

I.T.S Mohan Nagar Ghaziabad

e-newsletter

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INSIDE THIS ISSUE

QUIZ WHIZZZ....2012	2
The 7th National Conference	3
XV Convocation For PGDM	4
International Study Immersion for I.T.S. PGDM Students To Malaysia & Singapore	6
PARIVARTAN- The Social Club Celebrated <i>Rashtrapita</i> Mahatma Gandhi's birthday	7
"Extempore Competition" organized by MBA HR Club	8
Guest Lecture by Ms. Priya Garg on 'Communication'	9
Hear The Voice of India	9
Corp Talk	10
Merit Scholarship Award & Performance Improvement Ceremony	10
Industrial visit to Bisleri Plant at Sahibabad	11
Guest Lecture on "Competitive Intelligence in Global Marketing"	12
Guest Lectures	13
Quiz?	14
Answers of Quiz in Last Issue	14
Winners of Last Issue Quiz	14

QUIZ WHIZZ.... 2012

I.T.S Mohan Nagar UG Campus organizes 2nd Inter school Quiz competition among the top notch schools from Delhi & NCR for 11th & 12th Standard Students on 12th Oct 2012. This event witnessed conjoined participation of brightest minds. Around 101 schools from Delhi, Ghaziabad, Noida and Greater Noida participated in this mega event.

Mr. Kramendra Singh, City Magistrate Ghaziabad, and Dr. R.B.L. Goswami graced the occasion with their presence. They emphasized on the importance of such an event in today's competitive scenario where knowledge of current and social events is equally important. Mr. Kunal Sarvarkar, a renowned Quiz master from Quiz Craft Event and Communications (P) Ltd, conducted quiz very interestingly and also apprised the students about various not-so-known facts.

St. Paul's Academy, Ghaziabad lifted the trophy as winner, Vivekanand School, Block-D Anand Vihar bagged second position & ASN Sr. Sec School, Delhi with DPS Indirapuram as third prize winner, shared the position.

Top 03 winners were awarded with:



1st Prize: Rs. 21000/- +Trophy +Certificate of Merit

2nd Prize: Rs. 15000/- +Trophy +Certificate of Merit

3rd Prize: Rs. 9000/- +Trophy +Certificate of Merit

All participants will be awarded with certificate of participation.

The 7th National Conference on

“Communication Technologies & its Impact on Next Generation Computing”

The 7th National Conference on “Communication Technologies and its Impact on Next Generation Computing” was organized at by Department of IT at I.T.S, Mohan Nagar, Ghaziabad on 20th October, 2012. The conference was inaugurated by the Chief Guest Prof.(Dr.)Raj Kamal, Ex Vice Chancellor – DAV

vancements taking place in IT industry from telecommunication perspective. Mr. Tyagi in his address, Mr. Tyagi said that with the increased applications of information and communication technologies, there are inherited challenges and concerns are also rising out about securing and providing seamless

to business organizations and said that off-shored software industry are most disruptive. Prof. (Dr.) Bharat Bhasker, speaking as invited distinguished guest, expressed his though on the inflection growth of hypes. In his address, Dr. Bhasker said that evolution of Internet is considered as a Big-bang



University, Indore, Distinguished speakers Mr.Vipin Tyagi, Director (I) – CDOT, Prof. Ramesh T. Krishnan – Professor IIM Bangalore, Prof. Baharat Bhasker – Professor IIM Lucknow, Director General – I.T.S Ghaziabad Prof. A.K. Puri and Director – IT, Vineet Kansal by lamp lighting before Goddess Saraswati. On his discussion, Prof. (Dr.) Raj Kamal spoke on evolution of communication technologies and narrated the chronological development of these technologies. In his address, Dr Raj Kamal addressed the issues related to efficient deployment of communication technologies and talked about 4G Networks. He also spoke on redefining attributes from technological perspective, applications of algorithmic developments. Mr. Vipin Tyagi, key note speaker spoke about the technological ad-



connectivity among the users.

