistakes that students make frequently while writing programs, popular error messages and logic development etc. She started with inspirational and valuable things which are useful for the students in their professional career to come. She also differentiated programming and efficient programming.

Industry Visit to Bisleri

I.T.S. Mohan Nagar, Ghaziabad UG campus organised an industry visit to Bisleri, Sahibabad, Ghaziabad for Students of BBA & BCA 1st Year on September 26, 2023. The students learned about the historical development, objective, working style, distribution channel and production process of Bisleri in India. During the visit, a lecture was attended by the students wherein an overview of the Company from its inception to the current position in the market was given by the Staff members of the Company.

DISCLAIMER

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

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

Dear Students,

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

1. Violence in media content
2. How do regular people influence technological progress?.
3. The climatic change in the last 30 years
4. Recycling to make the world a better place.
5. Impacts of alcohol, tobacco, and marijuana on the human body.

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

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

We are looking forward for your participation in article writing etc. and making Tatva more spellbinding . Please mail your articles/poems etc. will be published in October-December, 2023 ISSUE.

vaijaynatianand@its.edu.in

seemakashyap@its.edu.in

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

With Best Wishes

Editors

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General Articles

1. The Pros and Cons of Remote Work and its Effects on Productivity and Work-Life Balance.
2. Mental Health Stigma and the Importance of Seeking Treatment.
3. The Future of Transportation: Autonomous Vehicles and their Potential Impact on Society.

IT Articles

1. Blockchain Technology: Potential Use Cases and the Future of Decentralized Systems
2. Augmented Reality (AR) and Virtual Reality (VR): Transforming Industries and Redefining Customer Experiences
3. Cloud Computing: Advantages, Challenges, and Adoption Trends

Marketing Articles

1. Content marketing: how to generate more leads and close sales
2. The importance of a marketing plan to the success of a business or product launch
3. Immersion marketing through virtual reality

HR Articles

1. HR gets more data- driven
2. HR become curators of learning
3. Managing the implications of a gig economy workforce

Finance Articles

1. Performance of mutual funds can change within the private and public sectors.
2. Analyzing financial statements can assess a business's performance.
3. Global Economic Crises: Possible Precautions to prevent Global Financial crisis.

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We are looking forward for your participation in article writing etc. and making Tatva more spellbinding . Please mail your articles/poems etc. will be published in October- December, 2023 Issue.

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With Best Wishes

Editors