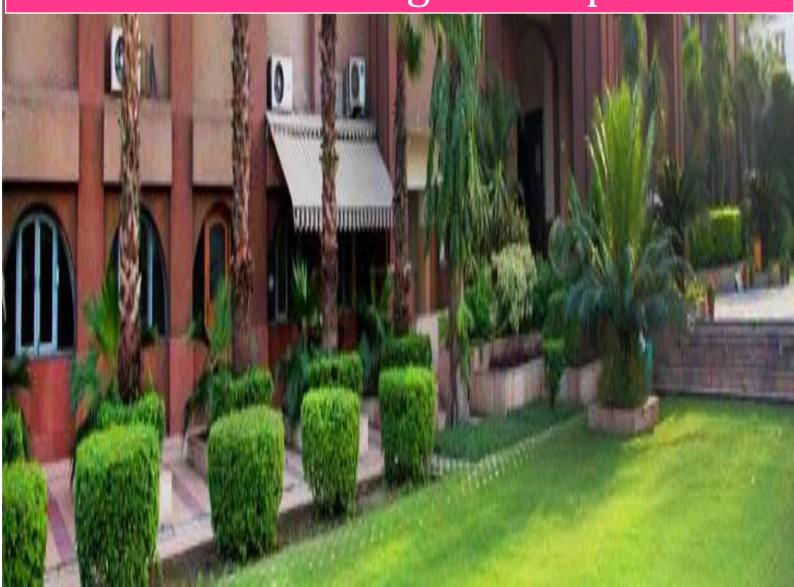


THE NEWS-LETTER.....@ITS where knowledge is the power.....



# I.T.S Mohan Nagar Ghaziabad

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#### 2nd November, 2014

Activity of Parivartan', the Slum Education Programme, a CSR initiative of ITS, Ghaziabad was another unforgettable milestone since the inception of the programme in the area. During the last few years 'Parivartan' trained and taught the slum children in various ways — with the notebooks and pens, recitations and practices, fun activities and games and many more but in the corner of their hearts, 'Parivartan' volunteers always felt the need of traditional but effective method of teaching basic lessons with the help of board, slates and chalk. This Sunday, therefore, they made white-board, slates and chalk-sticks the weapons to fight with the villains like illiteracy, ignorance, malnutrition and poverty.

Volunteers of the day – Mayank Sharma, Sher Singh, Tarun Kumar, Shubhajit Mitra, Krittika Tayal and Pushpank Kaushik started the activity with the distribution of brand new slates and chalk (courtesy: ITS) to the children who were excited and overjoyed to have them. The volunteers also placed a new marker board on a tree and the class became active. This class was much more effective this time than the earlier ones as the inabilities of the illiterate children got obvious after holding the chalk in their little hands who were affectionately helped out by the dedicated volunteers of the day.

This was followed by the practice of the poem which the children enjoyed as usual. The class ended with the distribution of cookies and chocolates among all the children. Biscuits were given as prizes to the bathed and well groomed children who were found visibly neat and clean. Faculty Coordinator Prof. Gopal Krishna Dwivedi guided and accompanied the volunteers.







9th November, 2014

Activity of 'Parivartan', the Slum Education Programme, a CSR initiative of ITS, Ghaziabad took the slum children a step ahead with the new additions of learning.

Volunteers of the day – Urvashi, Pajinder Maurya, Akanksha Saxena, Ujjwal Kumar, Raja Kar, Aditya Sinha, Vinod Kumar, Vishal Tiwari, Shayan Das Gupta, Shrey Khanna, Pushpank Kaushik, Anuj Gaur, started the activity by distributing the new slates and chalk-sticks to some more children. The marker board was placed on a tree and the class started with full energy and enthusiasm.

The volunteers taught the children writing letters of Hindi alphabet. Children were excited to notice that they could write well and correctly. We all felt deeply moved when we noticed a little boy who was not only trying his hand on his slate but was also carrying a very little baby in his lap, thus discharging both the responsibilities pretty well.

This was followed by the practice of the poem which the children enjoyed as usual. The class ended with the distribution of cookies and chocolates among all the children. Biscuits were given as prizes to the bathed and well groomed children who were found visibly neat and clean. Prof. Gopal Krishna Dwivedi guided and accompanied the volunteers.

#### 16th November 2014

Children's Day Celebration, 2014: 'Parivartan' – The Slum Education Programme

16<sup>th</sup> November, 2014 activity of 'Parivartan', the Slum Education Programme, a CSR initiative of ITS, Ghaziabad was an extended celebration of Children's Day with the Athletic Competition and gifts distribution.



Volunteers of the day – Chhavi Garg, Aashu Tyagi, Chaman Singh, Mohit Jain, Ayush Agarwal, Vinod Kumar, Ravi Prasad, Avishek Pandey, Vishal Tiwari, Neeraj Kumar, Kanika Goel, Shrey Khanna and Mashooq Ahmad Malik started the celebration by decorating the place with the balloons and the ribbons. Then they briefed about the significance of 'Children's Day' and its relation with the first Prime Minister of India Pt. Iawahar Lal Nehru who loved children a lot.

Soon the little participants were also informed of the Athletic Competition and the Marble and Spoon Race scheduled for the day. Suddenly the little Milkhas and Ushas started jumping with the excitement. The competition was conducted in 6 innings of different age groups. Finally 12 winners were declared who won big balls and cookies as prizes. Besides, some other active participants and regular children were also given prizes for motivation.

