

| Quarterly Newsletter | Vol.21 Issue:04 January 2015



# NEWS



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



## 10th National IT Conference EPICTIS-2014



## ITS 5S Club Activity



## 4th I.T.S Young Talent Hunt An Inter - Institutional Event



## CSR Activities

[www.its.edu.in](http://www.its.edu.in)

**ALSO IN THIS ISSUE**

**INDUSTRIAL VISIT**

**ABROAD TOUR**

**ALUMNI MEET**

**NATIONAL CONFERENCE**

# FROM THE EDITORIAL BOARD

Dear Readers,  
New Year Greetings!

**“It is our own mental  
attitude which makes the  
world what it is for us.**

**Our thoughts make things  
beautiful, our thoughts make  
things ugly.**

**The whole world is in  
our own minds.”**

Swami Vivekanand

With these inspirational thoughts we present our January 2015 issue of the quarterly newsletter highlighting some of the various activities that took place in our campus along with the achievements of our students and the faculty members.

Hope you enjoy reading the issue and this remains a medium for us to stay connected.

Happy reading!

Editorial Team

## Academic Council & Advisory Board

**Dr. D.V. Singh**  
Chairman,  
Former Director, IIT Roorkee  
Former Vice Chairman, AICTE

**Mr. Sohil Chadha**  
Vice Chairman  
I.T.S - The Education Group

**Prof. Atmanand**  
Professor  
Management Development Institute  
Director, Steel Authority of India Ltd.

**Dr. Ajay Pandit**  
Professor  
Faculty of Management Studies  
Delhi University

**Dr. Abad Ahmad**  
Professor  
Jamia Millia Islamia  
Former Pro Vice Chancellor,  
Delhi University,  
Delhi

**Dr. Pritam Singh**  
Former Director IIM, Lucknow,  
Former Director MDI, Gurgaon,  
Director General IMI

**Dr. M.P. Gupta**  
Former Professor & Dean, FMS  
Delhi University, Delhi  
Advisor at Sharda University

**Dr. A.K. Mishra**  
Professor IIM Lucknow

**Dr. R.P. Chadha**  
Chairman  
I.T.S - The Education Group

**Mr. Arpit Chadha**  
Vice Chairman  
I.T.S - The Education Group

**Mr. B.K. Arora**  
Secretary  
I.T.S - The Education Group

**Mr. Surinder Sood**  
Chief Administrator  
I.T.S - The Education Group

**Mr. Shyam Malhotra**  
Executive Director,  
Cyber Media India Ltd., Gurgaon

**Mr. Manoj Tandon**  
Head, Banking & Finance Division  
CSC India Pvt. Ltd., Noida

**Dr. D.K. Pandey**  
Associate Professor  
Institute of Technology & Science, Ghaziabad

**Dr. Sunil Kr. Pandey**  
Director (IT)  
Institute of Technology & Science, Ghaziabad

**Dr. Sapna Rakesh**  
Director, Management Department,  
Institute of Technology & Science, Ghaziabad

## Editorial Committee

**Neetu Purohit**  
Asst. Professor  
I.T.S, Mohan Nagar, Ghaziabad

**Nupur Sidh**  
Asst. Professor  
I.T.S, Mohan Nagar, Ghaziabad

**Puja Dhar**  
Asst. Professor  
I.T.S, Mohan Nagar, Ghaziabad

**Priyanka Sadhna**  
Asst. Professor  
I.T.S, Mohan Nagar, Ghaziabad



## I.T.S - Institute of Technology & Science

Mohan Nagar, Ghaziabad - 201 007, Ph: 0120-2811000 / 2811111 / 2811112

Mobile : 08588000190, 08447744041 / 42 / 43 / 44

E-mail : [itsnewsletter@its.edu.in](mailto:itsnewsletter@its.edu.in) Website : [www.its.edu.in](http://www.its.edu.in)



- [www.facebook.com/ITS.Education.Group](http://www.facebook.com/ITS.Education.Group)
- [www.facebook.com/ITS.MohanNagar.Ghaziabad](http://www.facebook.com/ITS.MohanNagar.Ghaziabad)
- [www.facebook.com/ITSmohannagarzib](http://www.facebook.com/ITSmohannagarzib)

# Contents

## Industry Interface

- National Marketing Conference on India 2020 : Readiness for Cutting Edge Marketing 02
- 10th National Conference on "Emerging Paradigms in Information & Communication Technologies and its Impact on Society (EPICTIS-2014)" organized by Department of I.T 03
- PGDM students' (Batch 2013-15) visit to NSIC, New Delhi for 'EOP Programme' 04
- Industry visit to Mother Dairy by BCA II Year Students 04
- Industry visit by MBA Students (Batch 2014-16) to Parle Biscuits Pvt. Ltd. 04

## Activities @ I.T.S

- Rally on "Health and Hygienic India" 04
- Grand Finale of 4<sup>th</sup> I.T.S Young Talent Hunt 05
- Art & Craft Club 06
- Marketing Club Marrecus 08
- Sansmaran 2014 08
- PGDM (Batch 2014-16) students visited Bombay Stock Exchange, New Delhi 08
- I.T.S 5S Club Activity 09
- I.T.S Marketing Club Marrecus (AD-MAD) Show 10
- I.T.S Finance Club organized 'Case Study Competition' 11

## Workshops 11

## CSR Activities 12

## Learning & Development 14

## Award & Prizes 15

## Guest Lectures 16



## National Marketing Conference on “India 2020: Readiness for Cutting Edge Marketing”

November 1-2, 2014

Department of Management Studies organized 10<sup>th</sup> National Marketing Conference on the theme “India 2020: Readiness for Cutting Edge Marketing” on 1<sup>st</sup> & 2<sup>nd</sup> November, 2014. The inaugural session on first day was followed by two technical sessions and a panel discussion. On the second day, there was a Paper Presentation Contest for the faculty members and the students under separate categories.

For the inaugural session, the Chief Guest was Mr. Prasun Banerjee, MD, True Blue Marketing Ventures and the keynote speaker was Mr. Anurag Kaul, Whole Time Director & CEO, J K Risk Manager & Insurance.

On the first day, the programme was inaugurated with lamp lighting and Saraswati Vandana, followed by the formal welcome of the Chief Guest and keynote speaker. Welcome address was given by Dr. Sapna Rakesh, Director Management, I.T.S Ghaziabad. Prof C K Sabharwal, Senior Professor, presented the overview of the conference and set the agenda for the session. In his inaugural speech, the keynote speaker Mr. Anurag Kaul, Whole Time Director & CEO, J K Risk Manager & Insurance advocated that companies should have a belief on their strategies even during 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 not just product designing but across value chain to win in long run. The brands that impact our daily lives are changing. Dr. V N Bajpai, Convener of the Conference concluded the session with his remarks and proposed vote of thanks.

Technical Session-1 on the topic ‘Marketing Challenges & Opportunities from Demographic Dividend’ with Mr. Harish Mehta, Manager, DSCL/ Dhanuka, Dr. R K Singh, Ex Head, Agro Division, Chambal Fertilizer, Ms. Shreyoshi Saha, Chief Advisor, CAPA Ms. Oxana, Consultant (Russia) as the experts. The experts discussed comprehensively with various insights on the demographic dividend which India has over other countries with plethora of opportunities and challenges ahead.



