

# I.T.S Mohan Nagar Ghaziabad

## *e-newsletter*

VOLUME 2

ISSUE 7

JULY 2013

### INSIDE THIS ISSUE

Inaugural Ceremony for XVIII batch of PGDM (2013-15)	2
Industry interaction for PGDM Batch (2013-15 with Mr Harbinder Singh Sokhi	3
Industry interaction for PGDM Batch (2013-15) with Mr Shantnu Choudhary , General Manager Business Standard	3
Industry interaction for PGDM Batch (2013-15) with Mr. Pawan Duggal (Famous Cyber Crime Expert)	4
PGDM Orientation Programme 2013	4
Industry interaction of PGDM 2013-15 Batch with Mr. Gagan Kochar	5
Meditation sessions “Happy Life – Happy Soul” for 1st year PGDM (2013-15)	5
CSR: Massive Plantation Drive on 7th July 2013	6
Industry interaction of PGDM 2013-15 batch with Mr Abhijit Saxena.	6
Panel Discussion ‘ABHIVYAKTI 2013’ for PGDM (2012-14) Batch	7
Opening Ceremony of SANKALP-2013 for 2nd year PGDM students (2012-14)	7
Industry Interaction of PGDM 2013-15 (Batch) with Ms. Teena Makhija	8
Industry Interaction for PGDM 2013-15 Batch with Mr Divyankar Goel	9
Alumni Interaction with PGDM (2013-15) batch	9
Guest Lecture by Prof N K Gupta, IIM, Lucknow for PGDM (2013-15) batch	10
Friday Club organized a session on “Drivers of Employment in SME – An Empirical Analysis” by Dr. Pankaj Kumar	12
Grand Inauguration of Utthan Lab Second Phase Activities	13
Fresher’s Party “Aagaaz” for PGDM (2013-15)	14
‘Parivartan’ Initiated another Revolution in Vasundhara Slums	15
XVIII Batch of Orientation Programme for PGDM (2013-15) (01st July, 2013 to 12th July, 2013)	16
Sankalp-2013 Exclusive Orientation Programme for Senior PGDM Students (Batch 2012-14)	21
AICTE sponsored Faculty Development Programme on “ Emerging Trends and Research Aspects in 3G wireless communications (ETRA-3GWC-2013) from 29th May, 2013 to 11th June, 2013 was organized by Dept. of I.T.	23
Quiz?	25
Answers of Quiz in Last Issue	26
Winners of Last Issue Quiz	26

## **Inaugural Ceremony for XVIII batch of PGDM (2013-15)**

Institute of Technology & Science, Mohan Nagar, Ghaziabad started XVIII batch of its PGDM Course on 1st July, 2013. On the second day of the orientation programme, held at Hotel Lemon Tree, Delhi. Mr Shiv Kumar, President, All India Management Association was the Chief Guest in the Inauguration Ceremony. In the welcome address, Director General of I.T.S, Dr A K Puri congratulated all the students for their successful completion of the selection process. Dr Puri gave message to students to fully utilize their two years of I.T.S life. He was of the view that if students properly utilize world-class resources of I.T.S for their betterment and development, they will be capable of taking up any managerial responsibility in their future assignment. Dr. BS Hoti, Director Management, cited the significance of 2-week Orientation Programme. He said that the objective of this programme is to bring all the students coming from different walks of life on a common platform. In the Inaugural address, Chief Guest Mr. Shiv Kumar gave students clues to get successful in business and industrial life. He was of the view that positive attitude is the pre-requisite to get success in every walks of life. Hard work and positive thinking are the key to success in problem solving. He was also of the opinion that if students do utilize their two years of the PGDM course, the success will follow them. Dr. D B Singh, Chairman of the Academic Council, was also present there. He also emphasized on the need for discipline in every activity. Sri Manoj Tandon, Member, academic Council, advised the students to prepare time-bound career plan for their future and work accordingly. He was of the view that without knowledge nothing is possible. On this occasion, Mr. Arpit Chadha, Vice Chairman, ITS group, inspired the students with short stories and his charismatic personality. After the inaugural session, Dr. PUB Rao conducted the ice breaking session. In the post lunch session, panel discussion was held on “ Expectations of Industry from students”. Mr Sukesh Jain, Head, Airtel, Mr. Anurag Kaul, MD, JK Insurance, Dr. PUB Rao, Senoir Professor were the members of panel discussion. Prof. CK Sabharwal was the moderator of the session. Prof Abhinav Tripathi, coordinator- PGDM programme proposed the vote of thanks to panel members, while Dr. Mukesh Porwal propped the vote of thanks to all the speakers of the day.

## Industry interaction for PGDM Batch (2013-15 with Mr Harbinder Singh Sokhi ( Company: Bombay stock exchange)

An industry interaction was scheduled for ITS PGDM students (2013-15) during their orientation programme. Mr Harbinder Singh Sokhi ( Company: Bombay stock exchange) deliberated on the topic ' BSE and Investor awareness program' dated 03rd July, 2013. In this session students came to know about basics of stock market investment and potential risk involved in investment.



## Industry interaction for PGDM Batch (2013-15) with Mr Shantnu Choudhary , General Manager Business Standard

Industry Interaction for PGDM students ( 2013-15) was organised with Mr Shantnu Choudhary, General Manager Business Standard in ITS Mohan Nagar dated 03rd July, 2013. He talked about innovations in media industry. He also talked about industry expectation from a management graduate. At last he advised students to make a regular habit of reading business news paper to keep them updated.



## **Industry interaction for PGDM Batch (2013-15) with Mr. Pawan Duggal (Famous Cyber Crime Expert)**

Mr. Pawan Duggal (Famous cyber crime expert in India) interacted with first year PGDM students of Batch 2013-15 during their orientation program on 4th July, 2013. He started his speech with high lighting problems coming with sharing of personal information on social media sites. He talked about various laws related to cyber world. Do and don't in cyber media. During his speech he talked about various widely used mobile applications, their terms and conditions and their consequences. At last he told students about how corporate world is frequently using social media sites for verifying a potential employee. Mr Duggal interacted with students and solved their queries and common myths about cyber world. At last he cautioned students about over use of social media sites.