The activity ended with the distribution of special biscuits and chocolates among all the children. Prof. Gopal Krishna Dwivedi guided and accompanied the volunteers.

23<sup>rd</sup> November, 2014



Parivartan' – The Slum Education Programme

23<sup>rd</sup> November, 2014 activity of 'Parivartan', the Slum Education Programme, a CSR initiative of ITS, Ghaziabad was a fun-filled regular class conducted with the help of marker board, slates and chalks.

Volunteers of the day – Renu Adhikari, Kouslander Kumar, Hena Das, Sher Singh Chauhan, Shayan Das Gupta, Subhajit Mitra, Rahul Sharma, Anil Kumar, Khadija Abdeen, Anuj Gaur, Ankit Chaudhary, Krittika Tayal and Tarun Kumar started the class with the personal hygiene and cleanliness check of the students. Later the volunteers found out the students who were not thorough with the previous lessons. They were asked to come forward and stand close to the marker board. Their problems and deficiencies were identified and rectified immediately before proceeding to new lessons.

This was followed by the practice of writing Hindi alphabets along with the recitations. This is worth a mention that the role of volunteers has now become even more crucial as they not only watch each and every student working with the slate and chalk but also help them in writing the letters properly with their little hands.

The class ended with the distribution of cookies and chocolates among all the children. Bath Soaps were given as prizes to the bathed and well groomed children who were found visibly neat and clean. Faculty coordinator Prof. Gopal Krishna Dwivedi accompanied the volunteers and enjoyed the visit.

# GUEST LECTURE



# GUEST LECTURE BY MR. ROHIT RALHAN ON 13<sup>111</sup> NOVEMBER (BOMBAY STOCK EXCHANGE) ON INVESTER AWARENESS FOR PGDM PROGRAMME......

In the series of industry interaction with the PGDM students, Mr. Rohin Ralhan of Bombay Stock Exchange visited institute on 13th November, 2014. Mr. Ralhan delivered his talk on Investors Awareness Programme with the students of PGDM Programme. During the session Mr. Ralhan shared the working of Bombay stock exchange with the students and gave important guidelines for the investors.



In this session students came to know about basics of stock market investment and potential risk involved in investment. The session was highly interactive. Towards the end of the session, queries and problems of the students were also discussed and resolved.

Finally, Dr. Mukesh Porwal, a Sr. Marketing Faculty thanked Mr. Ralhan by giving a memento as a token of appreciation. The session was anchored by PGDM student Ms. Nishtha Tiwari.

# **Developing Promotional Mix for a Brand.**

Guest Lecture by Mr Avinash Srivastava, AGM, DLF Ltd for MBA (2014-16)

As a part of Industry exposure to 1st year students of MBA, a guest lecture was organized at I.T.S- Mohan Nagar campus on 15th November, 2014. In a very interactive and energetic session Mr.Avinash Srivastava discussed the importance of Brand and promotional Mix in current business scenario. He discussed the live case of DLF success that how it has become the leading brand with the right use of promotional mix. He said that brand should be developed to such level that gets transformed into commodity. Consideration of future challenges is important for developing a sustainable brand. Success stories of brands like Apple, Samsung were an informative learning to all participants. A successful promotional mix should result in Brand success.

Throughout his lecture he referred to his own personal life experiences. Students listened and participated in the lecture with great enthusiasm and asked several questions at the closure.

## **Experiences in OD Intervention**

Guest Lecture of Dr.G.P.Rao on the topic to HR students of PGDM 2013-2015 batch.

A guest lecture on "Experiences in OD intervention" by Dr. G.P. Rao: was organized for PGDM students of HR specialization on 18th November 2014. Dr.P.U.B.Rao Chairperson of HUMAN RESOURCE functional area welcomed Dr.G.P.Rao with a flower bouquet. Dr.G.P.Rao has over 36 year experience in HRM with large Indian Corporate houses like SAIL, JK Organisation, Birlas and Reliance group in India and Malaysia, with contribution in the areas of Employee Competency, Motivation and an enabling Climate. Dr.G.P.Rao shared his experiences of OD(Organisation Development) interventions in JK Organisation, SAIL and a company in Malaysia. He explained how organisation Development is linked to changing of people for organisational effectiveness. OD looks for solutions not only in crisis times of organisation, but also to improve the existing systems. He brought out that people resist changes as they do not want to leave their comfort zone. He talked about individual change group change and process change. HR students and faculty enhanced their knowledge of Organisational Development. Dr.Rao encouraged HR students to ask questions and answered them. Guest lecture ended with Dr.P.U.B.Rao expressing his gratitude to Dr.G.P.Rao for accepting their invitation to interact with HR students.