Distinguished invited speaker, Prof. Ramesh T. Krishnan – Professor at IIM Bangalore spoke on the application aspects of the communication technologies and touched upon various issues related to it. Dr. Krishnan suggested that only solution in this scenario is to promote innovation and this has to come out of India. He also spoke on challenges & issues which are related

which occurs rarely and it has created a connecting environment for other applications to be shared and executed across a distributed environment.

He further said that last two decades has witnessed unprecedented technology progress which is driving the innovations and creation of significant wealth which is another factor of motivation and encouragement. Prof. Bhasker stressed upon the need of keeping the approach simpler and in such a way that it is closer to the end users. More than 200 research papers were received covering 18 states of the country. The proceeding was released by the eminent guests during the inaugural session.

The conference was concluded with the valedictory session in the afternoon. While addressing as the invited speaker in the valedictory session, Prof. Sanjay Goel spoke about the issues and challenges present in the field of communication. Prof. Goel spoke on the developments taking place in the area of mobile computing and elaborated various complex issues with demonstrative illustrations and examples. He also spoke on perspective research areas in the field of mobile computing and technology. Prof. Umang Singh was the convener of this conference.

XV Convocation For PGDM At I.T.S, Ghaziabad

Institute of Technology & Science, Mohan Nagar, Ghaziabad organized Convocation for its **15th Batch of PGDM (2010-12) students on Sunday, 14th October, 2012.**

Shri S K Roongta, Managing Director, Vedanta Aluminium Ltd. was the Chief Guest on this occasion. In his Convocation Address, Shri Roongta suggested diploma awardees to enjoy what they undertake in their personal and professional life and create difference in everything what they do. He said that Business around the globe is going through a change. The need of the hour is to cope up with the change with positive attitude and disciplined approach. During his convocation address he emphasized upon developing self belief and confidence to face the challenges ahead. He said that dreaming big is not enough; one has to be sincere enough to make dreams come true. Dr. R. P. Chadha Chairman, I.T.S The Education Group blessed the diploma awardees for their success in all future endeavors. Shri Surinder Sood, Chief Administrator of the I.T.S Group was Master of Ceremony.



Important Highlights of Convocation 2012:

1. Invitation card were sent to the diploma recipients along with the instruction sheet.
2. Huge response from students for attending Convocation. **74 % PGDM students** (129 out of 175) were present during the convocation.
3. Every student who registered himself received diploma from the Chief Guest at the stage.
4. 15 extra chairs have been arranged in Auditorium to accommodate guests and PGDM students.
5. Wide coverage by media representatives. Representatives from leading news papers like-Dainik Jagran, Amar Ujjalla, Nav Bharat Times, Hint, Yug karvat etc. arrived to cover the convocation ceremony.
6. All toppers were present in the Auditorium for collecting their Diploma & Medals from the Chief Guest.
7. Diploma awardees were issued token number (SEAT NUMBER). It helped a lot in managing the smooth flow of diploma awardees while collecting their diplomas.
8. Management oath by individual name and course along with an instruction sheet was issued to every diploma recipient from the registration desk.
9. Parents of diploma recipients were also invited.



International Study Immersion for I.T.S. PGDM Students To Malaysia & Singapore

From I.T.S Ghaziabad campus, 33 students from PGDM along with 3 faculty members visited Singapore and Malaysia as a part of their week long International Study Immersion between 12th October 2012 to 18th October 2012. In first 3 days at Malaysia, students visited Sunway International Business & Management (Malaysia's renowned private university offering international courses in management and other streams of education). All students received participation certificates from Sunway International Business & Management. Apart from University visit, students also visited Malaysian Chocolate Factory where students learned the art of making world class chocolates of different shapes and tastes. Students also visited major attractions of Kuala Lumpur, Malaysia and Genting High Land for fun at outdoor theme park. All students also visited Batu cave Temple and major shopping areas of Kuala Lumpur. Students showed keen interest in Ma-



laysia Culture and Malaysian life. On 15th October students left for Singapore.