### **PGDM Orientation Programme 2013**

#### **NLP Sessions by Mr. Ram Verma**

Mr. Ram Verma, a renowned Neuro Linguistic Programme trainer conducted three much appreciated sessions for the new students of section A, B and C of PGDM programme on 5th and 6th July 2013. He started with the basics and need of NLP training and very interestingly made the students realize that life is enjoyable and goals are easy to achieve. He said that in English grammar we may have a tense called 'Future Indefinite' but in real life we should make sure that our future is definite, not indefinite as an aimless life is no life. He also shared some well structured techniques of NLP that could make us get rid of various phobias and frustrations. He shared the names of the books titled 'Unlimited Power' and 'Awaken the Giant Within' by Anthony Robbins and assured the students that these books can bring a revolution and change lives. Mr. Verma amazed everyone by sharing the techniques of improving memory power and retention too. He wrote a series of more than 60 digits on the board and could reproduce the same numbers from beginning to the end and the vice versa without looking at them. These NLP sessions proved to be a great success and endowed the students with the required morale and motivation. Some students even shared their personal problems with the trainer to which he gave noticeably satisfying solutions. The sessions were warmly received and appreciated by one and all.

Prof. Gopal Krishna Dwivedi was the faculty coordinator for these sessions.

## **Industry interaction of PGDM 2013-15 Batch with Mr. Gagan Kochar**

Mr. Gagan Kochar a Senior Manager with American express and Ex director- Visa International interacted with the students of PGDM 2013-15 batch for around 2 hours on 6th of July. He started with role of management graduates in industry and power of degree in career progression. He also told students that why they should have a goal in life and they should follow the same. He talked about the research carried at Harvard Business School regarding goal planning by management students at the beginning of program .He shared some statistics on the same. He talked about the personal and corporate life balance along with physical fitness. At last he talked about the duties of student community towards society.

## **Meditation sessions “Happy Life – Happy Soul” for 1st year PGDM (2013-15)**

A three day meditation session was organized from 6th, 9th & 10th July to 10th July,2013 for PGDM 13-14 Batch during their orientation programme. Resource person was Mr. M.K Seth, General Manager ,ALTTC (Sanchar Ratna Awarded).

Mr. Seth started his session with some acupressure exercise and slowly move students towards meditation. He states that being happy is the guru mantra for happy life and meditation is the source for achieving such happiness. He guided students for exercises like” Yog Nidra” and “Dhyan”. At the end Mr. Seth pass on the message that regular practice of Meditation can increase the efficiency of working.



## **CSR: Massive Plantation Drive on 7th July 2013**

A massive plantation campaign was organized by the students, faculty and staff members of the Institute of Technology and Science (ITS), Mohan Nagar, Ghaziabad on 7<sup>th</sup> July, 2013 in which 100 saplings were successfully planted in the presence of Mr. R. A. Khan, a representative of the Forest Department. All the student volunteers had gathered in the campus around 9 a.m. and were overjoyed to realize that they had a chance to do something for the betterment of their environment. The fine weather not only made their task easier but enjoyable too. The saplings were provided by the Forest Department of the government. From digging pits to watering plants, the students' enthusiasm was worth seeing. This campaign continued till afternoon in the presence of the faculty coordinator Prof. Gopal Krishna Dwivedi and Mr. R. A. Khan, a representative of the Forest Department. At the end of the task, the students took a vow to continue the same in future as well.

## **Industry interaction of PGDM 2013-15 batch with Mr Abhijit Saxena.**

Mr Abhijit Saxena, CEO Mobilox and EX CEO ZEE TV interacted with PGDM 2013-15 batch on 8<sup>th</sup> of July at ITS Mohan Nagar Auditorium.

Mr. Saxena, who loves entrepreneurship and started 2 -3 successful ventures in past has shared his experience with first year students. He talked about how one can look into opportunities available in India after completing Management program. How industry experience comes handy in entrepreneurship. He advised students to open their eye and year from very first day of their career to grab opportunities available in market. This session was interactive in nature and he handled the queries of students regarding a new start up.

## **Panel Discussion 'ABHIVYAKTI 2013' for PGDM (2012-14) Batch**

In the post lunch session of 'SANKALP 2013', panel discussion 'ABHIVYAKTI 2013' was held for PGDM 2012-14 batch. Mr. Somit Makar, Director, Mirus Solutions; Ms. Harpreet Datta, Executive Director & Chief People Officer at ABC Consultants and five students of PGDM 2012-14 batch were the members of panel. Prof. CK Sabharwal, Senior Professor was the moderator of the session. Mr. Somit Makar talked about how to take up a job, first to decide where you want to go, study about the industries where you want to go and focus on what you want to do and above all important key is attitude. Ms. Harpreet Datta shares challenges faced by her when she was student. She told that she was a good listener and learner which helped her to achieve her goals and the magic is in action which helps you to reach goal. She also told that recruiter checks the attitude, sincerity to build career, hard worker, communication & clean personality. Students share their SIP experiences.

## **Opening Ceremony of SANKALP-2013 for 2nd year PGDM students (2012-14)**

Sankalp-2013, an orientation programme for the senior PGDM students of batch 2012-14 was organized on 9th July, 2013. The Chief Guest of the programme was Mr. David Wittenberg, CEO, The Innovation Workgroup. This multi-dimensional orientation programme was inaugurated jointly by the Chief Guest Mr. David Wittenberg, Director General Dr. A. K. Puri and Director Management Dr. B. S. Hothi. Soon after the lamp lighting before the idol of goddess saraswati, Dr. Puri presented the welcome address in which he motivated PGDM students to work more on their quality and skills so that they meet the industry expectations successfully. Director Management Dr. B.S. Hothi asked the students to take maximum advantage from the sessions by the industry experts as this could enable them to face the future challenges and opportunity. Soon after these formal addresses, the Chief Guest Mr. David Wittenberg took the charge of the session and shared his innovation mantras with the students in an extremely interesting and interactive way.