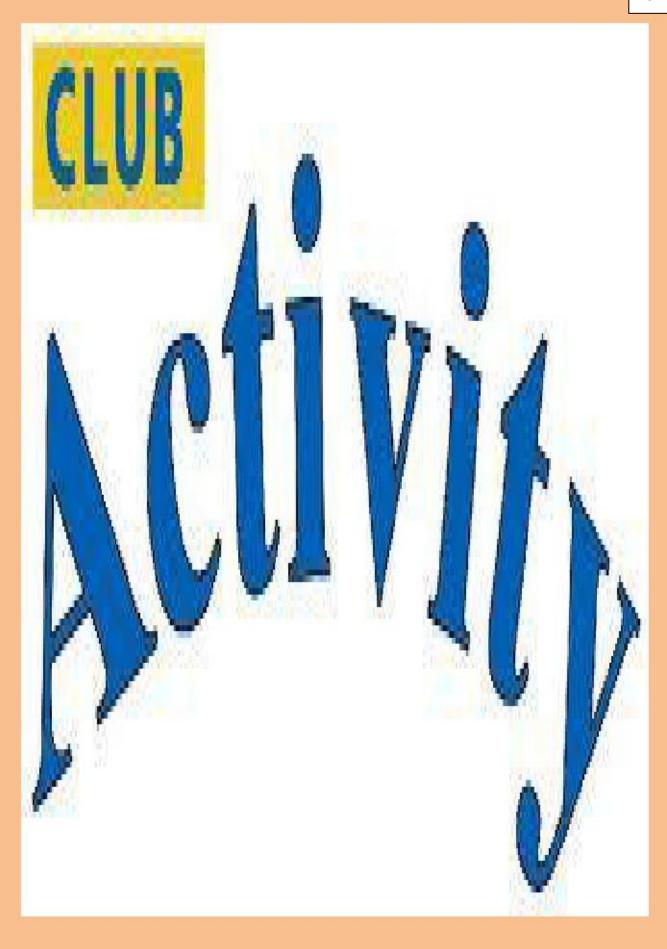
## **Contemporary Wisdom's of Branding**

Guest Lecture of Mr. Rajeev Mishra (National Sales Head - Archies India Pvt. Ltd.) for PGDM 2nd year (2013-15) students.

A guest session on "Contemporary Wisdom of Branding" was organised for PGDM students of Marketing Specialization on 22nd Nov, 2014. Shree Rajeev Mishra (National Sales Head - Archies India Pvt. Ltd.), guest of the occasion, was welcomed by Dr. A. P. Tripathi. Sh. Rajeev Mishra has long experience of handling brands like PUMA, Reebok and Archies. He illustrated the basic concepts like brand, significance of brand and brand equity by beautifully relating them to the existing brands in the market. He explained the brand management process by citing examples from the current industry practices. Marketing students and faculty enhanced their knowledge of branding during the session. Mr. Mishra handled the queries put up by the students at the end of the session delightfully. Guest lecture ended with Dr. A.P. Tripathi expressing his gratitude to Sh. Rajeev Mishra for accepting their invitation to interact with marketing students.

# **GUEST LECTURE IN UG CAMPUS**

- •A guest session on "Data Types in C: Size, Limitation and Its internal Representations" was organized for BCA I year students on Nov 12, 2014. The speaker of the session was Mr. Manjeet Singh, Sr. Project Manager Simplex Software Solutions. He introduced the concepts of data types, their size, limitation and internal representation. He also demonstrated the small programs to see the bits of a variable and how careful one should be in the selection of data types for writing the program.
- •Mr. Manjeet Singh, Sr. Project Manager Simplex Software Solutions, delivered a guest lecture on the topic of "SQL QUERY BASICS" for BCA III year students on Nov 12, 2014. The speaker introduced various SQL concepts to students.
- •Dr. Puneet Mohan Sharma, Senior Programme Officer, Ministry of Commerce & Industry, Government of India, New Delhi, delivered a guest lecture on the topic of "Latest trends in business start up organization and finance" for BBA I year students on Nov 15, 2014. The lecture was organized with an objective to provide the students with an opportunity to gain knowledge and an insight of the latest tends Business start ups.
- •Mr. Krishna Tyagi, Former IAS, delivered a guest lecture on the topic of "The Role of Communication in Management in a Global Perspective" for BCA I year students on Nov 21, 2014.
- •A guest lecture session on the topic of "Wealth Management" was organized on Nov 7, 2014 for BBA III year students. Mr. Ravi Kant Chopra (Wealth Manager Sampoorna Portfolio Ltd.) was speaker of the session.
- •Mr. Angad Singh, Co-Founder and CEO, Anhad Solutions, delivered a guest lecture on the topic of "Marketing Strategies To Be Adopted for Starting a New Venture" for BBA II year students on Nov 12, 2014.
- •Dr. Deepali Monga and Mr. Mukul Jain delivered a guest lecture for BBA III year students on topic "Entrepreneurship and Negotiation" on Nov 21, 2014. The objective of this guest lecture was to apprise students about entrepreneurship and innovation through various games and simulation techniques.
- •A guest lecture session on the topic of "Ongoing trends in Project Management with Java" was delivered by Mr. Rakesh Verma, Sr. Project Manager Waviz Technologies for BCA III year students on Nov 14, 2014.



#### **Utthan Lab Activity Report**

15<sup>th</sup> November, 2014 activity of Utthan Lab, a CSR initiative of the Institute of Technology & Science, Mohan Nagar, Ghaziabad was an unprecedented experience with an amazing presence of more than 120 children from various schools of the city. They are poor but extremely talented and meritorious children.

Volunteers of the day Krittika Tayal, Shrey Khanna, Priya Tyagi, Sanjeev Kumar, Priya Garg, Shayan Das Gupta, Pooja Singh, Tarun Kumar, Shobha Sheoran, Pushpank Kaushik, Shikha Chauhan, Meera Rani & Shubhajit Mitra started the activity with a warm welcome to the new comers. They started the class with a brief presentation on Computer System which was the scheduled topic for the day. Soon after this the train of 120 excited children moved towards the Computer Lab 1 where they practiced the lesson taught through presentation. Their assignment was to search images on Children's Day. This was followed by a refreshment break in which they enjoyed samosas, cold drinks, biscuits etc.





