

Youngster



Happy Independence Day

I give my hearty wishes to all the Tecnia Parivaar on the occasion of 65th Independence Day. I welcome all the students in their new academic year who are witnessing social, economic and political changes in the age of information and communication. I wish all the best to students who have passed out this year and going to explore the new world of Professionalism.

Students of our Management, IT and Mass Communication programs will have to be equipped with essential intellectual skills, core concepts and well versed with practical applications in their chosen fields to survive in this world of Global Information Technology. I am sure that the unique blend of talent and professionalism of our students will be an



the faculty and staff members have continued to give their best to make Tecnia as a center of excellence. Let us cooperate for better performance.

I appreciate all the colleges of Tecnia Group for their good working. I want to congratulate the Placement Department in giving assistance to the students in their training and placements. I also want to give special thanks to Examination Department for conducting various examinations successfully.

I once again wish the entire faculty, staff members and their families all the best on the special day of 15th August.

**- Ram Kailash Gupta,
Chairman Tecnia Group**

OVER the time, meaning of the word Independence / Freedom has changed significantly. Before 15th of August 1947, it had only one meaning for Indians, that was getting freedom from the British Rule. After 1947, it had its relevance only in celebrating the day, keeping in mind the reminiscences of the past. But for the younger generation, who were born after 1947, specially those who are in their twenties, the meaning has changed completely and the earlier meanings have virtually no relevance, in the present day context.

Today when we talk of Independence or freedom, what comes to our mind is freedom from Poverty, freedom from Illiteracy, freedom from Superstitions, freedom from Corruption, freedom from the other

asset for the growth of our organization. It makes me happy on this occasion that all

prevailing Social Evils. The young men and women, who are in the process of making responsible citizen of future India, really need to indulge, in another kind of freedom struggle, more fierce and multi-dimensional, than our forefathers, had to struggled for.

This battle really has to be fought, by the people, who are going to be at the helm of affairs of India's future. I am sure, if they desire sincerely, they are capable of hitting the target.

I call upon you, the youngsters, to please accept this challenge, wage a war, against Poverty, Illiteracy, Corruption, Superstitions and other evils of the society to ultimately win it.

My best wishes are with you, you just need



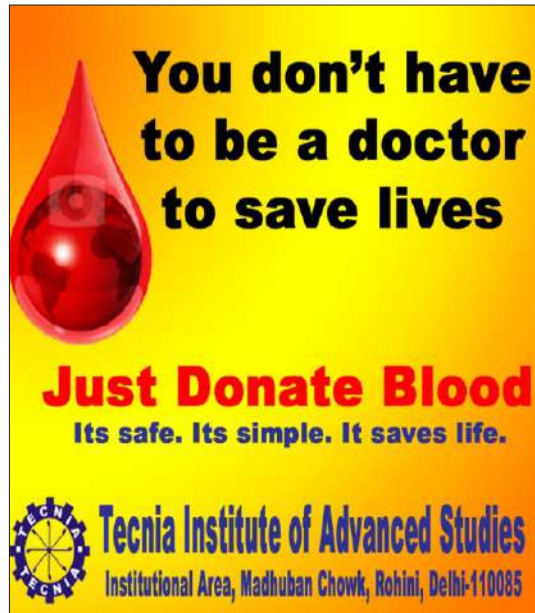
to make a beginning with congratulation on Independence Day.

- Dr. A. K. Rathore, Director, TIAS

Blood Donation Camp

A Lions deed was carried out at the "Tecnia Institute of Advanced Studies". This brave and voluntary opportunity was granted by lions club Pitampura who had set up their Blood Donation Camp in the Tecnia premises. Several willing volunteers with their lion's determination had come forward to donate one unit of their blood, knowing that one unit of their donated blood can donate life to three persons in need. Students and other members of the Tecnia Family become a part of this blood donation camp. More than 100 volunteers donate their blood.

The doctors in charge of this blood donation camp examined each and every single donor minutely. For instance the height, weight of every donor was being checked because a person between 18 to 60 years of age and having a weight of 45



You don't have to be a doctor to save lives

Just Donate Blood
Its safe. Its simple. It saves life.

Tecnia Institute of Advanced Studies
Institutional Area, Madhuban Chowk, Rohini, Delhi-110085

kgs and above can only be allowed to donate blood. A part from this the hemoglobin level of every person was being checked. Donor had something as food before donating blood. Then he was allowed to donate blood. After blood donation each donor was given proper refreshment.