He smiled, laughed, shouted, mimicked, moved around and cracked jokes and while doing so, he very smartly and intelligently taught the students important lessons of life and business. Mr. David emphasized on work ethics and said that no matter if you study at ITS or Harvard University, you'll be left with utter loss, punishments and embarrassment if you compromise on ethics and values. He also motivated students for developing effective communication and inter-personal skills.

Prof. Gopal Krishna Dwivedi was the anchor of the session while Prof. A. P. Tripathi and Prof. Manank Kumar coordinated as the convener of the ceremony.

### **Industry Interaction of PGDM 2013-15 (Batch) with Ms. Teena Makhija**

As a part of orientation program an industry interaction was organized at I.T.S- Mohan Nagar campus on 10th July, 2013 for PGDM 2013-15 batch. Ms. Teena Makhija (Zonal Accounts Head – North with L&T General Insurance Company Ltd) was the guest speaker for the session.

She started this session with a topic “Expectation from Young Manager. During her session she talked about insights of Insurance sector and skills required by insurance industry. She also shared insights of insurance sector especially related to marketing and sales and about banc assurance. During her session she emphasized on like positive attitude, good communication, confidence passion towards work, innovative ideas and especially convincing power for sales which are required by industries from an employee

At last she talked about two important things.

- ◆ Small -small things always help you to move forward via experiences of life.
- ◆ You have to do experiments in life to learn something.



## **Industry Interaction for PGDM 2013-15 Batch with Mr Divyankar Goel**

Mr Divyankar Goel -Assistant General Manager with Grasim an Aditya Bikram Birla group company, interacted with PGDM 2013-15 batch student on 11<sup>th</sup> of July during industry interaction session. Mr Goel started this session with asking a question that why there are doing MBA and what they want to do in their life. He talked about do and don'ts during two year program. Importance of summer internship at the time of final placement. What they are supposed to do during summer internship. He talked about the importance of first company in terms of brand in career. He advised students that they should be Go getters and should be mobile in initial day. Students should start their career from a metro city for better exposure.

At last he told students to make a habit of reading Economics Times daily.

## **Alumni Interaction with PGDM (2013-15) batch**

As a part of PGDM Orientation Programme (2013-15), I.T.S Mohan Nagar, Ghaziabad organized a session on Alumni Interaction with the new batch on 12th July, 2013. The following alumni of previous batches of PGDM programme, who are now with the corporate joined the session.

1. Mr. Sanjeev Kumar Shukla (PGDM:2005-07 batch), Regional Product Manager, Bajaj Capital
2. Mr. Pradeep Chaprana (PGDM: 2006-08 batch), Dy. Manger, Havells India Ltd.
3. Mr. Mrityunjay Tiwari (PGDM: 2008-10), Executive, Sanofi India Ltd.
4. Mr. Mukesh Kumar Uttam (PGDM: 2008-10), Professional Marketing Exe., Dr Reddy Lab
5. Ms. Tulika Verma (PGDM:2009-11), Sr. Executive HR, Dainik Bhaskar Corp. Ltd.
6. Mr. Ankur Srivastava (PGDM:2010-12), Sales Associate, Radio City
7. Ms. Chanima Bhattacharya (PGDM:2011-13), HR Executive, Britannia Industries Ltd.

The session started with the introduction of alumni with the new batch. They shared their experiences and learning from their professional career and talked about the corporate expectations. They shared extremely positive memories of their favorite faculty members who enriched their lives during their time as students on campus. This was followed by the question –answer session, raised by the young minds. A strong bonding with the pass out students and commitment to excellence in every field has long been a hallmark of I.T.S. The teacher-student bond here is vibrant and robust. One consequence of this long tradition of excellence is a strong desire on the part of many alumni to reconnect with I.T.S family and to recall their student days on campus. Furthermore, students and faculty members form lasting bonds with students of pass out batches, and just as former students benefit from this re-kindling so too do faculty members and students in the campus find this reconnection gratifying and fruitful.

### **Guest Lecture by Prof N K Gupta, IIM, Lucknow for PGDM (2013-15) batch**

Today was a boon for all the students of PGDM (2013-15) batch of ITS Ghaziabad, for the students had a chance to attend the guest lecture by Prof. N.K. Gupta of IIM Lucknow. Prof N.K. Gupta has an experience of 59 years in the field of Quantitative techniques in Management(Business Statistics and Operations Research) dated 17<sup>th</sup> July, 2013. Today's lecture on statistics began with the discussion of the two types of statistics namely, 1. Descriptive statistics and 2. Analytical statistics. The purpose of descriptive statistics is to give the feel of the data through a graph whereas the analytical statistics deals with the generalisation of the same data. The next topic he laid stress on, was the use of various statistical tools and their fields of usage. During the tenure of his discussion he also showed a graph and asked the students to find out the mean and median of the data represented by the graph. He also discussed about the need to represent data through graphs, the answer to which is summarised in the following points:

1. A graph makes the representation of data convenient
2. It can represent the entire data in an assimilated manner
3. It helps in the better understanding of the data.
4. Graph of a given data makes the determination of the central tendency of the data easier

He also discussed the application of statistics in context to Business analytics, in the various diversified fields of human resource, marketing, finance, sampling and so on. He also talked about properties of variables and also the difference between the qualitative and quantitative classification of data. He enlightened the students with the knowledge on how to prepare a frequency distribution table and also the types, namely continuous and discrete; inclusive and exclusive frequency. Prof. N.K. Gupta then gave the students a slide show presentation on "Effective Merchandise Planning and Control", which was about understanding the 'changing consumer'. He held the youth responsible for the current 'Retail Revolution' going on in today's world. He said that the youth is the driving factor for the rapid growth and change in the retail industry of today. He however laid down a few points regarding the rapid 'Retail Revolution' that is going on. The points are as follows:

1. Rapid development of infrastructure.
2. Existence of a predominant young population who are also 'confident risk takers'.
3. Spiral income.
4. Easy loan facilities available
5. Comfort of plastic money like debit and credit cards.
6. Inspiration from iconic figures.