Last session of the day was a Painting Competition with the theme of Children's Day. They painted their imaginations with brilliant colours that included the children flying in the sky, children with Chacha Nehru, Children with Mother India etc.. Prof. Charu Chaudhary was kind enough to motivate the participants, and gave away the prizes to the winners. First prize was won by Himanshu Singh of S.G.M. Public School whereas the Second and Third prizes were won by Shiwangi Agarwal of Nagar Nigam Balika High School and Sunny Kumar of Seth Mukund Lal Inter College respectively. Ms. Monika Sharma, Coordinator-Media also graced the occasion with her presence. Total 28 prizes were given.

The day long activity ended with a gift and a pack of biscuits given to all children. Faculty coordinator Prof. Gopal Krishna Dwivedi convened the programme.



#### **Speech Competition organized by Finance Club for MBA Students**

Finance Club had organized a Speech Competition on the topic "Effect of Modi Government on Dollar Price" on 7<sup>th</sup> Nov,2014 in Seminar Room AB I. The anchors started the event by first introducing all the participants and explained the rules of the event.

25 students participated in the event from MBA Ist & IInd year . The event was adjudicated by Prof Neetu Purohit & Prof Sumit Gulati. Our event was cherished by the presence of Director Management Dr. Sapna Rakesh enthused students to come out with the new ideas and they participated with high energy level.

The winners were Rakshit Upadhyay at the first position, Aakashdeep at the second and ultimately the third prize went to Akansha Saxena.5 students who got the consolation prizes were Sakshi Aggarwal , Ravikant Rawal, Rashu Aggarwal , Shivam Tyagi and Yash.

The winners were awarded with Certificates and Trophy by Director Management Dr. Sapna Rakesh. The event ended with a huge round of applauds. The event was coordinated by Dr. Anusha Agarwal.

#### Finance Quiz Competition organized by Finance Club for PGDM & MBA Students

Finance Club organized a Finance Quiz Competition on 21st Nov, 2014 in Auditorium. Total 35 teams participated from PGDM & MBA Ist year. Preliminary round was scheduled on  $20^{th}$  Nov, 2014 for these teams. Total 8 teams were shortlisted for the Final round. Four rounds were scheduled in the Quiz Competition.

In Round 1 was on Finance Terminology and then Round 2 Focused on Famous Personality in Finance Area. Round 3 was named as "Logomenia" as it focused on identifying logos and ultimately in Round 4 judged the students finance knowledge and was named as "Finance Guru".





Ankur Agarwal became the first prize winner & Shubham Yadav (PGDM 1<sup>st</sup> year). The Second Prize winner were Subrata Chowdhury & Sandipan Chatterjee (PGDM Ist year) and the third Prize winners were Akashdeep & Ashutosh Singh (MBA 1st year). The teams who got the consolation prizes were Team 1(Akanksha Saxena & Sher Singh) and Team 2 (Chaman Singh & Aditya Singh) from MBA 1<sup>st</sup> Year.

The winners were awarded with the cash prize of Rs 1000, Rs 750, Rs 500 & Certificates and Consolation prize winners received a gift & certificate and all the participants who went in the final round received the participation certificate. The audience also received the chocolates on giving the right answers of the question which brings energy among the audience also. The event ended with huge round of applauds conducted by Dr. Anusha Agarwal.



### Dare to Compete: Toss the Ball and The Blind Way:

#### Organized by HR Club for the students of PGDM & MBA (2014-16 Batch).

HR CLUB organised an event on 11th November 2014 for the students of PGDM & MBA (2014-16 batch) under the guidance of the Club Coordinator, Prof. Shikha Arora. The event "Dare to Compete" started with a welcome speech by student volunteers- Ankita Tripathi and Darpan Sharma.

Activities for the day were *Toss the Ball* and *The Blind Way*. There was a preliminary round consisting of Multiple Choice Questions from which 20 teams were selected out of 29 teams. First activity was 'Toss the Ball' where the student teams had to toss the balls and put the balls in the basket taking minimum time, without letting them fall. Six teams were selected to proceed to the second activity – The Blind Way.

In the activity, the 'Blind Way' one team member was blindfolded and he had to follow instructions of the other member, to walk through the right path which was full of obstacles made from thermocol cups. The games were aimed at imparting the team building and coordinating skills along with understanding the value of building trust.

In between the rounds, there were quick rounds of Questions for the audience. Chocolates were given to the participants from the audience who gave the correct answers.

The top three winners were Chetna Garg &Vivek Vishal from MBA ,the second position holders were Pranjal Srivastava & Ujjawalkumar from MBA and the third position Prateek Singh & Ankur Halder from PGDM

Director Management Dr. Sapna Rakesh was invited to felicitate the winners. She congratulated all the winners and distributed the prizes. She encouraged the students with her motivating words. The program ended with a huge cheer of Hip Hip Hurray..!!!

#### "Innovative Idea Exhibition & Competition"

#### organized by ITS Marketing Club-The Marrecus.

On 19st Nov. 2014, more than 400 PGDM & MBA students, faculty & staff members from I.T.S.-Ghaziabad have gone through a wonderful experience while participated in "Innovative Idea Exhibition & Competition" organized by ITS Marketing Club-The Marrecus. During the Exhibition, 50 PGDM & MBA Students have shown their capabilities by presenting their innovative Ideas which was wonderfully presented by them on chart papers & models. Some of the innovative ideas were Pen Printer, Solar Kitchen, Water Fueled Car, Blight Bright band, Go green restaurant, Toy Library, Kitchen Kit, Cyber Security of Bank, Smart Digital Bag, etc.