Technical Session – 2 on the topic ‘Marketing in Digital Times’, the experts were Mr. Darpan Majumdar, Founder, Zogambo.com, Mr. Sandeep Kaul, Sr. Manager Marketing, Prognosys, Ms. Aditi Mishra, VP, Lodestar, Mr. Sikander Safi, Consultant (Afghanistan). The experts discussed their views about how technology is bringing changes in our daily lives and thus creating opportunities for the organizations. Companies around the globe are looking at social media as a very important vehicle to be able to develop connect to the customer. The session was coordinated by Prof. Vijesh Jain.

Later there was a Panel Discussion on the topic ‘Marketing Inclusion Strategies in Emerging Markets’ with Mr. Ajoy Das Gupta, CEO, PARSEC Telesystems Ltd, Dr. Saurav Mohan, Country Manager & CEO, Hero Motors, Mr. Arindam Bose, ASM, Amira Foods, Mr. Arun Saxena, Vice President, Genus Power and Mr. Jealous Sikayi, Bank Analyst, Zimbabwe as experts on the panel. The experts discussed the 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. The panelist threw light on the various questions such as how business models will be structured towards inclusive growth by involving this sub-served population in infrastructure building, manufacturing, services and logistics and 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? The panel discussion was moderated by Prof C K Sabharwal.

A foreign delegation of 35 participants from 20 different countries like Russia, Yuganda, Afghanistan, Tanjania, Zimbabwe, Cambodia, Mongolia, Nepal, Nigeria, Mauritus, Ghana, Sri Lanka, Tajalistan and many more attended the conference.

On the second day, the Chief Guest of the inaugural session was Prof S K Sachdeva from IMT Ghaziabad (CDL). This was followed by the Paper Presentation Contest separately for the faculty members and the students. Research papers were presented by faculty members and the students of different institutes from Delhi, Punjab and U.P. Three best research papers under both the categories were awarded with the cash prizes/ mementos and certificates. For full paper submission and





presentation in 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 the student paper presentation category, first prize was won by Ms. Akansha Saxena & Mr.



Naman, MBA students of I.T.S, Ghaziabad, the second prize was won by Mr. Kumaresh Khawas of Jaipuria Institute of Management, Noida and the third prize was won by Ms. Nishtha Tewari, PGDM student of I.T.S, Ghaziabad.

One more attraction in the conference was the various stalls representing companies of repute including Big Bazar, Parle, Himalaya, Amira Foods, 3 M & Bisleri displaying their products.

On both days of the conference, the sessions were full of energy and knowledge.

## 10th National Conference on "Emerging Paradigms in Information & Communication Technologies and its Impact on Society (EPICTIS - 2014)" organized by Department of I.T

November 7-8, 2014



Department of I.T organized its 10<sup>th</sup> two day National Conference on "Emerging Paradigms in Information & Communication Technologies and its Impact on Society (EPICTIS - 2014)" on 7<sup>th</sup> - 8<sup>th</sup> November, 2014. The conference was sponsored by NVIDIA - the leaders in Graphics Card Manufacturing used in desktop and laptops. The conference was technically supported by Computer Society of India Division - I & III, Region - I (Covering entire North India). Ghaziabad Chapter and Technically Co-sponsored by International Journal of Computer Applications (IJCA), NY (USA), International Journal of Scientific and Engineering Research (IJSER), Houston Texas (USA), International Journal of Computer Science Issues (IJCSI), Mauritius.

The conference was jointly inaugurated by honorable Vice Chairman - I.T.S The Education Group, Shri. Arpit Chadha, Chief Guest Shri. Aditya Sharma, Global Head, Birlasoft Solutions, Key Note Speaker Shri. Shivshankaran.L, Global Head, Strategic Initiative, NVIDIA Bangalore, Shri. Manohar Kumar, DGM, SifyCorp and Dr. Sunil Kumar Pandey, Director (IT). On this occasion, the representatives of Computer Society of India, NVIDIA and Omni Solutions were also present. The gathering was addressed by these eminent speakers during the inaugural session. Proceedings (Hard Copy in Book form & Soft Copy on CD) of this conference was also released by the dignitaries in this session.

After the formal inaugural of the conference, a technical session was organized in which experts from Academia, Research & Industry deliberated on various issues relevant to the theme of Conference. These included Dr. Maya Ingle, Professor & Director (Research) at Devi Ahilyabai University, Indore, Ms. Swati Mehra - BI Consultant at NIIT Technologies and Dr. M.P. Singh - Professor & Head at Dr. B.R. Ambedkar University, Agra.

Thereafter parallel sessions were organized in which the authors of selected papers presented their papers. These sessions were chaired by Dr. Anurag Jain - Professor at GGSIP University, New Delhi, Dr. K.K. Yadav - CSJM University Kanpur and Dr. Brijesh Kumar - Professor & Dean at Lingaya's University, Faridabad.

Among the papers presented, the best three papers were awarded with cash prizes, trophies and certificates. The winners were Ms. Geetanjali Singh from Vansasthali University, Vansathali, Ms. Nivedita (student of BCA at I.T.S Ghaziabad) with her faculty guide Prof. Chandramani Sharma (Faculty - IT PG) and Mr. Amit Agarwal - Sr. Test Engineer at Sakshya Web Technologies at I, II and III positions respectively.



## PGDM Students' (Batch 2013-15) Visit to NSIC, New Delhi for 'EOP Programme'

November 20, 2014

In order to inculcate a desire among PGDM(2013-15) students to become an entrepreneur, the Management Department organized a one day visit to NSIC, Okhla, New Delhi on 20th November, 2014 for a unique "Entrepreneurship Orientation Programme" (EOP). The program is specially designed for the final year PGDM students, who are still pursuing their studies and want to become entrepreneurs.

Dr. Mukesh Porwal & Prof. Lalit Sharma accompanied the PGDM (2013-15) students to NSIC campus where Prof. Vinay Kumar Seth of NSIC took a session for the students. He emphasized that the problem of unemployment is becoming a colossal in all of the developing nations. He also said that the remedial measure for reducing unemployment is to lay greater emphasis on creation of opportunities for self-employment. He told about the contribution of MSME sector for the growth of Indian economy and employment.

Later all students along with faculty members visited Incubation Centre & gained knowledge about the various ways through which students can set-up their own business. They demonstrated more than 25 different types of manufacturing units including Ice-cream cone industry, soap factory, detergent industry, plastic bottle factory, etc. The NSIC visit helped our PGDM students in creating awareness for setting up of new enterprise after completion of their studies instead of searching for jobs only. The 'EOP programme' made the students familiar about role and importance of MSMEs in Indian economy, process of setting up of enterprise, preparing project reports, identifying marketing possibilities and various other aspects of business.



## Industry Visit to Mother Dairy by BCA II Year Students

November 11, 2014



An industry visit to Mother Dairy was organized for BCA II year students on Nov 11, 2014. Students had the opportunity to interact with the staff of Mother Dairy and witnessed the milk processing in details along with different types of milk products. On their visit, students learnt that at Mother Dairy, processing of milk is fully automated with no human intervention which ensures high product quality reliability and safety.