He also focused on the new Mantra of today's youth which is "SPEND AND NOW !" unlike the older Mantra which was "SAVE SAVESAVE !", and also talked about the current flavour of the new Indian mass which is "Savour The Best In Life"

Towards the conclusion of his lecture, Prof. N.K. Gupta discussed about the evolution of mankind from the stone age to today's IT age or today's modern era. He discussed about the evolution of India in the same context. He discussed how India has transformed from a resilient, conservative and a land of snake charmers to a land with modern infrastructure, modern industries producing world class products, state of the art R&D departments and so on. He also discussed the empowerment and upliftment of women in India to a large extent and the journey she has covered from being confined within the four walls of a household to the modern woman of today whose boundaries are not confined within these walls but beyond them. She is the woman whom we can see working in almost every field and making a mark for herself in this male dominated world. The lecture arranged today facilitated the students to understand statistics in a more practical outlook and also enlightened them about the "Retail Revolution" and the 'Evolution Of Modern India' in a new and detailed perspective. Lectures like these led by such eminent and esteemed personalities like Prof. N.K. Gupta should be arranged on a regular basis in order to update and enlighten the students on the current trends of the market and also to give them an idea of the practical usage of the subjects they are learning.

**Friday Club organized a session on “Drivers of Employment in SME – An Empirical Analysis” by Dr. Pankaj Kumar**

Prof. A.R.Mishra, Prof. G.N Srivastava, Dr. Mukesh Porwal, Dr. S. Bhattacharya, Dr. V.N Bajpai, Prof. A. P. Tripathi, Prof. Anusha Agarwal, Dr. Raghavender Dwivedi, Prof. Manju Lamba, Prof. Mayank Kumar, Dr. Charu Choudhary, Prof. D.K.Pandey, Prof. Shikha Arora and Dr. Pankaj Kumar. Objective of Faculty Friday Club held on 19th July 2013 is presentation and discuss in the faculty forum on the title ‘Drivers of Employment in SME – An Empirical Analysis’ by Dr. Pankaj Kumar, Associate Professor, Management Department, ITS, Mohan Nagar, Ghaziabad.

Topic discussed - about SMEs, SMEs in India, Policy Drivers & performance Drivers of Employment in SME. Relationship between policy drivers of SME and employment in SME as well as relationship between performance drivers of SME and employment in SME. Empirical Result and discussion on Performance Drivers of SMEs. Comparison between performance drivers of Indian & Chinese SMEs and well as discussion on Employment of people in India & China.

## **Grand Inauguration of Utthan Lab Second Phase Activities**

As a part of routine CSR activities, Institute of Technology & Science (ITS), Mohan Nagar, Ghaziabad organized grand inaugural ceremony of the second phase of Utthan Lab activities on under which poor meritorious students are brought and taught in the ITS Campus by the faculty members and PG student volunteers. The event took place on 20<sup>th</sup> July, 2013. The ceremony was jointly inaugurated by the Director General - ITS, Mohan Nagar, Campus Dr. A. K. Puri and Director Management Dr. B.S. Hothi. Making his inaugural address quite interesting and informal, Dr. Puri asked the visiting students of their areas of interest and their aims in life. He then asked them to develop a strong will power to achieve their goals. He also assured them of providing all the possible support and facilities under the banner of Utthan, a CSR initiative of ITS, Ghaziabad. Director Management Dr. B. S. Hothi, appreciated the interest level and enthusiasm of the participants and their parents and wished them all the desired success in life.

After these inaugural addresses, the first session of these exclusive classes for Pearls (Beneficiary students of Utthan Lab) started in which they were informed of the traffic rules and signals. Significance of red, green and yellow lights was explained besides the proper ways of overtaking and parking. The latter half of this session included discussions on healthy mind and healthy body which was followed by a break for refreshment, cold drinks and cookies. In the last session of the day long activity, a singing competition was organized in which all the pearls (around fifty in number) tested their throats on the popular Bollywood numbers. Finally Wasim, Arti and Shweta won the first, second and third prizes respectively. The prizes included three Puma wrist watches and more than 50 ball pens and chocolates. The event was successfully convened by the Utthan Lab coordinator Prof. Gopal Krishna Dwivedi and active student volunteers Shayan Das Gupta, Sakshi Shandilya, Tana Bhalla, Ravi, Rakesh Taunk and Prakash.

### **Fresher's Party "Aagaaz" for PGDM (2013-15)**

"Fly without wings; Dream with open eyes; See in darkness" with such a high morale and gentle thoughts; the senior batch of PGDM (2012-14) organised a get together (Fresher Party: Aagaaz;2013) for their junior batch (2013-2015) students on 20th July 2013 at ITS-Mohan Nagar Campus. The event was started with Lamplighting ceremony followed by inaugural speech of Dr. A.K.Puri (Director –General; ITS –Mohan Nagar Campus) and Dr. B.S. Hothi (Director – Management ITS-Mohan Nagar). The sparkling night starts with glittering ramp walk of the fresh batch students followed by the sweet melody on Guitar which was nostalgic in its each echo. The perfection was at its best with the skit and dance performed by the first year students of PGDM. It was the real brain teaser for all the participant of the crown of Mr and Ms' Fresher to get the hooks of the questions, asked by eminent judging panel members on board. At last Ms. Pooja and Mr. Rana owned the title for the year 2013.

The desolation of night finally gets off with the woofs DJ and lavish dinner arrangements. The entire event was enjoyed by more than 300 participants of the junior and senior batch. With the blessing of night, finally the event was over at 9.30 P.M

## **‘Parivartan’ Initiated another Revolution in Vasundhara Slums**

‘Parivartan’, a CSR initiative of Institute of Technology & Science, Mohan Nagar, Ghaziabad for Slum Education Programme conducted its classes in the Vasundhara Slum Area on 21st July, 2013. Earlier ‘Parivartan’ has been covering the slums of Sahibabad for couple of years. This time it was decided to approach a new area so that education gets accessible to those who are still deprived of it.