In 4 days at Singapore, students visited Singapore Management University (SMU), Newater Treatment Plant and The Urban Redevelopment Authority (URA) which is Singapore's national land use planning and conservation authority. URA's mission is "to make Singapore a great city to live, work and play in". Apart from the university and industry visit the students enjoyed recreational activities in Sentosa Island, Marina Bay & City Tour. The students were exposed to different places and culture in Singapore during city tour. Students also visited major shopping areas of Singapore especially in Little India Area and Mustafa Mall at Serangoon Road. On 18th October students left for India. The faculties who accompanied the students to Malaysia are Prof. Lalit Kumar Sharma, Prof. Sumit Gulati and Prof. Vinita Srivastava.



PARIVARTAN- The social club celebrated *Rashtrapita* Mahatma Gandhi's birthday with the kids under the slum education programme

The Social Club "PARIVARTAN"- I.T.S Management & IT Institute, Mohan Nagar, Ghaziabad is working for educational development to slum area in Sahibabad, Ghaziabad. Recently they celebrated *Rashtrapita* Mahatma Gandhi's Birthday on 2nd October, 2012 in Seminar Hall Academic Block-1 ITS Management & IT Institute, Mohan Nagar, Ghaziabad.

31 Children performed in patriot song, dance and speech. There was a painting competition on national Birds, Animal and Flower. All students participated in this competition. Miss Khushi won Third prize, Miss Priyanka won Second Prize and Mr. Deepak won first prize.

The children enjoyed the celebration and were enthusiastic about the event. Students of PGDM I and IV trimester coordinated the event and told them about Mahatma Gandhi. They distributed them book, notebook and stationary. At the end of event they distributed them snacks, chocolates and sweets.



"Extempore Competition" organized by MBA HR Club

An "Extempore competition (in HRM)" was organized for MBA students on 5th October 2012 [Friday] at I.T.S, Mohan Nagar campus Seminar Hall, from 2:30pm to 4:30 pm. Main objective of this event was to give an opportunity to students to present themselves and enhance their communication skills, express their thoughts in a coherent manner within limited time and develop capability to think on the spot.

Winners were awarded with prizes: 1st position was secured by Pooja Agrawal followed by Priya at 2nd position, Sumit at 3rd position, Sadaf Sultana at 4th position, Adarsh at 5th position and Kanika at 6th position. Event was judged by Prof. Anusha Agrawal and Prof. Lalit Sharma.



Guest Lectures by Ms. Priya Garg on 'Communication'

A Guest Lecture was organized at I.T.S Mohan Nagar by Management department for MBA (2012-14) Batch (section B) by Ms Priya Garg on 10th October, 2012. The purpose of conducting this Guest Lecture was to make students aware about basic concept of "communication".

Ms Priya Garg focuses her lecture on communication. She started her lecture by discussing different types of communication in the environment, and what role communication plays on judging the personality of an individual. Further she focus on barriers in communication, how many types of letter to be written. This lecture was very effective in learning the basic concept of communication. She had delivered his lecture in very interactive and simple way.

Hear The Voice of India

INTRODUCTORY EVENT OF CULTURAL COMMITTEE

On 17th October, Utkarsh Lab - Cult.Com has rock the floor by its first cultural event "Hear The Voice of India". The purpose of this show was an introduction of cultural committee. In this show, students of pgdm 1st year and 2nd year have given spectacular entertaining performances.

The show was started at 4:00 PM in the auditorium. After a formal introduction of the committee through power point presentation regarding objectives and lineage of the cultural committee, students had spring with some solo and group performances.

Religious performance of Ganesh vandana performed by Anasua Dutta made a large impact on audiences.

The next performance was a group dance, performed by all the members of cultural committee on the song SAMAY KI PUKAR. All participants were in white costumes as the theme of this performance was to spread peace and live with peace. The performance was remarkably excellent.

The event was further followed by a skit. The script was based on corruption and performed by Devesh and his group.

After this, the students of pgdm 2nd year (Shashwat and group) have performed a rocking dance on the bollywood songs .

The last performance relating to the theme was a dance performed by Shashi, Karishma and Deepika on the song I LOVE MY INDIA.