## Industry Visit by MBA Students (Batch 2014-16) to Parle Biscuits Pvt. Ltd

December 9, 2014



An industry visit to Parle Biscuits Pvt. Ltd, Bahadurgarh, Haryana was organized for MBA Students (Batch 14-16) on 9<sup>th</sup> December, 2014. Thirty seven students were accompanied by Prof. Nitin Saxena and Prof. Sumit Gulati in their visit. Parle Biscuits Pvt. Ltd. produces different varieties of biscuits like Parle G, Parle 20-20, wafers, kismi bar chocolate, melody etc. On reaching the factory the students and the faculty members were welcomed by HR Manager, Ms. Pallavi followed by an animated movie show detailing the production process of biscuits and wafers in the factory.

Later the students went for a round to production units. There students viewed the total process of mixing, grinding, cooling and packing of all products. Then there was a query round for the students where students asked different questions like, how they procure raw material, why Parle G is so famous, benefits for employees, recruitment policies etc. After healthy question & answer round students left the Parle Company with an interesting insight into production process and manufacturing unit.

## Activities @ I.T.S

## Study Abroad Tour to Thailand organized By I.T.S – UG Campus



Besides theoretical teaching and value added programmes, I.T.S. believes in providing opportunities to students to understand the relevance of cross cultural management and to develop an international corporate outlook. The college arranged a Study Abroad Tour to Thailand for BBA and BCA students from 25<sup>th</sup> to 30<sup>th</sup> November 2014, to provide global exposure to the students. The students visited King Mongkut's University Thonburi, Diamond Factory (Gems Gallery) Bangkok and many other places of cultural and social interest.



**BOOT CAMP AT PRATAPGARH FARMS**

I.T.S – UG campus organized a one day boot camp at Pratapgarh Farms - Ethnic Village and Farm Resort, Jhajhar Haryana, for BBA and BCA I year students on November 27, 2014. The objective of the boot camp was to provide adventure and inculcate various skills in students like leadership skills, courage, risk taking abilities, team building etc. It is a quiet little hamlet – a small charming holiday village - a unique location- set in the backdrop of lush green fields and whispering winds. Its serene pond, jumping sprinklers, lively poultry and cattle barns full of goats, sheep, cows, buffaloes, horses, ducks, fowls, chickens and ethnic huts provided a real rural backdrop and unique learning experience to the outing.



**I.T.S – UG CAMPUS ORGANIZED 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. The objective behind this tour was to strengthen the bond between the mentor and mentee. The journey was fun filled and students enjoyed right from the start till the end. The places visited included 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.

**Rally on  
 “Healthy and Hygienic India”  
 on Nov 21, 2014**

A rally on “Healthy & Hygienic India” was organized by I.T.S – UG campus on Nov 21, 2014 preceded by "आईटीओ एसओ स्वच्छता अभियान सप्ताह" from 17<sup>th</sup> – 21<sup>st</sup> November, 2014. The objective behind this campaign was to encourage people to keep their surroundings clean to remain healthy. During the rally, the students cleaned open spaces like pathways, lawn, canteen areas, and area in front of sports complex with broom. All faculty members, staff and students also pledged not to litter the surrounding.



**Grand Finale of 4<sup>th</sup> I.T.S Young Talent Hunt,  
 an Inter-Institutional Event was organized  
 on Saturday, 29<sup>th</sup> November, 2014**



Grand Finale of 4<sup>th</sup> I.T.S Young Talent Hunt, an Inter-institutional Event was organized on 29<sup>th</sup> November, 2014. The event witnessed 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 state including 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, certificates and books authored by Dr. R.P. Chadha, Hon'ble Chairman of I.T.S -The Education Group were awarded to winners. Event was formally inaugurated by Hon'ble Secretary, I.T.S-The Education Group, Sh. B.K.Arora, Dr. M.M. Pant former Pro-Vice Chancellor, IGNOU, Director (IT), Dr. Sunil Kr. Pandey and Director Management, Dr. Sapna Rakesh.

Renowned academician, scientist, administrator and 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. His inspiring address was well received by the audience. Coordinators of the event Dr. Rajeev Kumar, Prof. Rakesh Roshan, Dr. Raghendra Dwivedi, Dr. Dusyant Tyagi, Prof. Nitin Saxena and Prof. Sumit Gulati were also present during the inaugural session. Final event was conducted in two rounds. The first round was the screening Round and was conducted in on-line Quiz mode. After Screening Round, based on their performance, total 224 students qualified for the final round of this Mega Final. The final round was objectively designed to assess the aptitude, general awareness, logical reasoning and domain-specific knowledge (for IT & Management streams separately). Based on the performance in final round of the event, winners in each stream IT and Management were selected who were awarded with cash prizes, certificates and trophies.



## Winners in each group (IT and Management) were as follows : IT Stream

Name of the Winners	Name of the Institute/ College	Position	Prize
Tarun Kumar	DAV College MuzaffarNagar	I	Cash Prize of Rs. 15,000/- + Trophy + Certificate
Anuradha	I.T.S UG Campus, Ghaziabad	II	Cash Prize of Rs. 10,000/- + Trophy + Certificate
Ciway Awasthi	NIMS KANPUR	II	Cash Prize of Rs. 10,000/- + Trophy + Certificate
Farheen Irshad	DN PG College Meerut	III	Cash Prize of Rs. 5,000/- + Trophy + Certificate
Sakshi Mishra	CSJM University, Kanpur	III	Cash Prize of Rs. 5,000/- + Trophy + Certificate
Gurdas Kataria	JV Jain College Saharanpur	III	Cash Prize of Rs. 5,000/- + Trophy + Certificate
Mohd Arif	SSVPG Hapur	Consolation	Cash Prize of Rs. 1,000/- + Trophy + Certificate
Pooja Jha	DN College Meerut	Consolation	Cash Prize of Rs. 1,000/- + Trophy + Certificate
Salman Khan	VIMT Bulandshahar	Consolation	Cash Prize of Rs. 1,000/- + Trophy + Certificate
Adarsh Tyagi	ASPG Mawana	Consolation	Cash Prize of Rs. 1,000/- + Trophy + Certificate
Meghna	I.T.S UG Campus, Ghaziabad	Consolation	Cash Prize of Rs. 1,000/- + Trophy + Certificate

## Management Stream

Name of the Winners	Name of the Institute/ College	Position	Prize
Dipansha Tyagi	RG College, Meerut	I	Cash Prize of Rs. 15,000/- + Trophy + Certificate
Monu Sharma	ASPG College, Sikandrabad	II	Cash Prize of Rs. 10,000/- + Trophy + Certificate
Sawan Kumar	Zakir Hussain, Delhi	II	Cash Prize of Rs. 10,000/- + Trophy + Certificate
Bheevansh Sharma	I.T.S UG Campus, Ghaziabad	III	Cash Prize of Rs. 5,000/- + Trophy + Certificate
Pankaj Goyal	Rukmini Devi College, Delhi	III	Cash Prize of Rs. 5,000/- + Trophy + Certificate
Sachin Kumar	MS College Saharanpur	III	Cash Prize of Rs. 5,000/- + Trophy + Certificate
Pawan Chauhan	I.T.S UG Campus, Ghaziabad	Consolation	Cash Prize of Rs. 1,000/- + Trophy + Certificate
Rishabh Atrish	NAS College, Meerut	Consolation	Cash Prize of Rs. 1,000/- + Trophy + Certificate
Ankit	ASPG College, Sikandrabad	Consolation	Cash Prize of Rs. 1,000/- + Trophy + Certificate
Vipin Kumar Bharti	IMIT, Hapur	Consolation	Cash Prize of Rs. 1,000/- + Trophy + Certificate
Sonu	Rukmini Devi College, Delhi	Consolation	Cash Prize of Rs. 1,000/- + Trophy + Certificate