‘Parivartan’ volunteers Ravi Prasad, Rakesh Taunk, Avishek Das, Shayan Das Gupta and Mayukh Jana who are PGDM First Trimester students of ITS, Ghaziabad reached the slums around 4 p.m. along with faculty coordinator Prof. Gopal Krishna Dwivedi. They got divided into pairs and ventured into the huge slums of more than 200 families. They told the slum dwellers about the purpose and process of ‘Parivartan’ and asked them to send their children for studying.

Finally, around 110 children of different age groups gathered on a fixed spot where their names and details were recorded on paper by the volunteers. They, on the basis of their knowledge level, were divided into certain groups. Then the volunteers started the initial classes. The children were also briefed about the importance of health and hygiene. Out of 110 children, hardly 20 raised hand when asked if they bathed daily. A promise was taken that they would now bathe daily and look better.

At the end, more than 100 packets of Parle-G biscuits and Cadbury chocolates were given away to these slum children. They happily agreed to reassemble there every Sunday at the same time for the studies and goodies.

## **XVIII Batch of Orientation Programme for PGDM (2013-15) (01st July, 2013 to 12th July, 2013)**

Institute of Technology and Science (ITS), Mohan Nagar, Ghaziabad had scheduled an orientation program from 01st July, 2013 to 12th July, 2013 for the students of PGDM (2013-15), the XVIII batch. The day one, program started with the students' registration and distribution of identity card followed by their document verification, Medical check-up & Mentor-Mentee Interaction. On the second day of the orientation programme, held at Hotel Lemon Tree, Delhi. Mr D. Shivakumar, President, All India Management Association was the Chief Guest in the Inaugural Ceremony. In the welcome address, Director General of I.T.S, Dr A K Puri gave message to students to fully utilize their two years of I.T.S life. He was of the view that if students properly utilize world-class resources of I.T.S for their betterment and development, they will be capable of taking up any managerial responsibility in their future assignment. Dr. BS Hoti, Director Management cited the significance of 2-week Orientation Programme. He said that the objective of this programme is to bring all the students coming from different walks of life on a common platform. In the Inaugural address, Chief Guest Mr. Shivakumar gave students clues to get successful in business and industrial life. He was of the view that positive attitude is the pre-requisite to get success in every walk of life. Dr. D B Singh, Chairman of the Academic Council, was also present there. He also emphasized on the need for discipline in every activity. Shri Manoj Tandon, Member, academic Council, advised the students to prepare time-bound career plan for their future and work accordingly. On this occasion, Mr. Arpit Chadha, Vice Chairman, ITS group, inspired the students with short stories and his charismatic personality. Prof. Vinita Srivastava anchored the inaugural session. After the inaugural session, Dr. PUB Rao conducted the ice breaking session. In the post lunch session, panel discussion was held on "Expectations of Industry from students". Mr Sukesh Jain, Head, Airtel, Mr. Anurag Kaul, MD, JK Insurance, Dr. PUB Rao, Senior Professor were the members of panel discussion. Prof. CK Sabharwal was the moderator of the session. Prof Abhinav Tripathi, coordinator- PGDM programme proposed the vote of thanks to panel members, while Orientation Programme Coordinator -Dr. Mukesh Porwal proposed the vote of thanks to all the speakers of the day.



On third day, the session on 'Introduction to Institute', Prof Shikha Arora, the session anchor invited Prof Souresh Mehrotra for introducing IT resources, Dr. Charu Choudhary to introduce the library resources and Registrar Mr. V.K. Saxena for General Rules of the Institute and also all faculty members for their introduction to the new students. After that new students had a separate session with CRC Coordinator Dr.V.K.Arora to get acquainted with PGDM academic norms and also about training and placement. The two week orientation program was full of academic activities, interactive learning and fun as it included various sessions with different people on management specific topics. The Management Games, Business Communication Classes, Meditation workshop, workshop on NLP "Nuro Linguistic programming", basic classes on Accounts, quantitative techniques, Computer Efficiency with computer lab classes, Case Study workshop and News Reading Analysis and learning based on Film Show (Life of PI) were other contents of the programme. The key magnetism of orientation program was different guest lecturers delivered by the most eminent personalities from the industry.

(A) List of Guest Lectures Organized during Orientation Programme

I.T.S Ghaziabad organized a series of Guest lecture by Industry experts during Orientation programme for the fresh batch of PGDM students from 02nd July, 2013 to 12th July, 2013. The partial list is as follows—

1. Mr. D. Shivakumar, Ex. MD & Vice-President, NOKIA (02.07.2013)
2. Mr.Sukesh Jain, Head-Marketing, Airtel (02.07.2013)
3. Mr Anurag Kaul, M.D., J.K. Insurance (02.07.2013)
4. Mr. Shantanu Chaudhary, GM, Business Standard (03.07.2013)
5. Mr Pawan Duggal, Cyber Crime Expert (04.07.2013)
6. Mr. Gagan kochhar, American Express (06.07.2013)
7. Mr Abhijeet Saxena, CEO, Mobilox (08.07.2013)
8. Ms Tina Makhija, Sr. Vice President, L&T General Insurance (10.07.2013)
9. Mr. Divyankar Goyal, DGM, Grasim Industries (11.07.2013)

Apart from giving insights of the organization to which speakers belong, they encouraged the students to understand what the industry expects from them and how to proceed to attain the excellence through academic rigor and corporate interface.

## **(B) List of workshops organized during orientation programme**

### **1. MEDITATION WORKSHOP by MR. M.K. Seth (06th, 09th & 10th July, 2013)**

MR. M.K. Seth (G.M. - ALT, BSNL), Ghaziabad gave an in-depth knowledge of achieving peace of mind through meditation on 06th, 09th & 10th July, 2013 to the students of PGDM programme. This workshop was the part of PGDM (2013-15) orientation programme. In the fast running world, it has become indeed a challenge to maintain peace in mind and in soul. With this objective of achieving peace through meditation, this workshop has brought the difference in the lifestyle. MR. M.K. Seth also showed various videos of meditation starting from 'Surya Namaskar' to Transcendental Meditation. It was a wonderful experience of knowing oneself through meditation.