The show was hosted by Manjeet and Pradeep, they had made the event live and entertaining with their chit-chat, jokes etc and performed their responsibility very nicely.



The best part of the show was its continuous flow without any time gap between any two performances. Overall it was an extraordinary fabulous and amazing event.

After the successful implementation of first program, Director Management Dr A K S Suryavanshi has asked to repeat the event for MBA students.

Corp Talk for PGDM students

On 19th Oct, 2012, students of PGDM (First year), along with faculty members **I.T.S.-Management & IT institute (Ghaziabad)** have gone through their own forum of Corp-talk at the Institute Auditorium.

The talk was delivered by Mr. Rahul Rai (**Head – Human Resource Competency Centre at ST Microelectronics**). During the session he focused on the role of coaching and mentoring. He said that Science alone is not enough to change attitudes. People needed to understand nature in order to see a reason to change their beliefs and actions in life. Interdisciplinary Consciousness and a specialty in Organizational Development and Leadership, could allow one to synthesize the science of whole natural systems thinking with the human social, political, and economic systems. But the big question is that how to have positive life interactions to co-create a sustainable and beautiful world is a joy for yours and to thank all the wonderful souls who have crossed your path.

Merit Scholarship Award & Performance Improvement Ceremony for MBA (2011-13) Batch

In order to motivate the students, Institute has been giving awards and certificates to the students on the basis of academic performance improvement and to the overall semester toppers as per the external result of Mahamaya University examination and beside this top three students are given scholarship on the basis of 1st year result.

The Performance Improvement & Merit Award Ceremony for MBA was organized to recognize such efforts of the students on **19th October, 2012 from 4:00 pm** onwards at seminar hall (AB – IV).





Academic performance Improvement Awards were given to the seven students of MBA (2011-13) on the basis of their academic performance in MBA – II semester over MBA – I semester. Under second category of Merit awards

were given to the top ten students from the entire batch to the students of MBA (2011-13), for II semester. The Merit Scholarship was also awarded to top three students of MBA(2011-13) Batch for their outstanding performance in Ist year result. **The scholarship amount of Rs. 15,000/- was awarded to the topper Ms Sneh, Rs10,000 to second position holder Ms. Deepti Joshi and an amount of Rs. 5000/- to third position holder Ms. Ritika Tyagi.** The ceremony was started with the welcome address and motivational speech of Director Management Studies, Dr A.K.Singh Suryavanshi.

Industrial visit to Bisleri Plant at Sahibabad for PGDM students

The industrial visit to **Bisleri International India Pvt. Ltd.**, 19/1, Site-4, Industrial Area, Sahibabad, Ghaziabad was organized by I.T.S Ghaziabad, for its PGDM students of (2012-14) batch on 19.10.2012. 31 students along with two faculties, Prof Vijesh Jain and Dr V N Bajpai started at around 10:00 am in the morning by bus from the Institute campus for the visit.

Bisleri is India's leading brand in packaged water. It has 60% market share in packaged drinking water in India. It offers a wide range of packaged water including 250ml cups, 250ml bottles, 500ml, 1 litre, 1.5 litre, 2 litre, 5 litre, and 20 litre. Their operation run throughout the subcontinent of India and is one of the leading bottled water supplying companies in India. During the plant visit students interacted the officials at the plant. All the students initially were given a presentation on water industry, Bisleri and its future prospects. Mr Gulam Khan, one of the official took students to the plant visit. The students were briefed about the process right from manufacturing of bottles to water purification with the help of various scientific processes.



The visit was a great learning experience for the students. The staff was cooperative. Manager of the company solved student's queries and students have clicked some pic-

tures with members who interact with them. Students were happy and they enjoyed a lot during the visit.



Guest Lecture on “Competitive Intelligence in Global Marketing”

In I.T.S Mohan Nagar a guest lecture was organized on **29th October, 2012** for the MBA students in order to provide their students with an overview over competitive intelligence in global marketing for this purpose they have invited Miss Giedre Jankauskaite from Lithuania.