## Clubs and Societies

### Art & Craft Club

Art & Craft Club organized a Mehendi Competition for all BBA and BCA students on 10<sup>th</sup> October, 2014. The objective behind this competition was to bring out the creativity and imagination of the students. The faculty participation in the contest added enthusiasm amongst the students. A total of 25 students participated in the competition. Vishakha Mudgal from BCA 3<sup>rd</sup> year won the first prize, Anchal Grover from BCA 3<sup>rd</sup> year won the second prize and Madhuri from BCA 2<sup>nd</sup> year won the third prize. Winners were awarded with trophies and all the participants were given participation certificates.





**EK PEHAL – THE SOCIAL SERVICE CLUB**

- A two-day event “Cherish - Come & let us cherish the lives of differently-abled” in association with Koshish – A School for mentally disabled children was organized by Ek Pehal – The Social Service Club of I.T.S – UG campus on 20<sup>th</sup> and 21<sup>st</sup> October, 2014. Students from Koshish came with their hand made products – candles, jewellery boxes, diary, diyas etc. Faculty members and students across the campus helped them by buying different products and contributed in making their Diwali bright.



**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 inculcate in them the habit of reading. Students from all years of BBA and BCA programme 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 a wide variety of books.



**ART & CRAFT CLUB**

- A poster making competition was organized on “Healthy & Hygienic Environment” for BBA/BCA students on Nov 19, 2014. The objective of this competition was to bring out their creativity and to sensitize them about cleanliness in their surroundings.



**SPORTS CLUB**

- I.T.S – UG campus organized an Intra Institute “Sports Week” for BBA and BCA students on Nov 20<sup>th</sup> and 21<sup>st</sup>, 2014. Sports Club at I.T.S, provides a platform to the students where they can explore their talent and believes that a healthy body is the key to a healthy mind. Sports Week witnessed events like volley ball, badminton, table tennis, and basket ball. The winners in each event were awarded with trophies and certificates.

**THEATRE CLUB**

- A play was staged to highlight the importance of English language in the corporate world for BBA I year students on November 20, 2014. The objective of the play was to make the students aware of the “Second Language of India”. It is an attempt to give students a platform where they can build their confidence and demonstrate their communication skills.





## Marketing Club Marrecus Organized “Innovative Idea Exhibition cum Competition”

November 19, 2014



More than 400 PGDM & MBA students along with the faculty & staff members of the Institute went through a wonderful experience while participating in “Innovative Idea Exhibition & Competition” which was organized by the students of I.T.S Marketing Club-The Marrecus. During the exhibition, 50 PGDM & MBA Students showed 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. 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 voted for Best Idea on a Voting Card available in the polling booth at the venue. The winning charts were declared on the basis of maximum number of visitor's votes. A total of 25 teams presented their innovative ideas and finally best four teams were awarded as winners. The

idea ‘Goheaven.com’ won the first prize of Rs.1000 and the winners were Mr. Navin Kumar Dubey and Mr. Abhishek Jaiswal. Another idea ‘Toy Library’ was declared the first runner up and was awarded the cash prize of Rs. 750 and the student winners were Ms. Priya Johari and Mr. Pushkar Srivastava. The idea of ‘Suitcase with Chair’ was declared the second runner up winning cash prize of Rs.500 and the student winners were Ms. Priyanka and Mr. Deepak Chaudhary. The winner of the consolation prize was ‘ASPRS Water Fueled Car’ and the winners were Mr. Ramit Kumar Vohra and Mr. Shubham Vashistha. The event was a grand success with lot of innovative & creative ideas presented by both PGDM & MBA students. The event concluded with Dr. Sapna Rakesh, Director Management, Dr. V.N. Bajpai and Dr. Mukesh Porwal distributing cash prizes & certificates to all winners. Marketing Club Coordinator Dr. Mukesh Porwal thanked 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, Ms. Akansha Saxena, etc. for successfully organizing the event.

## SANSMARAN-2014 The I.T.S Alumni Meet

December 6, 2014

I.T.S, Mohan Nagar, Ghaziabad organized SANSMARAN-2014, The I.T.S Alumni Meet on 6<sup>th</sup> December, 2014. The Alumni Meet was formally inaugurated by the Vice Chairman- I.T.S The Education Group, Shri Arpit Chadha, Shri. B.K. Arora Secretary- I.T.S The Education Group and Shri. Surinder Sood- Chief Administrator, I.T.S The Education Group. On this occasion Director (IT), Dr. Sunil Kr. Pandey, Director Management, Dr. Sapna Rakesh, Principal UG-Campus, Dr. Sujata Khandai and Vice Principal, UG-Campus, Dr. Somendu Batacharya were also present.



SANSMARAN-2014 witnessed largest participation of alumni so far in all the courses with total registration of 786 Alumni. The highlight of this year's Alumni Meet was to bring back the Alumni of first batch at the institute for the first time, after they passed about 14 years back. Large number of Alumni attended the meet with their spouse and kids. On this occasion various cultural events, activities, games were made. Special arrangements and stalls were organized for kids. Overall, the Alumni Meet was a grand success.



## PGDM (Batch 2014-16) Students Visited Bombay Stock Exchange, New Delhi

December 5, 2014

All aspiring professionals require the knowledge, skills and understanding to interact with each other. The first-hand experience gained in the context of a study tour is a very effective way of enabling young people to acquire the appropriate blend. In continuation of this journey, Management Department of ITS, Ghaziabad had specially designed study visit for PGDM (2014-16) students to BSE, New Delhi.

On 5<sup>th</sup> December 2014, the students of PGDM batch 2014-16 visited Bombay Stock Exchange, New Delhi accompanied by faculty Dr. Mukesh Porwal. Initially, the process briefing was given by the BSE official Mr. Rohin Ralhan who explained the students in details about the different departments of BSE with a brief history. Mr. Ralhan also showed the live terminals of BSE and explained the complete working of stock market. Other BSE expert Mr. Harbinder Singh Sodhi also addressed the students and told that BSE provides an efficient and transparent market for trading in equity, debt instruments, derivatives and mutual funds.



Centre Manager of BSE, Ms. Nidhi Arora informed that more than 5000 companies are listed on BSE making it world's No. 1 exchange in terms of listed members. BSE is the first exchange in India and second in the world to obtain an ISO 9001:2000 certifications. BSE also provides depository services through its Central Depository Services Ltd. (CDSL) arm. At the end, the students were provided with snacks followed by a small token of appreciation in form of a memento given by Dr. Mukesh Porwal to Mr. Rohin Ralhan.