### **2. Workshop on "Neuro Linguistic Programming (NLP)" by Mr. Ram Verma, NLP-Researcher & Trainer at ITS, Mohan Nagar, Ghaziabad (05th & 06th July, 2013)**

Mr. Ram Verma, NLP-Researcher & Trainer, conducted workshop on 05th July, 2013 at I.T.S, Mohan Nagar, Ghaziabad. This workshop was the part of orientation programme for the students of PGDM (2013-15). The students enthusiastically participated in the workshop. They enjoyed & benefited from the knowledge & techniques provided by Mr. Verma. He demonstrated some of the outstanding capabilities developed by him through NLP. He also helped some of the students to cope up from the bad memories and anxiety. His techniques were found to be very useful for both professional and personal life. The complete session was based upon the human physiology & internal representation and how one's life could be transformed through NLP.

### **3. Workshop on Case study**

The purpose behind putting workshop on case study was to help the students in developing an analytical and decision oriented perspective to the business related problems. Two hours for each section was devoted for the purpose. The contents covered under this workshop were basics, including what is a Case?

Relevance of Case teaching in management programmes, general structure of a case, identification of problem and how to approach a case. Dr A K Puri conducted this case study workshop for all the three sections.

(C ) List of various activities/ exercises organized during orientation programme

I.T.S PGDM Programme "Springboard to a new life..." was the curtain razor. A two hour session was focused on orienting the students with new field of study and the way they should proceed further for the two years programme at I.T.S. The session was taken by Prof C K Sabharwal.

**Ice Breaker:** To make students familiar among themselves and to remove hesitation, one session of two hours was devoted for Icebreaking during inaugural day at Hotel Lemon Tree. Dr P U B Rao, Prof. Shikha Arora and Dr. Puneet Mohan along with other faculty members facilitated the session.

**News reading & analysis:** To make students understand the importance of business news and how one can relate it to draw meaningful conclusions, a two hour session was taken by Dr. Charu Chaudhary for each section.

**Effective Communication:** Four hours for each section taken by Prof G.K. Dwivedi & Prof Rashi for basic communication skills.

**Management Games:** One session of two hours for each section was devoted for Management Game. The session developed cohesiveness among students and motivated them to work in team for better results. The sessions were facilitated by Dr Puneet Mohan & Prof. Shikha Arora. Expectations and Anxieties as New Students Force Field Analysis: One session of two hours for each section taken by Dr. Puneet Mohan.

**Placement & Employability:** Dr.V.K. Arora and Prof C K Sabharwal discussed the present placement scenario and talked about the importance of required skill sets that a student must develop to become employable and to take challenges in their professional career ahead.

**Study Abroad & Foreign Collaboration:** To make students understand Global exposure, a two hour session was taken by Prof. Vijesh Jain.

**Mentor-Mentee Interaction:** Dr. S. Bhattacharya organized one hour session for mentor-Mentee interaction. Each student has been assigned a faculty mentor to counsel and advise the concerned mentee.

**Alumni Interaction:** Different alumni from various batches have been invited for interactive session with the current batch. The session was coordinated by Dr. V.N. Bajpai & Mr. Kirit Shah along with CRC members.

**Movie Analysis:** Prof. Sumit Gulati organized an analysis on Four Oskar winning Movie “Life of PI”. Students were asked to write their learning from the movie in a sheet of paper. The best two analyses from each section were rewarded prices.

**EBSCO:** One session of two hours for each section taken by Dr. Pankaj Kumar in computer Lab for assistance on online databases to libraries.

**Online Passport assistance:** Prof. Kapil Mohan Garg organized a session on online passport assistance to all students for filling up their passport applications.

(D) Basic Courses on Accounting, Quantitative Techniques and Information Technology

As the students belong to different academic discipline and background, basic course on Accounting, Quantitative Techniques and Information Technology were conducted. Out of the three basic courses offered, a student has opted for two courses. For providing necessary inputs and bringing all the students at a common platform, Eight hours were devoted for each course.

The faculties who have taken lectures of these basic courses are as follows:

<b>1. Prof. Nitin Saxena</b>	<b>Basic Accounting</b>	<b>Section A</b>
<b>2. Prof. Mayank Kumar</b>	<b>Basic Accounting</b>	<b>Section B</b>
<b>3. Prof. Neetu Purohit</b>	<b>Basic Accounting</b>	<b>Section C</b>
<b>4. Dr. Vikas Saxena</b>	<b>QT</b>	<b>Section A &amp; C</b>
<b>5. Prof Dushyant Tyagi</b>	<b>QT</b>	<b>Section B</b>
<b>6. Prof. Kapil Mohan Garg</b>	<b>IT</b>	<b>Section A, B &amp; C</b>

The orientation programme culminated on 12th July 2013. At the end of the Orientation Programme, Prof. A.P.Tripathi, Coordinator-PGDM gave brief overview of all activities of PGDM programme to the students. The Coordinator for Orientation Programme Dr. Mukesh Porwal distributed the prizes to all winners for best analysis of the Movie “Life of PI”. Dr. Mukesh Porwal also acknowledged the efforts of everyone who contributed to make this orientation programme a successful one. Dr. Mukesh Porwal along with Dr. V.N Bajpai & Prof. A.P.Tripathi were the overall coordinators of this orientation programme.

1. **Fevicol - 03**
2. **Handmade paper(plain glittery not crushed) – 2 (Blue) & 4 (Red)**
3. **Very thin ruff laces – golden 6 meters and red 3 meters**
4. **Water colour – Rangula – one packet**
5. **One scissor**
6. **Two cello tap**
7. **Liquid glitter packed of 6 colour each – 2 pkt**
8. **Chart paper – 8**

### **Sankalp-2013 Exclusive Orientation Programme for Senior PGDM Students (Batch 2012-14)**

Sankalp-2013, an exclusive and multi-dimensional orientation programme was organized on 9th July, 2013 for the senior students of PGDM batch 2012-14. The Chief Guest of the programme was Mr. David Wittenberg, CEO, The Innovation Workgroup. 8th July, 2013 was scheduled for the registration of students and project report preparation whereas 9th July, 2013 witnessed the main function which was inaugurated jointly by the Chief Guest Mr. David Wittenberg, Director General Dr. A. K. Puri and Director Management Dr. B. S. Hothi. Soon after the lamp lighting before the idol of goddess saraswati, Dr. Puri presented the welcome address in which he motivated PGDM students to work more on their quality and skills so that they meet the industry expectations successfully.