The exhibition was inaugurated by Dr. Sapna Rakesh (Director Management) I.T.S. Ghaziabad. All eminent persons along with many faculty & staff members visited the entire 25 teams stall. Many faculty & staff members and students were also delighted after watching & listening presentations about their new & creative ideas. Each students, faculty & staff member have given their VOTE for BEST idea on a VOTING CARD available at the Polling booth in the Venue. The winning Charts considered on the basis of Visitors Votes. 25 teams were presented their innovative ideas, and finally best four teams have been awarded. The idea Goheaven.com was the First Prize winner of Rs.1000 and the winners were Mr. Navin Kumar Dubey and Mr. Abhishek Jaiswal. Another idea Toy Library was the first runner up (Rs.750/-) and winners were Ms. Priya Johri and Mr. Pushkar Srivastava. The idea of Suitcase with Chair was the second runner up (Rs.500/-) and winners were Ms. Priyanka and Mr. Deepak Chaudhary. The Consolation prize idea was ASPRS Water Fueled Car and the winners were Mr. Ramit Kumar Vohra and Mr. Shubham Vashistha.

The event was a grand success with exhibition of innovative & creative ideas by both PGDM & MBA students. At last Dr Sapna Rakesh, Director Management, Dr V.N Bajpai and Dr Mukesh Porwal distributed Cash prizes & certificates to all winners. Marketing Club Coordinator Dr. Mukesh Porwal thanked to all visitors, participants, Media and also to Marrecus club coordinators including Ms. Priya Johri, Mr Pushkar Srivastava, Ms. Shailvi Gupta, Ms. Nishtha Tiwari, Mr. Rishi Raj, Ms. Aanchal Suri, Ms. Kritika Tayal, Mr. Tarun Kumar, Mr. Rakshit Upadhyay, Mr. Dheeraj Kr. Pandey, Mr. Abhay Jain, Mr. Mohit Jain, Mr. Himanshu Malik, Mr. Sumit Arora, Mr. Ayush Agarwal etc. for successfully organizing this event. The event was coordinated by Dr. Mukesh Porwal.

#### SAMIKSHA- A BOOK REVIEW COMPETITION

#### LIBRARY CLUB

• Library club of I.T.S - UG campus organized "SAMIKSHA - a book review competition" for BBA and BCA students on Nov 10, 2014. The objective to organize this event was to bring our young generation closer to books and to indicate the habit of reading in them. Students from all years of BBA and BCA participated in the event and reviewed a variety of books like The Alchemist, Rich Dad Poor Dad, Brida, Poem by William Yeats, What Young India Wants etc. The event was a great success and motivated students to continue their habit of reading. It also encouraged other students to follow the path of knowledge by exploring wide variety of books of their choice.



#### HEALTHY & HYGINIC ENVIRONMENT (POSTER MAKING COMPETITION)

#### **ART & CRAFT CLUB**

• Art & Craft club at I.T.S UG campus organized a poster making competition on "Healthy & Hygienic Environment" for BBA/BCA students, on 19th November, 2014. As our Prime Minister Shree Narendra Modi has started a "स्वच्छ भारत अभियान", we at I.T.S also started a "आईo टीo एसo स्वच्छता अभियान सप्ताह". Under this campaign a poster making competition was organized for BBA/BCA students. The objective behind this competition was to make people aware about healthy & hygienic environment and to bring out the creativity & imagination of the students through making posters.





#### **SPORTS CLUB**

• I.T.S – UG campus organized a sports week for BBA and BCA students on 20<sup>th</sup> and 21<sup>st</sup> Nov, 2014.It provided a platform to the students where they can explore their talent and perform physical exercises to keep them healthy and strong. Sports week comprises of the events like Volley ball, Badminton, table tennis, and basket ball etc. Students participated with great zeal in all the events.

#### THEATRE CLUB

• I.T.S UG Campus organized a play on the 'Importance of English language' for BBA Ist year students on 20<sup>th</sup> November, 2014. The objective of the play was to make the students aware of the "second language of India" in corporate world. It is an attempt to give students a platform where they can build their confidence and demonstrate their leadership skills.





#### WORKSHOP ON ENTERPRENEURIAL DEVELOPMENT PROGRAMME.

The Entrepreneurship Cell at I.T.S UG Campus organized a three days workshop on "Entrepreneurial Development Programme" for BBA/BCA students on 12<sup>th</sup>, 13<sup>th</sup> & 14<sup>th</sup> November, 2014. The workshop took them through the intricacies of how to be a successful Entrepreneur. This EDP was conducted by the faculty members from "MSME (Ministry of Micro, Small & Medium Enterprises, and Govt. of India)". It provided a platform for grooming the budding entrepreneurs.

#### **WORKSHOP ON EXPERIMENTAL LEARNING**

A one day workshop on "Experiential Learning" was organized for BBA II year students on Nov 11, 2014. The program proved to be an experience based event, wherein students participated in the activities, games and role plays and learn in an effective way several aspects related to HRM. Dr. Deepali Monga, Director and Lead Trainer - Golden Auraa Training & Consultancy, was speaker of the session.

#### Workshop on International Business Management organized I.T.S - IB club



IB club of I.T.S, Ghaziabad organized a workshop for PGDM and MBA students on 15th Nov. 2014, and the topic – Import and Export Procedure and Overseas Procurement. The key speaker for the workshop were Mr. Amit Rajvanshi, Manager - Supply Chain Management, Akzo Nobel India Ltd., Kanpur Area, India and Ms. Servjaeta Verma, Product Manager, CIPLA, Delhi. Prof. Vijesh Jain, Associate Professor of IB at I.T.S also spoke on the topic.