It was a worthy visit where students understood the operations of stock market on live terminal of the Bombay Stock Exchange. BSE visit helped PGDM students in having useful insights into the various facets of securities market and would surely equip them in assessing, monitoring and managing these aspects with greater efficiency and efficacy.

## I.T.S 5S Club Activity

December 8, 2014



5S Club executed faculty cabins' inspection activity on 8<sup>th</sup> Dec-2014 in order to improve physical hygiene of faculty offices and for increasing operational efficiency of organization. 5S is burning concept of 21st century and most of the multinational companies are implementing 5S practices to improve overall productivity of the organization. 5S spreads happiness in the organization as a clean and tidy work place leads to greater well being and increased motivation.

In order to incorporate 5S practices in the institution, 23 faculty offices from academic block one, three and four were inspected by a panel of judges consisting of Dr. Raghvendra Diwedi and Dr. D.K. Pandey. All the twenty three faculty offices were inspected based on five principles of 5S-SEIRI, SEITON, SEISO, SEIKETSU and SHITSUKE.

The implementation of 5S practices created positive vibration and healthy competition among the faculty members. Marks based on the five parameters were given to each faculty offices and finally three faculty members, Prof. Vijesh Jain, Dr. Mukesh Porwal and Prof. Lalit Sharma from academic block one and four respectively were declared winners. All three winners were felicitated by Director Management Dr. Sapna Rakesh with a bunch of flowers and delicious chocolates. The event was coordinated by Prof. G.N.Srivastava.



## I.T.S Marketing Club Marrecus Organized 'AD-MAD Show' for Philips Trimmer

December 10, 2014



To give a platform to young talented students and to showcase their creativity by designing some good advertisements for Philips Trimmer, The Marrecus- Marketing Club of I.T.S Ghaziabad organized "Ad-Mad Show for PGDM & MBA students on 10<sup>th</sup> Dec., 2014 in the auditorium of the Institute. The students used video and paper advertisement and performed the act in front of a huge live audience. Each group was asked to promote Philips Trimmer brand in five minutes. The students advertised it by skits and short plays. The performances were judged on the spot by the Judges including Prof. C. K. Sabharwal, Dr. V.N. Bajpai & Prof. Vinita Srivastava.

Based on the feedback of the judges, the winners of the first prize were Ms. Aakriti Agnihotri, Mr. Shivam & Mr. Vivek Vishal. The members of the Runner up team were Mr. Raj, Mr. Pranjal & Mr. Sourav. The third prize winners were Ms. Nidhi Verma, Ms. Sheetal Kasana & Mr. Hariom Rana. Jury members along with event coordinator Dr. Mukesh Porwal distributed the prizes & certificates to the winning students.

The concept of the event was unique in the sense that it helped the students to check the creativity and innovative skills of the participants. The event was nicely anchored by student coordinators Ms. Renu Adhikari, Ms. Chhavi Garg & Ms. Akansha Saxena. Marketing club members Mr. Rishav Jain, Mr. Vinod Kumar, Mr. Prakash Kumar, Ms. Priyanka, Mr. Dheeraj Pandey, Mr. Himanshu Malik, Mr. Abhay Jain, Mr. Ayush Agarwal, Mr. Saumit Arora, Mr. Tarun Kumar, Ms. Kritika Tayal, Mr. Mohit Jain, Mr. Amit Mehrotra etc. successfully organized this event along with the faculty club coordinator Dr. Mukesh Porwal.

## I.T.S HR Club Oppo-Makers Organized "Quiz Competition" for PGDM & MBA (Batch 2014-16) students

December 11, 2014



HR Club organized a Quiz Competition on Thursday, 11<sup>th</sup> of December for students of PGDM & MBA (2014-16 Batches) under the guidance of the Club Coordinator, Prof. Shikha Arora. The Quiz was based on the conceptual understanding in the areas of Organizational Behaviour and Human Resource Management. A total of 38 teams comprising of 2 members each participated, including the participation from both MBA & PGDM students.

There was a screening round followed by rounds of objective questions. A total of 6 teams made it to the 2<sup>nd</sup> round by answering the maximum number of questions correctly in 1<sup>st</sup> round and finally 5 teams were selected for the 3<sup>rd</sup> and final round according to their scores. The audience cheered the 5 finalist teams with a loud applause and the whole atmosphere buzzed with lot of energy and enthusiasm. In between the Quiz rounds, there were questions for the audience also and those who answered correctly were rewarded with chocolates and pens.

Three teams were declared as the winners. First prize was won by the team of Rishi Raj & AshuTyagi, second prize was won by the team of Shailvi Gupta & Akansha Saran and third prize was won by the team of Shivam Mishra & Semim Raja. 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. Certificates of participation were given to all the qualified teams.



## I.T.S Finance Club Organizes 'Case Study Competition' for PGDM (2014-16) Students

December 12, 2014

**F**inance Club organized a Case Study Competition on the case "Innovation in Products & Services in Banking- Case of Corporation Bank" on 12<sup>th</sup> Dec, 2014 in Seminar Room of the Institute. Twelve teams participated in the event. The teams were given one hour time duration to solve the case and prepare the presentation. The anchors started the event by first introducing all the participants and explained the rules of the presentation. The event was adjudicated by Dr. R. Dwivedi & Dr. Anusha Agarwal. The event was cherished by the presence of Director Management Dr. Sapna Rakesh. Students came out with good interpretation of the case and participated with high energy level. The winners were:

**First Prize** : Niladri Mukharjee, Sandeepan Chatterjee and Souvik Dutta  
**Second Prize** : Sumit Das, Saumit Adhakari and Poonam Das  
**Third Prize** : Akansha Sharan, Anjali Gupta and Renu Adhikari

The winners were awarded with certificates and trophies presented by Director Management Dr. Sapna Rakesh. The event ended with a huge round of applause. The event was coordinated by Dr. Anusha Agarwal.



## WORKSHOPS

### WORKSHOP

December 19-20, 2014

A two day workshop on "ANIMAGIC-VFX & 3D ANIMATION" in association with Arena Animation was organized for BCA 1<sup>st</sup> year students on 19<sup>th</sup> & 20<sup>th</sup> December 2014. The students were provided with practical knowledge on the following concepts:

- Autodesk Maya & Adobe After-Effects Software
- Live shoot for making "Visual Effects Shots" through Chroma Shoot
- Visual Effects using 3D with MAYA Software
- Photoshop Software
- Production Pipeline of 3
- Visual Effects Movie Making

### WORKSHOP

I.T.S UG campus organized an HR workshop on "Experiential Learning" for the students of B.B.A. II Year on Nov 11, 2014. Dr. Deepali Monga, Director and Lead Trainer - Golden Aura Training & Consultancy, was trainer of the day. The program provided an experiential learning to students wherein they participated in many activities, games and role plays. Some of the focused areas in the session included:

- Leadership Skills
- Confidence Building
- Enhancing Creativity
- Exchanging Ideas
- Stress Management etc.