Director Management Dr. B.S. Hothi asked the students to take maximum advantage from the sessions by the industry experts as this could enable them to face the future challenges and opportunity. Soon after these formal addresses, the Chief Guest Mr. David Wittenberg took the charge of the session and shared his innovation mantras with the students in an extremely interesting and interactive way. Mr. David emphasized on work ethics and said that no matter if you study at ITS or Harvard University, you'll be left with utter loss, punishments and embarrassment if you compromise on ethics and values. He also motivated students for developing effective communication and inter-personal skills.

Second session of the much appreciated orientation programme was titled as 'Sanrachna' which actually consisted of management games directed by Dr. P.U.B. Rao and conducted by Prof. Charu Chaudhary, Prof. Shikha Arora, Prof. Puneet Mohan and Prof. G.K. Dwivedi. The students were divided into certain groups and asked to prepare newspaper bridges that could bear the load of a book and allow a football to pass underneath it. The students enjoyed this task a lot and for a moment it appeared as if they were equally skilled civil engineers too along with being competent business managers.

Third session 'Abhivyakti' was an on board discussion moderated by Prof. C.K. Sabharwal on the topic 'Students Learning with Students'. The guest experts on this panel discussion included Mr. Somit Makar, Director, Mirus Solutions and Ms. Harpreet Dutta, Executive Director & Chief People Officer at ABC Consultants. The students showed high interest in the discussion and participated through active interactions. This enjoyable and knowledgeable orientation programme ended with the high tea and optimistic informal discussions.

At the successful completion of the programme, Director General Dr. A. K. Puri congratulated all the participants and coordinators for converting 'Sankalp-2013' into a huge success. The overall convener of the orientation programme was Prof. A. P. Tripathi, Coordinator-PGDM.

**AICTE sponsored Faculty Development Programme on “ Emerging Trends and Research Aspects in 3G wireless communications (ETRA-3GWC-2013) from 29th May, 2013 to 11th June, 2013 was organized by Dept. of I.T. at I.T.S, Mohan Nagar, Ghaziabad**

The FDP comprised of theoretical, empirical and practical exposure which was structured into 14 days .14 Resource persons from JNU, IITs, NITs, BSNL(ALT Center, Ghaziabad) and Industries shared their experiences and knowledge. The participants of the programme were faculty members from departments of computer science, electronics & communications, information technology and researchers/academicians of technical institutes across India. Chief Guest of the event Mr. Seth, GM ALT Center, BSNL Ghaziabad mentioned the significance of technological as well application aspects of wireless communications. Mr. Seth discussed about IPV4 & IPV6 and he elaborated the comparison among 2G, 2.5G, 3G and 4G of wireless communications technologies in terms of its limitations and scopes.

<b>Day</b>	<b>Name of Speaker</b>	<b>Topic Covered</b>
Day 1	Mr. Ashish Tayal, AGM, ALT Center, BSNL, Ghaziabad	Introduction & Basics of Wireless Communications Technology Call Processing" and "GSM RF Planning Basics (Day 2)
	Dr. B.V.R.Reddy, Professor & Dean, IP University, Delhi	Next Generation Networks
Day 2	Mr. Sanjay Giri, SDE, ALT-Center, Ghaziabad	RF Channel Management
Day 3	Mr. Prakash Pancholi, SDE, ALT-Center Ghaziabad discussed upon	RF Optimization" and Mobile Forensic
	Mr. Ram Verma, NLP expert	Neuro Linguistic Programming
Day 4	Instructors of ALT, Ghaziabad  Mr. Abhay Gupta, ALT, Ghaziabad	Visit to Mobile Labs, 2G & 3G installed by NOKIA & Ericsson of Advanced Level Telecom Training Center at Ghaziabad. GPRS & EDGE” and 3 <sup>rd</sup> Generation Wireless Network
Day 5	Dr. Sateesh Kumar, IIT Roorkee	Mobile Cloud Computing - Developments and Challenges
	Mr. Sanjay Giri	3G RAN Network and 3G RF Channels
Day 6	Dr.Abhay.N.Gaikwad, Babasaheb Naik Engg. College, Pusad	Introduction to Compressive Sensing

	Dr. Rishi Prakash (Ph.D. from IIT Roor-kee)	Smart Antenna for Wireless Communica-tion
	Dr. Karmeshu, Professor & Dean, JNU, New Delhi	Various models in the area of communi-cation Mathematical foundation of wireless communication (Day 10)
Day 7	Dr. Rajeev Agarwal (Ph.D from JNU)	Basic of communication Theory, 3G-4G Overview and Active Areas of Research 3G-4G.
	Dr. Dimple Juneja Gupta (Ph.D from MDU Rohtak followed by post doctorate from USA)	research aspects of Sensor Network and use Mobile Agents on Sensor Networks
Day 8/9	Dr. Vinay Rishiwal, Faculty, MJP Ro-hilkhand University	NS-2 and appropriate protocols of MA-NET, how to create scenarios, NAM files and various routing algorithms used in wireless networks like AODV, DSR
Day 10	Mr. V.K. Solanki, Faculty ,KSRCE, Anna University, Chennai Mr. Kaushal Kumar, One97 Communica-tion Ltd., Noida	How to secure WLAN through various approaches Designing and developing various An-droids Apps
Day 11	Mr. Manish Sharma and Ms. Megha Shar-ma, One97 Communication Ltd., Noida	Hands on practice that how to setup the development environment of Android and how to create Android Apps followed by shipment of the same on hand set
Day 12	Valedictory Session	

The participants praised a lot the way event was coordinated, meticulously planned, organized and executed.