Certificates and gifts were given to the donors for their humanitarian service. A donor card was also given to the people by the lions blood Bank Authorities. The donor card can help the donors in the crisis/ emergency when they need it for their friends & Relatives. Where the part of this Chairman R.K.Gupta, Director A. K. Rathore and other Tecnia Authorities gave away certificates to the blood donors.

*- Rahul Mittal
Bharat Banga*

Tips for Civil Services Paper

Concept

Basic concepts from your 11th and 12th class mathematics should be very clear and you should be able to derive and apply the formulas to any given situation. If the concepts are clear you will be able to relate and then solve each problem confidently.

Mock Papers

Solving mock question papers is the easiest road to cracking any Maths paper and the same applies for the civil services optional of Mathematics. Get hold of the last ten years papers and try solving them within the given time frame.

Timing

Don't just solve questions, solve them quickly, and keep track of them time you take to solve a question. You will have limited time during the papers so stick to your time limit and solve mock papers within the stipulated time. Keep a stopwatch if required.

Relax

Anxiety will lead to chaos. Do not get carried away and be in a haste to solve the paper. Relax and read the paper carefully before you sit down to solve it.

Identify

Identifying the problem is the most essential for solving any question. First and foremost read the question carefully before starting with the solution. The data and conditions have to be kept in mind at all times. Before starting to solve the



question one has to be clear about what exactly has been asked.

Be Choosey

Solve the simple questions first. The question paper comprises of easy and stereotype questions as well as the complex and challenging ones. Identifying and solving the easy ones first

ensures that at least one section is off your mind then you can proceed with the difficult questions.

Skip

If you get stuck on a particular question move ahead and jump to the next question. You can come back to the tricky question after you have finished solving the rest of the paper.

Negative Marking

Negative marking means losing marks over guess work so avoid guessing. These papers are not set with probability in mind and so do not expect the answers to be in a probability and answering all A's won't do the trick.

Elimination

Since it is a multiple-type question paper the best strategy would be to eliminate all incorrect answers first and then work on the remaining choices. That ways you will have less work on any one question.

Re-checking

After solving each question the most important thing to do is to re-check it for its accuracy. A thorough revision for you answers is a must.

- Compiled by Bharat Banga

Digital Media Distribution Opportunities for the Film Industry

Courtesy: www.microsoft.com

Growing Options for Viewing Films

The PC as an entertainment hub is fast becoming a reality with increased processing power combined with a fast broadband connection, connectivity to a variety of displays, and increases in the compression/decompression of high-end audio and video.

These new capabilities open up an opportunity and a challenge to film distributors: how to target this new digital entertainment gateway with digital movies and video but not lose control of the content in the process. Already today some estimates say there are as many as 500,000 digital movies being exchanged illegally over the web. How can technology help to bridge the gap between what consumers want (find, acquire, playback and share movies online) and what the film industry wants (secure content, business models that work, a great consumer experience)?

Advancements in digital media technology are opening up new distribution opportunities for the film industry. In order to take advantage of these new opportunities the film industry requires the ability to secure valuable assets, deliver them to customers and ensure a high quality playback experience on par with other playback options such as watching a DVD in a home theater or a pay-per-view movie on cable. Technology such as Windows Media 9 Series is being developed to meet those requirements and open up new distribution options.

This whitepaper discusses key features in Windows Media and how they are enabling three distribution channels for the film industry: the Internet, CDs and DVDs, and digital media enabled theaters.

Internet Distribution

The advancements in Internet digital media distribution have happened so quickly. The first generation of streaming came online around 1994 with the first upsurge in Internet usage. This experience was audio only and bad quality audio at that. But the potential was realized by technology pioneers and teams of developers worked to get higher quality into the small file sizes needed to be able to transport the data in a stream in real-time to the user.

The second generation of streaming is what we're familiar

with now. Good audio quality in reason a file size and acceptable video quality when played back in a small window. The second generation of digital media streaming also introduced digital rights management, the ability to secure content and associate it with licenses that authorized the playback.

The third generation of digital media on the Internet is where Microsoft is now focusing development efforts. This new technology will meet the requirements of the film industry in the following areas:

☛ **Security** The third generation will include more robust digital rights

management solutions to secure the delivery of digital media.