### WORKSHOP

The Entrepreneurship Cell at I.T.S UG Campus organized a three days workshop on "Entrepreneurial Development Programme" for BBA and BCA students on 12<sup>th</sup> - 14<sup>th</sup> November, 2014. The workshop took students 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.



### Workshop on International Business Management organized by IB Club

**I**B club of I.T.S, Ghaziabad organized a workshop for PGDM and MBA students on 15<sup>th</sup> November 2014, on the topic – Import and Export Procedure and Overseas Procurement. The key speakers for the workshop were Mr. Amit Rajvanshi, Manager - Supply Chain Management, Akzo Nobel India Ltd., Kanpur, India and Ms. Servjaeta Verma, Product Manager, CIPLA, Delhi. Prof. Vijesh Jain, Associate Professor of IB at I.T.S also shared his views on the topic.

It emerged from the workshop that the international branding plans require fast movement in the planning in order to achieve excellence. The strategy of such plans must define the objectives. They 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 Department and IB club office bearers coordinated the event.



# CSR Activities, Parivartan



I.T.S conducts CSR activities mainly under two banners – Parivartan Club and Utthan Lab. Both the activities are conducted by the student volunteers under the guidance and mentorship of Prof. Gopal Krishna Dwivedi. 'Parivartan' is an Education Programme for Under-Privileged students under which I.T.S student volunteers visit the slums every Sunday and teach the under-privileged through games, activities, teaching and training. 'Utthan Lab' facilitates poor meritorious children studying in various small schools. These poor students are brought to the campus of ITS and are taught and trained for Computer, English, Maths, GK and other fundamental essential knowledge twice in a month. At the end of each Parivartan activity, distribution of biscuits and chocolates among all the children is a routine. Besides, Parivartan and Utthan, I.T.S conducts some other

CSR activities also like Awareness Campaigns, Blood Donation Camps, Medical Checkup and Treatment Camps and Plantation Drives.

The PGDM and MBA students associated with Parivartan Club namely are Chhatoi Rakesh Taunk, Shubhajt Mitra, Vishal Tiwari, Alok Sharma, Neeraj Kumar, Shayan Das Gupta, Avishek Das, Tarun Kumar, Rana Vishwa Pratap Singh, Anu Verma, Khadeeja Abdeen, Pushpank Kaushik, Anuj Gaur, Ravi Prasad, Mashooq Ahmad Malik, Anurag Tiwary, Pooja Singh, Vinod Kumar, Shiv Kumar, Avishek Pandey, Aman, Sumati, Neha Singh, Vikash Kumar, Hena Das, Sneha Lal, Vishal Babu Gangwar, Pallav Prakash, Gopal Dixit, Aditya Sinha, Sankalp Katiyar and Shivam Mishra.



# DISHA – A SOCIAL SERVICE CLUB A CSR Initiative of the UG Campus

DISHA – A SOCIAL SERVICE CLUB of I.T.S – UG campus has been conducting an “Education Programme for Under-Privileged Children” in Vasundhara, Ghaziabad on weekly basis. Such children are imparted elementary education including Hindi and English alphabets, numbers from 1 to 100 etc. The children are also encouraged to maintain personal hygiene in these sessions. The objective behind conducting such sessions is to give basic education to under-privileged children.





## Dr. Sunil Kr. Pandey, Dr. Rabins Porwal, Prof. Smita Kansal and Prof. Rakesh Roshan attended HP Mobility Summit October 9, 2014

Dr. Sunil Kumar Pandey, Director (IT), Dr. Rabins Porwal, Prof. Rakesh Roshan & Prof. Smita Kansal attended “CMR-HP Mobility Summit: Pave the Path to a Future Ready Network” on the theme of ‘New Style of IT’ at Radisson Blue, Noida on 9<sup>th</sup> October, 2014. During the summit, issues related to wired & wireless networking technologies were raised/ discussed and most importantly these days demand i.e. mobility was given due consideration. HP personnel discussed on how HP, as a big company, is providing solutions to handle these networking issues and presented their strategies as next step. A demo on networking solutions in terms of their available or proposed N/W products was also presented along with the comparison with similar type of products already available in the market by vendors in competition. During summit, tie-ups of HP with several world-wide recognized Universities and well-known customer/ clients were also revealed to increase the confidence in attendees. The summit was attended by academicians, researchers, industry persons including N/W engineers & system administrators from several organizations of NCR region, as invitee from HP.



## Director-IT and Faculty Members Attended Microsoft Cloud Dev Camp October 14, 2014

Dr. Sunil Kumar Pandey, Director-IT, Prof. Smita Kansal and Prof. Abhay Kumar Ray attended Microsoft Cloud Dev Camp organized on 14<sup>th</sup> October 2014 at Hotel City Park, Gurgaon. It was an opportunity to interact with the team of Microsoft. It was a day full of learning and understanding the perspective of about 150 participants from various IT industries & institutions. During the entire day program various dimensions of Microsoft Azure were discussed & demonstrated including Azure Components, Site Recovery Mechanism, SQL Server, Data & Storage, SQL Database Management & Firewall, Big Data Insights (HD Insight), MS Visual Studio On-line, MS Azure active directory, Machine Learning (with the concept & implementation of Virtual Machines), Cloud Services, Mobile Services, Big Data, Azure Media Services, Hadoop Ecosystem, Integration of Hybrid Workloads (including Data driven and Infrastructure-driven Clouds). Towards the end of the event, hands-on sessions on various technologies and components of Azure were also implemented by the participants. Overall, it was good opportunity to learn newer technologies and application development environment and support.

## Faculty of IT Department Participated in FDP on ‘Big Data Computing’ November 22, 2014

On 22<sup>nd</sup> November, 2014, Prof. Saurabh Saxena, Prof. Rakesh

## Learning & Development



Roshan, Prof. Smita Kansal and Prof. Chandra Mani Sharma attended a Faculty Development Programme (FDP) on “Big Data Computing” organized by I.M.S Ghaziabad in association with IBM Research Lab. Dr. Sunil Kumar Pandey, Director-IT, was also present as an invited guest in the inaugural session of this event.

## Faculty of Management Department Prof. Lalit Kumar Sharma Attended ‘Directors and Principals Meet’ at NIESBUD, Noida November 28, 2014

In order to establish Entrepreneurship Cell (EDC) in educational institutions, ‘Directors and Principals Meet’ on 28<sup>th</sup> November 2014 was organized by NIESBUD in their campus at Noida. The program was specially designed for increasing the efforts to promote entrepreneurship among students in educational institutions. Total 25 representatives from 20 institutions were present in the meet. The first speaker Mr. Ravi Gupta discussed the guidelines for setting up EDC and operations of EDC in academic institutions. He emphasized on various schemes of GOI for raising the fund for EDC. Information, Technology, Credit and Market are major support required for entrepreneurship. The second speaker of the day Mr. M.M.P Akhouri discussed the motive and contents of entrepreneurship education in the professional education institutions. He said that purpose of entrepreneurship education is to develop the students to deal with nature, culture and situation. The third speaker of the day Ms. Rita Sen Gupta described the need for effectiveness of EDC by ensuring proper manpower support to the students and the last speaker for the day Dr. R.R. Singh discussed different initiatives of GOI to promote entrepreneurship in India and discussed the role of NIESBUD in EDC establishment.