It emerged from the workshop that international branding plans require fast movement on the planning in order to achieve excellence. The strategy of such plans must define the objectives, strategies should be well designed and delivered most effectively in order to excel. Mr. Amit Rajvanshi, emphasized that any small mistake in planning can lead to great errors and monetary losses apart from lost time. The workshop was highly interactive and students asked several important questions from the industry speakers. The participation in the workshop was excellent.

Mr. Aman Agarwal, and Mr. Vikas of PGDM and IB club office bearers coordinated the event.

#### Workshop on International Business Management organized at I.T.S for PGDM students.



IB club of I.T.S, Ghaziabad organized a workshop for PGDM students on 25<sup>th</sup> Nov. 2014, on the topic – International Travel & Tourism Industry – A Strategic Perspective. The key speaker for the workshop was Mr. Hiten Chaudhary, Associate Vice President – Thomas Cook (India) Ltd. Prof. Vijesh Jain, Associate Professor of IB at I.T.S also spoke on the topic as home speaker.

It emerged from the workshop that under Modi government international business, especially international tourism is poised for rapid growth. Student must equip themselves with requisite skills set to exploit the opportunities. Mr. Hiten Chaudhary, key speaker of the workshop emphasized that India is emerging as a most sought after tourist destination in the world. The workshop was highly interactive and students asked several important questions from the industry speaker.

Mr. Aman Agarwal, and Mr. Vikas of PGDM and IB club office bearers coordinated the event.



# National Marketing Conference "India 2020: Readiness for Cutting Edge Marketing"

01st & 02nd November, 2014



Department of management studies of Institute of Technology & Science, Ghaziabad organized a 10<sup>th</sup> National Marketing Conference "India 2020: Readiness for Cutting Edge Marketing" on 01<sup>st</sup> & 02<sup>nd</sup> November, 2014.

First day, the program started with inaugural session followed by two technical sessions and a panel discussion. There was a paper presentation contest of faculty members and students under separate category on the second day. Inaugural Session:

The Key note Speakers were Mr Anurag Kaul, Whole Time Director & CEO, J K Risk Manager & Insurance and the Chief Guest was Mr Prasun Banerjee, MD, True Blue Marketing Ventures

First day (01st November, 2014), the programmme was inaugurated with lamp lighting and Saraswati vandana, followed by the formal welcome of the chief guest and Key note speaker.

Welcome address was given by Dr Sapna Rakesh, Director Management, and I.T.S Ghaziabad. Prof C K Sabharwal presented the overview of the conference and set the agenda for the session. In his inaugural speech, the Key note speaker Mr. Anurag Kaul, Whole Time Director & CEO, J K Risk Manager & Insurance advocated that companies should have a belief on their strategies even at the tough times.

He emphasized on power of technology to drive business solutions. Chief Guest Mr Prasun Banerjee, MD, True Blue Marketing Ventures Pvt. Ltd. said that customer engagement is going to be the key in the days to come. He focused on leveraging the power of Customer co-creation in



Technical Session – 1

Topic: Marketing Challenges & Opportunities from Demographic Dividend

Mr. Harish Mehta, DSCL/ Dhanuka
Dr. R K Singh, Ex Head, Agro Division, Chambal Fertilizer
Ms. Shreyoshi Saha, Chief Advisor, CAPA
Ms. Oxana (Russia)

In first technical session on "Marketing Challenges & Opportunities from Demographic Dividend", Mr Harish Mehta from DSCL/ Dhanuka, Dr R K Singh, Ex Head, Agro Division, Chambal Fertilize, Ms Shreyoshi Saha, Chief Advisor, CAPA and Ms. Oxana from Russia discussed comprehensively about the demographic dividend which India has over other countries and plethora of opportunities and challenges ahead. In the Technical Session – 2, the topic was "Marketing in Digital Times". Mr. Darpan Majumdar, Founder, Zogambo .com, Mr. Sandeep Kaul, Sr Manager Marketing, Prognosys ,Ms. Aditi Mishra, VP, Lodestar, Mr. Sikander Safi (Afganistan) were the key speakers.

In second technical session on "Marketing in Digital Times", Mr Darpan Majumdar, Mr Sandeep Kaul, Sr Manager Marketing, Prognosys, Ms Aditi Mishra and Mr. Sikander Safi, expressed their views about how technology is bringing changes in our daily lives and thus creating an opportunities for the organisations. Companies around the globe are looking social media as a very important vehicle to be able to develop connect to the customers. The session was coordinated by Prof Vijesh Jain.



On the Panel Discussion the topic was" Marketing Inclusion Strategies in Emerging Markets"
Mr. Ajoy Das Gupta, CEO, PARSEC Telesystems Ltd,
Dr. Saurav Mohan, Country Manager & CEO, Hero Motors,
Mr. Arindam Bose, ZSM, Amira Foods,
Mr. Arun Saxena, Vice President, Genus Power and
Mr. Jealous Sikayi, Bank Analyst from Zimbabwe

In Panel Discussion on "Marketing Inclusion Strategies in Emerging Markets", Mr Ajoy Das Gupta, CEO,PARSEC Telesystems Ltd, Dr Saurav Mohan, Country Manager & CEO, Hero Motors, Mr Arindam Bose, ZSM, Amira Foods, Mr Arun Saxena, VP, Genus Power, and Mr. Jealous Sikayi, Bank Analyst, Zimbabwe talked about various strategies to compete in emerging markets like India. The divide between urban India and Rural Bharat has to diminish through inclusive growth and strategies, employed by all stakeholders. How will this happen? How will Business Models be structured toward Inclusive Growth by involving this sub served population in infrastructure building, manufacturing, services and logistics? Will Public Private Partnership be the vehicle of choice for sustainability? How will Business reorient their Inclusive planning away from CSR, and not only governed by profit motive, but using sustainability as defining criteria? These were the issues raised in the panel discussion. The panel was moderated by Prof C K Sabharwal.