She is a competitive intelligence analyst with Outsourcing Business Intelligence Consultancy. She told the students that in order to take advantage of the competitive intelligence one should go for the thorough analysis of the culture of any country where they are looking forward to invest; they should firstly study the local market of that country. She enlightened the students by telling them what the competitive advantage is and its various components i.e. defense intelligence, offensive intelligence and knowledge management and even the various levels of the competitive intelligence.

She told the students in which situation the competitive intelligence should be applied and from which various sources the data for the purpose should be gathered. She laid emphasis on the evaluation of the future business partners carefully i.e. one should go for detail investigation and verification of the partner before entering into any deal with them. She shared one of her research work with the students too which was conducted in India only over the Banana Fiber Production in India. In which she told that from where she collected the data required for the purpose and the process of telephonic interviews based on the open questionnaire was used for the collection of the required data and she also shared the result of her research with the students where she has analysed that in India the work is done manually in spite of using machinery, only one identified company exports it and no of the mulching films are made from the fiber in India.

Guest Lectures



- A guest lecture was delivered by Mr. Riyaz Khan, retired Colonel and corporate trainer, on topic of 'Public Speaking' on 3rd Oct, 2012 for BCA III year to acquaint students on ways to overcome the fear of public speaking.
- A workshop on 'Financial Literacy' was conducted by Mr. Vishal Dhawan, Project Manager – IBM, on 6th Oct, 2012 for BBA I year students to impart basic financial concepts in them such as cash flow, concept of money, assets and liabilities etc.
- Ms. Monica Santoshi, CSC Noida, Team leader – IT, delivered a lecture on the topic of 'The role of management in IT sector' on 19th Oct, 2012 for BCA I year students.

⇒ CAREER COUNSELLING CELL

- Organized a workshop on 'Time Management' for BBA and BCA II year students to teach them how to make a to-do list, planner, SSMR technique etc.
- Started '**Individual Counseling Sessions**' for BBA and BCA students to cater their needs of special attention and private counseling.

⇒ LIBRARY CLUB

- The newly formed 'Library Club' of I.T.S – UG campus organized an event to encourage students to read more books and visit the library regularly. The students can develop self confidence and communication skills this way and can improve their personality.
- The students organized a musical extempore with treasure hunt rounds.

⇒ STRIKERS - SPORTS CLUB

- Students participated in various events like Basketball, Volleyball, Cricket, Football, Badminton etc in IMS, Dasna.
- Students participated in Table-Tennis competition in Ajay Kumar Garg engineering college.

⇒ STUDENTS' ACHIEVEMENTS

- Mr. Sumit Popli and Mr. Pranay have been selected to play in Inter-Collegiate Basketball team for CCS University.
- Ms. Monika Mishra has been selected to play in Inter-Collegiate Basketball team for CCS University.

Quiz

1. The Tata group consists of how many companies?
2. Who is WTO Chief?
3. Which Indian biscuit brand is the single largest selling biscuit in the world in its segment?
4. Which ad agency manages the career of cricket star Yuvraj Singh?
5. Which is the official advertising agency of the Indian government?
6. The late television star and actress, Priya Tendulkar, used to endorse which brand of biscuits?
7. "The Brighter Side of Life" is the ad line of which of these companies/groups?
8. "Life is One Incredible Journey" is the baseline of which magazine?
9. This logo is Associated with which organization?



10. This logo is Associated with which organization?



Answers of Quiz in last Issue

1. Cargil foods
2. Anderson Consulting
3. Ultra tech cement
4. Youtube
5. It's the way you make me feel
6. 7up
7. Mccann erikson
8. S. Kumars
9. Close up
10. General motors

Winners of Last Issue Quiz

1. Mr. Rahul Shukla
(MCA 2008-2011)

2. Ms. Priyangi Bhardwaj
(B.Tech(CSE)- 3 Semester)



You can E-mail your answers at researchcom2012_mn@its.edu.in & itsnewsletter@its.edu.in

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



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● Murad Nagar

● Greater Noida

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- MDS

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