## Faculty of Management Department Conducted Two Day FDP at Kamal Institute of Higher Education, New Delhi December 1, 2014

A two days Faculty Development Programme (FDP) was conducted by I.T.S faculty members, Dr. V.N. Bajpai and Prof. Vijesh Jain on 1<sup>st</sup> and 2<sup>nd</sup> December, 2014 at Kamal Institute of Higher Education (under IP University), Manohar Garden, Delhi. The theme of FDP was ‘Contemporary Issues and Challenges of Marketing in 21<sup>st</sup> Century’. The FDP was attended by more than 25 faculty members and senior members of management institutions of IP University, New Delhi. The FDP was organized by Kamal Institute of Higher Education. The opening speaker of the FDP was Prof. Sanjeev Mittal, Dean and Sr. Professor of University College of Management, IP University, followed by half day talk on “Challenges and opportunities in International Business” by Prof. Vijesh Jain on the



first day. Second day of FDP started with Dr Ajay Pandit, Professor of FMS, Delhi University on “Competitive Marketing Strategies - Opportunities and Challenges” followed by a half day session on “Current Marketing Practices and Methods adopted by MNCs” by Dr V N Bajpai. The 2 days FDP was conducted by 4 speakers in all. The FDP opened new forms of challenges and opportunities being faced by the organizations today. The sessions were very interactive and all participants appreciated the theme and contents of the FDP.

**Faculty of Management Department Prof. Gopal Krishna Dwivedi Attended Three-day 59th All India English Teachers' Conference**  
 December 19, 2014

Prof. Gopal Krishna Dwivedi attended three-day 59<sup>th</sup> All India English Teachers' Conference held on 19<sup>th</sup>, 20<sup>th</sup> and 21<sup>st</sup> December, 2014 at Kota, Rajasthan. The conference was organized by the Association for English Studies of India (AESI) in collaboration with

Rajasthan Technical University this year. More than two hundred top academicians had assembled to discuss the upcoming challenges, possibilities and the latest updates of the subject. Professors and teachers from IIM, Ahmadabad, IITs, Central Universities and various other prestigious institutions of the country presented their papers and ideas in the conference.

Prof. G. K. Dwivedi from I.T.S, Ghaziabad also presented a paper on ‘Improving Communication Skills of the Students from Non-Urban Background.’ On the last day of the conference, a sight-seeing of the city was also arranged in which the Seven Wonders Amusement Park was the point of attraction for all, where the actual replicas of the Seven Wonders of the World have been built with the brief description of each. An exhibition cum sale of the exclusive books on subject was an additional advantage. In a nut shell, the prestigious conference was a highly productive and unforgettable experience for all the participants.

### Paper Publication

Prof. Rakesh Roshan's paper titled “Ex-Post Investigation of ERP Business Value in an Indian Organization” was published in International Journal of Innovative Technology and Exploring Engineering(IJTTEE), vol. 4, Issue 7, Dec 2014, pp. 56-59, ISSN: 2278-3075.

### Book Review

Book review on “The impact of E-marketing on E-Buyer behavior” published in Amity Business Review, Vol. 15, No. 1, Jan-Jun 2014, ISSN. 0972-2343, by Dr. Manoj Kumar.

## Awards & Prizes

### Annual Merit Award Ceremony for BBA and BCA Students

December 1, 2014

I.T.S - UG Campus organized an “Annual Merit Award Distribution Ceremony” for the enthusiastic students of BBA & BCA on 1<sup>st</sup> December, 2014. This is a much awaited event in every student's life, as it gives returns to the efforts put in by them throughout the academic year. On this special occasion, meritorious students were awarded for their outstanding performance in the C.C.S University Examination 2012-13. I.T.S. organizes this Annual Merit Award Ceremony with an objective to award deserving students, who have performed well in academics and other important college activities, to motivate them for further improvement. Accordingly, this ceremony felicitates and rewards students for their outstanding performance with the following awards - Merit Award, Performance Improvement Award and the All Rounder Award. The top ten highest scorers of BBA and BCA (I & II Year) were awarded with cash prize of Rs 7,500 each and certificates. From BBA and BCA I and II year respectively, fifty students were awarded with inspirational books and certificates as Performance Improvement Award. The Chief Guest of the ceremony, Mr. Manoj Tandon, Ex Vice President, CSC, motivated the students to climb the ladder of success by consistent hard work and dedication. To conclude the ceremony, esteemed dignitaries Mr. Arpit Chadha, Vice Chairman, I.T.S. - The Education Group, Mr. Surinder Sood, Chief Administrator, I.T.S. - The Education Group, Dr. Sujata Khandai, Principal and Dr. Soumendu Bhattacharya, Vice Principal congratulated the students for their accomplishments. They also addressed the students about the positive influence of education on society and on career advancement.



### I.T.S Ghaziabad Received the 'Best Accredited CSI Student Branch' and 'Longest CSI Student Branch Counsellor Awards in 49<sup>th</sup> CSI Annual Convention at JNTU, Hyderabad

December 12-14, 2014

Prof. (Dr.) Sunil Kr Pandey and Dr. Rabins Porwal attended the CSI Award Ceremony & 49<sup>th</sup> Annual Convention of CSI (Computer Society of India - An Apex body of IT Professionals & Academicians), held during 12<sup>th</sup> to 14<sup>th</sup> December, 2014 at Jawaharlal Nehru Technological University, Hyderabad. I.T.S, Mohan Nagar Ghaziabad was awarded with 02 National Awards - first "Best Accredited CSI Student Branch Award" and second "Longest CSI Student Branch Counsellor Award. On behalf of the Institute, they received these awards in Award Ceremony of 49<sup>th</sup> CSI Annual Convention held at Jawaharlal Nehru Technological University, Hyderabad on 12<sup>th</sup> December, 2014. These awards were given by Shri. H.R. Mohan - President Computer Society of India, Prof. Bipin V. Mehta - Vice President - CSI, Shri. Sanjay Mohapatra - Hon. Secretary - CSI, Shri. Ranga Rajagopal - Hon. Treasurer - CSI and Ex.President Prof. S.V. Raghvan. In addition to attending the award ceremony, the faculty also attended National Council Meeting and 50<sup>th</sup> AGM of CSI.

# Guest Lectures

## Ms. Pallavi Sharma student of MBA (Batch 2012-14) & Ms. Hunny Garg Student of MCA (Batch 2011-14) figured among U.P.T.U Toppers



Ms. Pallavi Sharma, Student of MBA (Batch 2012-14) and Ms. Hunny Garg, student of MCA (Batch 2011-14) appeared in Top-20 Merit list announced by U.P. Technical University, Lucknow. The students were awarded with trophies, certificates and cash prizes of Rs.10,000/- each for securing positions in U.P.T.U, Lucknow Top-20 Merit List with 78.23% (12<sup>th</sup> Rank) and 84.47% (18<sup>th</sup> Rank) in MBA & MCA Batch respectively. The students were felicitated in Grand Finale of 4<sup>th</sup> I.T.S, Young Talent Hunt by Dr. M.M. Pant in the encouraging presence of Sh B.K.Arora,



Secretary, I.T.S-The Education Group, Director-IT, Dr. Sunil Kr. Pandey, Director Management, Dr. Sapna Rakesh and Coordinator (MCA) Prof. Puja Dhar on 29<sup>th</sup> November 2014. The proud parents also graced the occasion.