☛ **Quality** The consumer needs to have a high quality experience, similar to what they're used to getting when watching movies at home on TV both in the video quality and in the quality of the delivery.

☛ **Improved economics** With technology providers like Microsoft focusing on creating digital rights management technology to secure the content and building the technology to

Media Video not far behind. These manufacturers include Panasonic, Toshiba, Shinco and Apex and make up 99% of the DVD player industry.

The advantages to using a format like Windows Media on a DVD is that the increased compression efficiency means the DVDs can hold more movies, up to 4 on single DVD, and still provide a high quality playback experience. Many PCs including PCs shipping with Windows XP are capable of playing back DVDs which broaden the DVD viewing options.

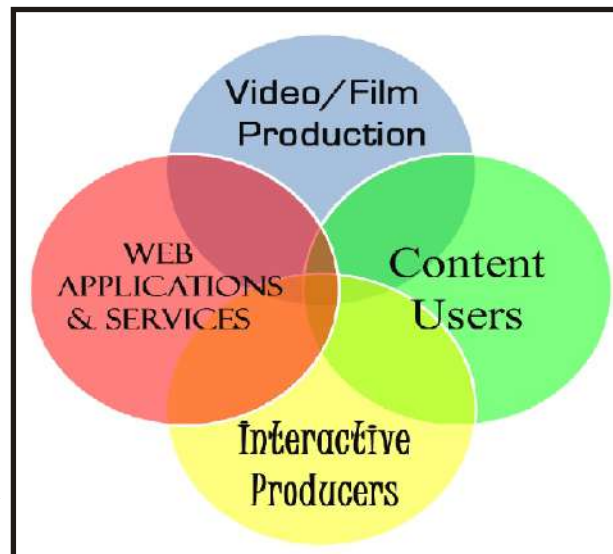
Alternatively some film distributors are selling single movies on a CD. A two hour movie encoded at 750 kilobit per second easily fits onto a standard CD offering an inexpensive movie distribution option.

Digital rights management works on CDs and DVDs too. Users simply pop in the protected content and either go online to acquire the license, or with some devices the license is acquired off of the CD or DVD itself.

Conclusions

Technology is changing the rules of the film industry just as it did for the music industry. With the growing interest from consumers to get movies and video content in different ways with different options, film makers and distributors are turning to technology to meet their demands. New technology like Windows Media 9 Series strives to achieve higher quality, greater efficiency, and greater audience reach all while driving down costs. All of these benefits open up new distribution opportunities to the film industry

**Compiled By:
Bharat Banga
& Vipul Partap**



deliver a high quality consumer experience, the film industry can focus their efforts on creating business models for distributing content online.

Film Distribution on CDs and DVDs

Next generation DVD players are being developed to support the playback of more than the standard MPEG2 DVD format. This year at CES Microsoft announced that several leading DVD player manufacturers will be supporting Windows Media Audio on their DVD players this year with support for Windows

Microfinance

Microfinance is the provision of financial services to low-income clients or solidarity lending groups including consumers and the self-employed, who traditionally lack access to banking and related services.

More broadly, it is a movement whose object is "a world in which as many poor and near poor households as possible have permanent access to an appropriate range of high quality financial services, including not just credit but also savings, insurance, and fund transfers." Those who promote microfinance generally believe that such access will help poor people out of poverty.

Microfinance refers to small scale financial services for both credits and deposits that are provided to people who farm or fish or herd; operate small or micro enterprise where goods are produced, recycled, repaired, or traded; provide services; work for wages or commissions; gain income from renting out small amounts of land, vehicles, draft animals, or machinery and tools; and to other individuals and local groups in developing countries in both rural and urban areas.

In recent years, micro finance has gained growing recognition as an effective tool in improving the quality of life and living standards of very poor people. This recognition has given rise to a movement that now has a global outreach and has penetrated in the remote rural areas, besides slums and towns.

Micro Finance programmes extend small loans to poor people for their varied needs

reduction through promotion of sustainable livelihoods and bring about women empowerment through social and collective action at the grassroots. In addition, micro finance interventions lead to increased social interaction for poor women within their households and in the community, besides, greater mobility that increases their self-worth and self-assertion in the social circle.

