



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

E-Mail: director.tecniaindia@gmail.com, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



Dated – Sep 30th 2010

EVENT	:	SYNTHESIS-2010
PROGRAMME	:	SEMINAR
SCHEDULE	:	10 PM to 2:30 PM
Date	:	September 30th 2010
Day	:	Thursday
RESOURCE PERSON	:	Dr. Shankar Lal Gupta
FACULTY INCHARGE	:	Dr. Ajai Pal Sharma
No of Students	:	170

OBJECTIVE:

Synthesis 2010 was an effort to give common platform to all the students from all courses where they can show their creativity, innovations, newness and other skills through their work which they have put in different form like STR, FER, Research Projects, etc.

Venue: TIAS Auditorium

Profile of the Chief Guest

Prof. (Dr.) S L Gupta, M.Com, MBA, PhD, PGRIM (IIM, Calcutta) is presently working as Professor and Coordinator-Academics and Doctoral Research at Birla Institute of Technology (Deemed University), Mesra Ranchi, Noida Campus. He has around 20 years experience in the field of teaching, training, consultancy and research. He has been teaching Marketing subjects (Marketing Management, Retail Management, Marketing Research, Sales and Distribution Management etc.) to MBA, PGDBM, and M.Phil students for last 20 years. Prof. Gupta has written 10 Books in different areas of Marketing Management. He has published more than 50 research papers and articles in the journals of repute. He is the Editorial board member of MAG Scholars Journal. He is an active member of the American Marketing Association (AMA), All India Management Association (AIMA), Indian Commerce Association (ICA), AIMS International and ICMA. He is also an Accredited Management Teacher (AMT) by All Indian Management Association, New Delhi.



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

E-Mail: director.tecniaindia@gmail.com, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



External Judge Dr. SL Gupta is being felicitated by Dr. AP Sharma, Convener of Synthesis-2010



Dr. RK Sharma, Dean Academics with External Judge Dr. SL Gupta during Lamp Lightening Ceremony and Saraswati Vandana

Institute is rated as "A" Category Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & Included in Top 100 B – Schools & IT -Schools by Dalal Street Investment Journal



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

E-Mail: director.tecniaindia@gmail.com, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



Dr. AK Rathore, Director, TIAS with other dignitaries of the Institute on the dais during award ceremony



Dr. AK Rathore, Director Tecnia Institute giving away prizes to the winners

Institute is rated as "A" Category Best Business School by latest AIMA - Business Standard & Business India Publications Surveys & Included in Top 100 B – Schools & IT -Schools by Dalal Street Investment Journal



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

E-Mail: director.tecniaindia@gmail.com, Website: www.tecniaindia.com

Fax No: 27555120, Tel: 27555121-24



Objectives of Synthesis-2010

1. To provide a common platform to all our students to exhibit their creativity through different modes in their related field.
2. To provide opportunities not only to students but also to professionals and academicians to share their views and experiences on the recent development in various fields of their expertise.
3. To encourage and motivate the students to carry out more and more research work in their areas of interest so that they can excel in their professional career.

Report on SYNTHESIS-2010:

Providing quality education in Management, IT and Mass Communication has been a mission of Tecnia since its inception in 1998. Our students are equipped with essential intellectual skills, core concepts and their practical application in their chosen fields. They have also been trained to be sensitive to ethical issues, human values and sustainable development of the global society. They not only possess requisite skills for managing a business, but they are also endowed with soft-skills in communication, etiquette, aptitude, teamwork and leadership. We stand here for a cause and we mean it. For this we are making all endeavors to improve the quality of our education and this Synthesis 2010 was an additional effort towards it. The main objective of synthesis was to give a common platform to all the students where they can show their work and develop the attitude of learning in competitive environment.

To meet this objective the final round of this programme was held on 30th Sep 2010. The preliminary round for this was conducted on 25th Sep where 40 students participated. All the participant were evaluated and analyzed by a bench of eminent judges appointed by Director. After evaluating the performances of all the participants the bench of judges recommended 12 candidates for the finals.

On 30th of Sep 2010 the program started with Lamp Lightening and Sarwasti Vandana in the presence of eminent dignitaries. After the Saraswati Vandana Dr. RK Sharma, Dean Academics gave a welcome speech and elaborated the purpose of the program in coordination with curriculum. He emphasized the importance of research work in academics and knowledge development. Dr. AP Sharma, the Convener of the program read out rules and regulations of the event for the participants and judges as well. In his keynote address he elaborated that before external bodies evaluate the work of our students, we at our own level want to evaluate, recognize, appreciate and encourage our students for their hard work, creativity, uniqueness, knowledge and skills which are being exhibited through their work i.e. STR/FER/Dissertation/Research Projects etc. To fulfill this objective TIAS has organized "Synthesis-2010".

Now it was the time for the students to present their work. To evaluate the work of the participants a team of eminent judges comprising Dr. SL Gupta, Senior Professor of Marketing, Prof. WA Qazi, a renowned personality in the field of mass communication and Dr. S Manchanda, an IT expert graced the occasion. It was the BJMC students who were invited to present their work in starting followed by BBA,



TECNIA INSTITUTE OF ADVANCED STUDIES

Approved by AICTE, Ministry of HRD, Govt. of India Affiliated To Guru Gobind Singh Indraprastha University, Delhi

INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI- 110085

E-Mail: director.tecniaindia@gmail.com, Website: www.tecniaindia.in

Fax No: 27555120, Tel: 27555121-24



MCA and MBA students. This session continued for more than 2 hours but the gathering was very patient to encourage all the participants throughout the session.

Everyone was waiting for the big moment i.e. declaration of the results and award ceremony. To do this honor all the dignitaries were invited on the dais. Before the results are being declared it was time to learn from the learned personalities present on the dais. For this purpose Dr. AK Rathore, Director of the institute took the lead and addressed the gathering. He encouraged the students for their participation and emphasized the importance of creativity and newness in competitive environment. Dr. Nirmal Singh, Advisor Tecnia Group blessed everyone with his valuable thoughts and enlightening ideas. Dr. SL Gupta (External Judge) who was keenly noting and recording the important points while listening during presentations briefed all the participants about their strong and weak areas. He minutely observed and suggested the likely modifications for incorporation. He educated the students with a rule of 6X6 for making power point presentations. Prof. Rajesh Bajaj in his concluding remarks specially mentioned that all those who have participated in this event are winners because they apart from others and have dare to present what they have done. He encouraged the students and advises to keep on participating in such events.

Now the big time came for which everyone was waiting anxiously. The convener of the event took the responsibility of declaring the results. Director himself again took lead and gave away certificates and prizes to winners of BJMC students followed by Dr. Nirmal Singh to BBA students, Dr. SL Gupta to MCA students and Dr. RK Sharma gave away prizes to MBA students.

Mr. Sudhir K. Rinten, Programme Coordinator of Mass Communication gave vote of thanks to all the dignitaries. The programme came to an end around 2:30 pm.

All the dignitaries proceeded for lunch with convener of the event.

*