# Guest Lectures



**Dr. R K Singh**  
Ex Head, Agro Division  
Chambal Fertilizer  
Date of Guest Lecture : 01.11.2014  
Topic : Marketing Challenges & Opportunities from Demographic Dividend

**Mr. Darpan Majumdar**  
Founder  
Zogambo .com  
Date of Guest Lecture : 01.11.2014  
Topic : Marketing in Digital Times

**Mr. Sandeep Kaul**  
Sr Manager Marketing  
Prognosys  
Date of Guest Lecture : 01.11.2014  
Topic : Marketing in Digital Times

**Mr. Ajoy Das Gupta**  
CEO  
PARSEC Telesystems Ltd.  
Date of Guest Lecture : 01.11.2014  
Topic : Marketing Inclusion Strategies in Emerging Markets

**Dr. Saurav Mohan**  
Country Manager & CEO  
Hero Motors  
Date of Guest Lecture : 01.11.2014  
Topic : Marketing Inclusion Strategies in Emerging Markets

**Mr. Arun Saxena**  
Vice President  
Genus Power Infrastructures Limited  
Date of Guest Lecture : 01.11.2014  
Topic : Marketing Inclusion Strategies in Emerging Markets

**Mr. Jealous Sikayi**  
Bank Analyst  
Zimbabwe  
Date of Guest Lecture : 01.11.2014  
Topic : Marketing Inclusion Strategies in Emerging Markets

**Prof S K Sachdeva**  
Professor  
IMT Ghaziabad (CDL)  
Date of Guest Lecture : 02.11.2014  
Topic : Marketing Inclusion Strategies in Emerging Markets

**Mr. Manjeet Singh**  
Sr. Project Manager  
Simplex Software Solutions  
Date of Guest Lecture : 12.11.2014  
Topic : Data Types in C: Size, Limitations and Its Internal Representation



**Mr. Manjeet Singh**  
 Sr. Project Manager  
 Simplex Software Solutions  
 Date of Guest Lecture : 12.11.2014  
**Topic : SQL Query Basics**

**Mr. Rakesh Verma**  
 Sr. Project Manager  
 Waviz Technologies  
 Date of Guest Lecture : 14.11.2014  
**Topic : Ongoing trends in Project Management with Java**

**Dr. Puneet Mohan Sharma**  
 Ministry of Commerce & Industry,  
 Govt. of India  
 Date of Guest Lecture : 15.11.2014  
**Topic : Latest Trends in Business Start Ups - Organization and Finance**

**Mr. Amit K. Rajvanshi**  
 Manager - Supply Chain Manager  
 Akso Nobel India Ltd., Kanpur  
 Date of Guest Lecture : 15.11.2014  
**Topic : Import and Export Procedures and Overseas Procurement**

**Ms. Servjaeta Verma**  
 Sr. Product Manager  
 CIPLA, Delhi  
 Date of Guest Lecture : 15.11.2014  
**Topic : Import and Export Procedures and Overseas Procurement**

**Mr. Avinash Srivastava**  
 DGM: Brand Management and Public Affairs  
 Professional  
 DLF Ltd, New Delhi  
 Date of Guest Lecture : 15.11.2014  
**Topic : Communication Mix Development**

**Ms. Deepali Monga**  
 Director and Lead Trainer  
 Golden Auraa Training & Consultancy  
 Date of Guest Lecture : 21.11.2014  
**Topic : Entrepreneurship and Negotiation**

**Mr. Kishan Tyagi**  
 Former IAS  
 Date of Guest Lecture : 21.11.2014  
**Topic : The Role of Communication in Management in a Global Perspective**

**Mr. Amit Bajpai**  
 Executive Vice President  
 Garg Group of Companies  
 Date of Guest Lecture : 03.12.2014  
**Topic : Rural Development**

**Dr. Ajay Sharma**  
 Chartered Accountant  
 Date of Guest Lecture : 05.12.2014  
**Topic : IAS Vs IFRS- Change to Come'**

**Mr. Shrikant Bhande**  
 DGM - HR I  
 Indian Oil corporation Limited (IOCL)  
 Date of Guest Lecture : 06.12.2014  
**Topic : Human Resource Management**  
**Mr. Bhaskar Dasgupta**  
 General Manager  
 Global Infrastructure Management at HCL Technologies Limited  
 Date of Guest Lecture : 06.12.2014  
**Topic : Corporate Governance**

**Mr. Amit Sinha**  
 Director  
 Tata Telcom Ltd, UP  
 Date of Guest Lecture : 12.12.2014  
**Topic : Communication for Management**

**Dr. Ravindra K Singh**  
 Head Chembal Agrochem Division, and Consultant  
 Date of Guest Lecture : 17.12.2014  
**Topic : Rural Marketing**

**Mr. Sateesh Rai**  
 Senior Technical Manager  
 Tata Consultancy Services, Delhi  
 Date of Guest Lecture : 20.12.2014  
**Topic : Innovation & Technology Management**

## PLACEMENT PARTNERS






**GHAZIABAD**  
Estd:1995

## Northern India's Leading Group of Educational Institutions

● MOHAN NAGAR

● MURAD NAGAR

● GREATER NOIDA

### COURSES

#### Campus I

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

### CAMPUS

#### I.T.S - Institute of Technology & Science I.T.S - UG Campus

Address : Mohan Nagar, Ghaziabad - 201007  
Ph. : 0120-2811000/111  
Mobile : 08588000190, 08447744044/43/42/41  
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/ITSmohannagargzb



#### Campus II

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

#### I.T.S - Dental College I.T.S - Paramedical (Pharmacy) College I.T.S - Paramedical College I.T.S - Surya Hospital

Address : Delhi-Meerut Road, Muradnagar, Ghaziabad-201206  
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 III

- ▶ B.Tech  
• ME • CSE • CE • EGE • EEE
- ▶ MBA
- ▶ M.Tech  
• CSE • ECE
- ▶ PGDM

#### I.T.S - Engineering College

Address : 46, Knowledge Park-III, Greater Noida - 201308  
Ph. : 0120-2331000/1/2  
Mobile : 08510010840/41/42/43  
E-mail : admission.ec@its.edu.in  
: www.facebook.com/ITSEC.Greater.Noida



#### I.T.S - Institute of Management

Ph. : 0120-2331073  
Mobile : 08800211300/400/500, 07838599436/39, 07838555881/82  
E-mail : itsim@its.edu.in  
: www.facebook.com/ITS.InstituteofManagement.Greater.Noida



#### Campus IV

- ▶ BDS
- ▶ MDS

#### I.T.S - Dental College I.T.S - Surya Hospital

Address : 47, Knowledge Park-III, Greater Noida - 201308  
Ph. : 0120-2331089/1085  
Mobile : 07838555877/878/879  
E-mail : dentalgn@its.edu.in  
: www.facebook.com/ITSDentalCollegeGN  
Mobile : 08447753520/22



[www.its.edu.in](http://www.its.edu.in)