A foreign delegation of 35 participants from 20 different countries like Russia, Yuganda, Afganistan, Tanjania, Zimbabwe, Cambodia, Mongolia, Nepal, Nigeria, Mauritus, Ghana, Sri Lanka, Tajalistan etc. have participated in the conference.



Second day, the programme started with inaugural session followed by paper presentation context. Prof S K Sachdeva from IMT Ghaziabad (CDL) was the Chief Guest of the day. Research papers were presented by faculty members and students of different institutes from Delhi, Panjab, UP. Three best research papers under both the categories were awarded with the cash prize/ memento and certificates. In Full paper submission and presentation of faculty category the first prize of Rs. 5000/- was given to Ms. Abhilasha Jindal of J.J.T. University, Rajasthan, second prize of Rs. 3000/- was given to Prof. Sunil Kumar Yadav of Delhi University & Prof. Alok Singh of Raffles University, Neemrana, Rajasthan and the third prize of Rs.2000/- was given to Dr. Hari Shankar Shyam, Mr. Bhaskar Dasgupta, Dr. Deepika Upadhyaya & MR. Shashank Mehra of Sharda University, Greater Noida.

In student paper presentation category first prize won by Ms. Akansha Saxena & Mr. Naman (MBA Program) of I.T.S, Ghaziabad, second prize won by Mr. Kumaresh Khawas of Jaipuria Institute of Management, Noida and third prize won by Ms. Nishtha Tewari (PGDM Program) of I.T.S, Ghaziabad.

There were various stalls representing companies of repute including BIG Bazar, Parle, Himalaya, Amira Foods, 3 M & Bisleri during the conference displaying their products.

# <u>Summit on 'Livelihood Security: Realizing the vision for 1.3 billion Indians organized by ASSOCHAM at Vigyan Bhawan</u>

More than 60 students of Management programme of ITS- Mohan Nagar, Ghaziabad had participated in summit on Livelihood Security: Realizing the vision for 1.3 billion Indians organized by ASSOCHAM at Vigyan Bhawan in New Delhi on (November 3, 2014).

The President of India, Shri Pranab Mukherjee inaugurated the Summit and speaking on the occasion, the President said that there is a compelling need to provide livelihood security to those in the lower rungs of the socio-economic ladder. Additionally, there is a binding obligation to realize the dreams of the aspirational generation of young Indians. All these, when India with 2.4 percent of the world's geographical area has seventeen percent of its population, pose formidable challenge. At this Meet, he anticipated an honest appraisal of issues concerning livelihood security and expects solutions that will guide policy makers.

The President said that livelihood security is incomplete without the provision of social security. To make a decisive change in the livelihood security of Indians, the challenges are many and time limited. But he was certain that with the combined efforts of all stakeholders - government, industry, non-governmental agencies and the community at large - we will be able to extend to our countrymen enormous livelihood prospects. The industry can create mechanisms for income opportunities and capacity building under CSR initiatives mandated by the Companies Act of 2013. He expressed the hope that the Summit would discuss issues threadbare and make recommendations in the right perspective.

The groups of student were guided under the mentorship of Dr. V.N.Bajpai and Dr. A.P.Tripathi (Coordinator – PGDM Program).

# 10<sub>TH</sub> National Conference on Emerging Paradigm of Information & Communication Technologies & its Impact on Society (EPICTIS-2014) on 07-08 November, 2014



Sh. Aditya Sharma, Global Head - Birlasoft Solutions addressing in EPICTIS-2014



Sh. Svisankaran, NVIDIA addressing in EPICTIS-2014



Ms. Swati Mehra, BI Consultant at NIIT Technologies addressing in EPICTIS-2014



Session in progress in EPICTIS-2014



Dr. Sunil Pandey, HOD-IT presenting memento to Dr. Brajesh Kumar, Professor & Dean at Lingaya's University, Faridabad



Dr. Maya Ingle, Professor & Director (Research) , Debi Ahilyabai University in EPICTIS-2014



Sh. Arpit Chadha, Vice Chairman, ITS-The Education Group presenting memento to Mr. Adiutya Sharma



Shri. Manohaur Kumar - DGM, SifyCorp @ EPICTIS-2014

Among the Papers Presented, the best Papers were awarded with Cash Prizes, Trophies and Certificates. The winners include Ms. Geetanjali Singh from Vansasthali University, Vansathali, Ms. Nivedita (student of BCA at I.T.S Ghaziabad) and Mr. Amit Agarwal - Sr. Test Engineer at Sakshya Web Technologies at I, II and III Positions respectively.