## Quiz

1. Who has been appointed as the new head of the world trade organisation?
2. E.L. Konigsburg has died who was she?
3. Which state government launched digital krishi card for farmers?
4. Pranab mukherjee inaugurated the \_\_\_\_\_ years celebrations of the Indian institute of foreign trade.
5. Which country recently banned the use of air conditioners in government of-fices?
6. PNB has around..... branches throughout the country and has a strong presence in northern region of the country.
7. Who is Dr. Arup Roy Choudhary?
8. Ratan tata was appointed as the chief advisor of which airline's India board?
9. Anand shetty passed away in Manglore. Who was he?
10. Identify this logo?



You can E-mail your answers at [researchcom2012\\_mn@its.edu.in](mailto:researchcom2012_mn@its.edu.in) & [itsnewsletter@its.edu.in](mailto:itsnewsletter@its.edu.in)

(Names of first two Winners will be published in next issue)

## QUESTION of Quiz in last Issue

1. Justice sanjay kishan kaul took oath as the new chief justice of the .....high court.
2. Government has revised the creamy layer criteria for OBC from Rs. 4.5 lacks to .....??
3. Which company bagged a Rs. 1,100 crore contract from department of posts?
4. Who has been appointed as the comptroller & Auditor General of India?
5. Foreign exchange Earning from tourism increased by more than ..... percentage in may 2013 over may 2012.
6. At the time of independence in 1947, India had how many steel plants?
7. Who has been selected for the prestigious global leadership award this year?
8. According to CII survey india's economic growth is expected to be in the -----range in 2013-14.
9. Reliance Industries announced an investment of -----Crore in core business of pet-rochemicals and oil and gas as well as in retail and telecom sectors in the next 3 years.
10. NTPC has, recently signed an agreement with which of the following banks for a loan of Rs 490 crore?



## Answers of Quiz in last Issue

1. Punjab and Haryana
2. 6 lacks
3. TCS
4. Shashi kant Sharma
5. 9 percentage
6. 3
7. Malala yousafzai
8. 6.5 percentage
9. 1.5 lacks crore
10. Central bank of India

### Winners of Last Issue Quiz

**Mr. Saurabh Singh  
PGDM (12-14)**



You can E-mail your answers at [researchcom2012\\_mn@its.edu.in](mailto:researchcom2012_mn@its.edu.in) & [itsnewsletter@its.edu.in](mailto:itsnewsletter@its.edu.in)

(Names of first two Winners will be published in next issue)



THE EDUCATION GROUP  
(Estd. : 1995)

• Mohan Nagar • Murad Nagar • Greater Noida

4 Wi-Fi Enabled Campuses

8 Institutions

20 Courses

60 Acres Land

700 Highly Qualified Faculty

8000 Students

Northern India's Leading Group of Educational Institutions

Courses Offered

- PGDM
- Ph.D
- MBA
- MCA
- BBA
- BCA

CAMPUS-1 (Estd. 1995)

Address : Mohan Nagar, Ghaziabad 201 007  
Ph. : 0120-4174900, Fax : 0120-4174913  
Mobile : 09818144481, 08447744041 / 42 / 43 / 44  
E-mail : itsmn@its.edu.in, admission.mn@its.edu.in  
www.facebook.com/ITS.Education.Group  
www.facebook.com/ITS.MohanNagar.Ghaziabad  
www.facebook.com/ITSmohannagarzb

CAMPUS-2 (Estd. 2000)

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

Address : Delhi-Meerut Road, Muradnagar, Ghaziabad 201 206  
Ph. : 01232-225380 / 81 / 82  
Mobile : 08447753520 / 21 / 22  
E-mail : dental@its.edu.in  
www.facebook.com/ITSdentalcollege.Ghaziabad  
Mobile : 08447753523 / 24  
E-mail : biotech@its.edu.in, physio@its.edu.in  
www.facebook.com/ITS.physio.Biotech  
Mobile : 08447753525 / 26  
E-mail : pharmacy@its.edu.in  
www.facebook.com/ITS.PharmacyCollege

CAMPUS-3 (Estd. 2006)

- B.Tech. -CS -EC -ME -EE -IT
- M.Tech. -CS
- MBA
- MCA
- PGDM

Address : 46, Knowledge Park-III, Greater Noida - 201 308  
Ph. : 0120-2331000, 2323810, 2331070, 2331073  
Mobile : 07838555874 / 875 / 876  
E-mail : itsengg.gnoida@its.edu.in  
www.facebook.com/ITSEC.Greater.Noida  
Mobile : 08800211300 / 400 / 500  
E-mail : itsim@its.edu.in  
www.facebook.com/ITS.InstituteofManagement.Greater.Noida

CAMPUS-4 (Estd. 2006)

- BDS
- MDS

Address : 47, Knowledge Park-III, Greater Noida - 201 308  
Ph. : 0120- 3201898, 2323701, Fax : 0120- 2323702  
Mobile : 07838555877 / 878 / 879 / 880  
E-mail : dentalgn@its.edu.in  
www.facebook.com/ITSDentalCollegeGN  
Mobile : 08447753520 / 22



www.its.edu.in

Editorial Committee

Prof. Vinita Srivastava

Prof. Manju Lamba

Prof. Puja Dhar

Prof. Nupur Sidh

Students Editorial Committee

Mr. Shahnawaz Khan

Mr. Arbind Kumar Singh

PGDM 2012-14

You can send your suggestion at:  
researchcom2012\_mn@its.edu.in &  
itsnewsletter@its.edu.in

Contact Details

I.T.S – Management and IT  
Institute, Mohan Nagar,  
Ghaziabad- 201007

Ph no: 0120-4174900

Fax : 0120-4174913

Mob. : 08447744041/42/43/44

Website: www.its.edu.in

Email: itsmn@its.edu.in



www.facebook.com/ITS.MohanNagar.Ghaziabad  
www.facebook.com/ITSmohannagarzb