In India, the micro finance movement has almost assumed the shape of an industry, embracing thousands of NGOs/MFIs, community-based self-help groups and their federations, cooperatives in their varied forms, credit unions, public and private banks. During the last decade, the sector has witnessed a sharp growth with the

emergence of a number of Micro Finance Institutions (MFIs) that are providing financial and non-financial support to the poor in an effort to lift them out of poverty. The MFI channel of credit delivery, coupled with the national level programme of SHG-Bank Linkage, today, reaches out to millions of poor across the country.

Sachin Sabbharwal



such as consumption, shelter, income generation and self-employment, etc.

In some cases, micro finance programmes offer a combination of several services to their clients, in addition to credit. These include linkages with savings and insurance avenues, skill development training and marketing network. Micro credit programmes, thus, assume significance since they facilitate poverty

Mother Teresa: A blessed Figure



Mother Teresa, the first Indian woman to get a noble prize was originally from Agnes Gonxha Bojaxhiu in Skopje, Macedonia, now the former Yugoslavia. She was born in the year **1910 on 26th of August**. She was one of the biggest missionaries of the world. On Sept. 25, 1928 she left her motherland and went abroad to join sisters of Loreto, an Irish order with missions in India. This was the first time she did anything for any mission. In the year 1929 she was sent to Calcutta by the Irish order. On the auspicious day of May 25, 1931 she became a nun and took her first vows and the name Teresa was given to her by the Church. Then she began teaching at Calcutta's St. Mary High School. On May 24, 1937, she made her final profession of vows to become the 'Spouse of Jesus for Eternity'. Finally she got what she

described as a '**call within a call**' while travelling on a train to Darjeeling- A message to live the convent and help the poor by living among them and this day of Sept. 10, 1946 is also known as Inspiration Day. During the time of Independence in 1947 she gets permission to work in Kolkata's slum and finally lives the Loreto order.

Just after the Independence in the year 1948 she begins teaching poor children and gets Indian citizenship and soon in 1950 she opens her first school in the slum of Calcutta and founds the Missionaries of Charity. She did some more great works too which are as follows:-

- ☞ 1952: Opens her first home for sick and dying. Nirmal Hriday in Kalighat.
- ☞ 1955: Opens Nirmala Shisu Bhawan for orphan and homeless youth.
- ☞ 1963: Sets up the

Missionaries of Charity Brothers.

In the year 1969 Malcolm Muggeridge made a BBC documentary, *Something Beautiful For God*, which brought her worldwide fame. In the year 1979 she was awarded the Nobel Peace Prize, "for undertaken in the struggle to overcome poverty and distress..." and in the year 1980 got the Bharat ratna award.

The biggest achievement of her life was in 1982 when at the height of the Siege of Beirut she rescued 37 children by brokering a temporary ceasefire between the Israeli Army and Palestinian guerrillas. This was the time when she endangered her life for some children and since then she is named Mother Teresa.

Soon after this incident in the year 1983 while visiting Pope John Paul II she suffered her first Heart Attack but was soon

rescued. But that great woman was bothered about the humanity more than her own health and in the year 1985 she sets up the first hospice for AIDS patients in New York. In 1989 she suffered her second heart attack and a Pacemaker was implanted. Just few months before her death on March 13, 1997 she was stepped down as the head of Missionaries of Charity. But unfortunately on **Sept. 5, 1997** she died after a massive heart attack. In 2010 on the 100th anniversary of her birth, she was honoured around the world, and her work praised by Indian President Pratibha Patil. Mother Teresa used to say, *'I'm not a social worker. I don't do it for this reason. I do it for Christ. I do it for the church.'* And yes she had a great reason for doing everything she did and that reason was humanity.

Sakchi Katyayan

Personality Development



Personality is the sum total of ways in which an individual reacts and interacts with others. Or Personality is generally defined as the deeply ingrained and relatively enduring patterns of thought, feeling and behaviour. In fact, when one refers to personality, it generally implies to all what is unique about an individual, the characteristics that makes one stand out in a crowd. Personality is the sum total of individual's Psychological traits, characteristics, motives, habits, attitudes, beliefs and outlooks.

The four aspects influencing personality are Physical, Social, Psychological and Philosophical aspects.

1. Physical personality depends upon pleasing personality indirectly supported by health, strength and withstanding capacity.
2. Social personality's main factors are: social values, communication skill, attitude and economic independence especially in relation with wealth.
3. Psychological personality is in tune with personal values, approach, thinking pattern, emotional management and influenced by knowledge, intelligence and

smartness.