## SPARDHA-2014

#### 04th & 05th November, 2014

ITS student won first prizes in the Third National Sports Meet, Spardha-2014 organized by Jaipuria Institute of Management, Noida

Over 100 Colleges from different regions of N.C.R participated in the Third National Sports Meet, "SPARDHA-2014" on 4thand 5th November, 2014. It was an event designed to keep alive the spirit of Citius, Altius and Fortius among students. Two days of SPARDHA-2014 had given students an opportunity to play with passion and enthusiasm. Various events viz. Gully Cricket, Mini Football, Volley Ball, Chess, Carom, Tug of War, Table Tennis, Athletics and Cyber Games were part of this mega event which had provided an ideal platform to self discipline and showcase their talents.

Sandipan Chatterjee student of PGDM 1st year (2014-16) took part in Chess and Cyber games (Need For Speed Most Wanted). These two events were single player event.

Colleges that participated in these events were :Jaipuria Institute of Management Noida, Jaipuria Institute of Management, Jaipur ,NDIM, Amity University, Bhagat Singh Open University and many more.

In Chess he had to play 6 rounds i.e 6 opponents (participants) from different colleges, after winning all the rounds & he won the championship. In finals, he had to beat the participant from Bhagat Singh Open University.

In Need For Speed Most Wanted he had to play 4 rounds, each round against 3 opponents and then from that he was going to the next round .So, for winning the championship he had to qualify for the finals after 3 rounds. In the Finals, he had to face the opponent from Jaipuria Institute of Management Noida. After defeating him, he won the championship.

Prizes were distributed in the presence of the Director General of Jaipuria Group.







Ms. Hunny Garg awarded with Trophy, Certificate and cash prize of Rs. 10,000/- for securing position in

U.P.T.U Top-20 Merit List with 84.47% in MCA (2011-14) batch. Dr. M.M.Pant along with Sh B.K.Arora,

Secretary, ITS-The Education Group, HOD-IT, Dr. Sunil Kr. Pandey and Director Management ,Dr. Sapna

Rakesh felicitating Hunny Garg in 4th I.T.S-Young Talent Hunt on 29th November 2014 @ ITS, Mohan Nagar.

Proud parents of Ms. Hunny were also present in the event.













The Grand Finale of our 4th I.T.S Young Talent Hunt - *An Inter-institutional Event* was organized on Saturday, 29th November, 2014 in fully packed Chanakya Auditorium at the institute. The event went a Grand Success in real sense witnessing participation of about 600 Participants who were selected from Round-1 of the event from about 5000 students of 78 Institutes/ Universities across 20+ cities of the stateincluding Kanpur, Etawah, Allahabad, Sultanpur, Fatehpur, Eta, Agra, Varanasi, Muzzaffarnagar, Saharanpur, Bijnor, Bulanshahr, Hapur, Shamli, Baghpat, Ghaziabad, Gautam Budh Nagar, Delhi etc. The Cash Prize of Rs. 1,10,000 with Trophies and Certificates were awarded to winners. Renowned Academician, Scientist, Administrator and an one of the pioneers in the field of e-learning since last 4 decades - (Prof.) Dr. M.M. Pant former Pro-Vice Chancellor, IGNOU was invited as the Chief Guest of the event in the inaugural session.

## PGDM (2013-15) Students Visited NSIC, NEW DELHI

On 21<sup>st</sup> November all the students of PGDM (2013-15) batch attended the session on Entrepreneurship development through MSME at NSIC New Delhi. The professors Dr. Mukesh Porwal and Prof. Lalit Sharma accompanied the students for the visit.

There was a presentation on the entrepreneurship orientation in which he told ous about the MSME sector that how much it is contributing to the growth and creating employment. There was also discussion on the retail sector & finance .

Then at 1.30 we went to the canteen inside the NSIC, everyone had lunch there ,then we again reached NSIC campus and visited & gained knowledge about the various ways through which we can setup our own business, there were various machines kept for the demonstration purpose.

Key person were telling the students about each and every one of them and the cost of purchasing them

At the end we along with all the student board back to ITS Ghaziabad at 5:30pm

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#### I.T.S – UG CAMPUS ORGANIZES A TRIP TO HASTINAPUR

I.T.S - UG Campus students along with faculty members visited Hastinapur in UP on 6<sup>th</sup> November, 2014 as a part of the mentor mentee activity. Mentors, Prof. Ashutosh Sharma, Prof. Uttam Sharma & Prof. Namita Dixit along with their mentees, visited the religious and historical place, Hastinapur in Uttar Pradesh. The objective behind this tour was to strengthen the bond between the mentor & the mentee. The journey was fun filled and students enjoyed right from the start till the end. Places visited were Jambu Dhweep, Sumeru Parvat, Ganga Ghaat to name a few. Students enjoyed and relished the food served during breakfast and lunch. In all three faculty members and fifty six students went for the trip.







#### I.T.S UG Campus Organized a Rally on "Healthy & Hygienic India"

I.T.S UG Campus organized a rally on "Healthy & Hygienic India" on 21st November, 2014. As our Prime Minister Shree Narendra Modi has started a "स्वच्छ भारत अभियान", we at I.T.S also had a mission "आईo टीo एसo स्वच्छता अभियान सप्ताह" from 17th – 21st November, 2014. Under this campaign a rally was taken out with various inspirational slogans & banners. The objective of this rally was to make people aware about healthy & hygienic environment and awakening of people who are not serious about keeping their environment clean and healthy. During the rally students cleaned the spaces like pathways, grounds, canteen areas, area around the campus with broom & flag on. An Oath Ceremony took place in which all the Faculty, Staff & Students promised to not to litter the surrounding.

Editorial Committee Prof.Vinita Srivastava Prof.Puja Dhar Prof.Nupur Sidh

Designed By : Neha Singh PGDM 2014-16