4. Philosophical personality is on account of maturity of values.

Personality development is, in short, your personal improvement. There are numerous ways to improve yourself. We all have unique personality. If you want to improve it, here are my suggestions:

- ☞ Decide what you would like to improve

- ☞ Decide how or in which way you will achieve that

- ☞ Think about consequences

Making decision about your personality development can be hard thing to do because we tend to improve our negative sides. It's hard to admit to ourselves that those aspects of our personality exist. Once you decided to improve yourself, you have to find out how. Not every way is the best possible. Think about it for a while until you find perfect solution that fits your personality and doesn't ruin other aspects of your life. Try to predict consequences. If you improved one aspect of your personality, that might hurt some other part of your personality. Think about it and prevent it! Personality development is the developing a personality cult so as to create a strong positive

impression about self with the targeted group, or in general and more pertinent aspect of such personality is to maintain and prove in a long run.

Ten Important Points for an Ultimate Personality:

- ☞ Appearance.
- ☞ Intelligence.
- ☞ Smartness.
- ☞ Trustworthy, High integrity and Responsible.
- ☞ Knowledge, in depth.
- ☞ Management.
- ☞ Efficiency.
- ☞ Economic independence.
- ☞ Morality / Character.
- ☞ Being beneficial / advantageous.

While improving your personality, if you run into obstacles or barriers on your way, don't worry that is normal. Remember that nothing comes without hard work. After all, personality development is nothing but tool that helps you realize your capabilities and your strengths making you a stronger, a happier and a cheerful person.

Dr. Sanjeev Manchanda



For my loving grandmother!

When I asked, "Will you be with me always?"
...you were there with a reply "YES! OF COURSE!"

When I needed an extra slice of ice-cream,
and everyone else was over with their own,
you were there to give me your share!
When I needed a new cycle on my birthday,
when mom-dad said, "Manage with the older one!"

You gave it as my surprise birthday gift!
When I needed loads of junk food to eat,

This Month

August 3, 1492 - Christopher Columbus set sail from Palos, Spain, with three ships, *Nina*, *Pinta* and *Santa Maria*. Seeking a westerly route to the Far East, he instead landed on October 12th in the Bahamas, thinking it was an outlying Japanese island.

August 5, 1583 - The first British colony in North America was founded by Sir Humphrey Gilbert, a British navigator and explorer. He sighted the Newfoundland coast and took possession of the area around St. John's harbor in the name of the Queen. He was later lost at sea in a storm off the Azores on his return trip to England.

August 24, 1572 - Thousands of Protestant Huguenots were massacred in Paris and throughout France by Catholics, in what became known as the St. Bartholomew's Day Massacre.

August 12, 1676 - King Philip's War ended with the assassination of Metacom, leader of the Pokanokets, a tribe within the Wampanoag Indian Federation. Nicknamed 'King Philip' by colonists, he led a Native American uprising against white settlers which resulted in a war that raged for nearly two years, now known as King Philip's War.

Compilation: Vipul Partap



when mom told me, "NO! It's time for dinner",
you were there with a box of biscuits which I loved!
When everyone at home used to sleep,
and when sleep seemed to play hide and seek with me,
you were there to tell me those lovely stories of kings and queens!
Time passed... kings and queens faded in my mind...
I grew old with age... and you grew older!
I grew tall... and you grew shorter!
I learnt to stand and walk...
and you were advised by the doctor not to stand from the bed!
I stood on my legs for a brighter future...
and you even forgot how to sit!
We exchanged roles...
I make you sleep now...not by telling stories,
but by giving you those bitter medicines.
Dad brought chocolate truffle cake on your birthday,
and it lost its importance when you forgot that it was your day!
..and today when you lie there on the bed,
you struggle to sleep all night...
and today when I come to you to wish you "Good Morning"...
you seem to forget the correct words to be

spoken,
and today when I come to you to give you that slice of ice-cream,
you seem to forget how it has to be eaten.
And today, when tears fall down from my eyes,
you seem not to get up to say "Don't cry!"
because when I ask you, "Tell my name?"
you seem to have forgotten it!

Ishita Bhatia

Basics of Media

camcorder: A portable camera with the videotape recorder or some other recording device attached or built into it to form a single unit.

Control Room: A room adjacent to the studio in which the director, the technical director, the audio engineer, and sometimes the lighting director perform their various production functions.

Electronic Field Production (EFP): Television production outside the studio that is usually shot for postproduction (not live). Usually called field production.

Electronic News Gathering (ENG): The use of portable camcorders or cameras with separate portable VTRs, lights, and sound equipment for the production of daily news stories. ENG is usually not planned in advance and is usually transmitted live or immediately after postproduction.

Expanded System: A television system consisting of equipment and procedures that allows for selection, control, recording, playback, and transmission of television pictures and sound.

Feed: Signal transmission from one program source to another, such as a network feed or a remote feed.

House Number: The in-house system of identification for each piece of recorded program material. Called the house number because the code numbers differ from station to station (house to house).

Compilation: Rahul Mittal & Bharat Banga

Child Marriages ...Still A Curse



Child marriage in India is seen as a crippling issue for the Indians. But despite an age-old law banning child marriage, at least 44% of Indian girls and boys are still married off before they reach the legally stipulated minimum age of 18 and 21 years, respectively, and most become parents soon after. Such couples are less likely than their older counterparts to have access to contraception and due to repeated and poorly spaced pregnancies; the young mothers are far more likely to have complications during and after childbirth.

Question is, if the parents, particularly the mothers, have suffered the ill-effects of being married very young and realized how it damages their health, why

do they marry their own progeny at a young age? How come the law in this matter has been less successful than against *sati* or dowry and the biggest of all child marriage?

Watching Balika Vadhu, Anandi and Jagdish are seen as a child cursed by child marriage, where as marriages are known to be family building event, good for society and persons involved in this event.

There are multiple reasons for this. Mostly the local police come from the same cultural pool that sanctions child marriage and is reluctant to enforce the law.

Secondly, women have very little say in these matters. They are usually decided by family elders. And thirdly, since a post-puberty unmarried girl

is usually viewed as a ticking time bomb, most parents heave a sigh of relief if they are able to transfer the "burden" of bringing up a girl in "these times". The mean age of marriage has been steadily going up in many urban areas and also in villages in more developed states such as Tamil Nadu, Kerala and Andhra Pradesh. So one could say the phenomenon is now more norths India centric and there it has multiple roots, not all of which lie in custom.

The biggest reason for child marriages is poverty. Ask parents in poor rural areas or the slum dwellers in cities and the answer will be the same.

Given this ground reality, a change will not take place until poverty is eradicated and a female-friendly school system set up as well as a personal safety net to girl children. Messages in the media describing the evils of child marriage and changing media images of girls as empowered citizens rather than helpless victims would help, but it is not enough.

Apoorva Kaur Saini

IMPORTANT QUOTES

"Coin Always Makes Sound But The Currency Notes Are Always Silent. So When Your Value Increases Keep Yourself Calm and Silent"

- *Shakespeare*

"It Is Very Easy To Defeat Someone, But It Is Very Hard To Win Someone"

- *Dr Abdul Kalaam*

"People demand freedom of speech to make up for the freedom of thought which they avoid."

- *Soren Aabye Kierkegaard*

"Give me chastity and continence, but not yet."

- *Saint Augustine*

"Not everything that can be counted counts, and not everything that counts can be counted."

- *Albert Einstein*

"Only two things are infinite, the universe and human stupidity, and I'm not sure about the former."

- *Albert Einstein*

"A lie gets halfway around the world before the truth has a chance to get its pants on."

- *Sir Winston Churchill*

"You may not be interested in war, but war is interested in you."

- *Leon Trotsky*

Winners V/s Losers

Part-1

The Winner is always part of the answer;
the Loser is always part of the problem.

The Winner always has a program;
the Loser always has an excuse.

The Winner says, "Let me do it for you";
the Loser says, "That's not my job."

The Winner sees an answer for every problem;
the Loser sees a problem for every answer.

*to be continued
in next issue*

**Compilation:
Rahul Mittal**

Vol. 7 No. 8

L/BIL/2004/14598

Publisher: Ram Kailsah Gupta on behalf of Tecnia Institute of Advanced Studies, 3 PSP, Madhuban Chowk, Rohini, Delhi-85; **Printer:** Ramesh Chander Dogra; **Printed at:** Dogra Printing Press, 17/69, Jhan Singh Nagar, Anand Parbat, New Delhi-5

Editor: Rahul Mittal, responsible for selection of News under PRB Act. All rights reserved.

All Students and Faculty are welcome to give any Article, Feature & Write-up along with their Views & Feedback at youngster.tecnia@gmail.com