

Youngster



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TECNIA INSTITUTE OF ADVANCED STUDIES
APPROVED BY AICTE, MINISTRY OF HRD (GOVT. OF INDIA), AFFILIATED TO GGSIP UNIVERSITY, INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085

VARCHASVA 2011
THE MEDIA FEST
Orange
MULTI-CUISINE RESTAURANT

Tecnia Auditorium
 From 9am - 7pm
 On 21 October, 2011

Solo Dancing
Group Dancing
T-Shirt Painting
Ad Mad
RJ Hunt
Poster Making
Singing
Rangoli

SPECIAL ATTRACTIONS:
Street Play
Fashion Parade
Mr. & Ms. VARCHASVA

Creative Writing
Documentary
Debate
Still Photography
Panel Discussion

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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

Orange **H&Go** **MEDDA PARTNER** **92.7 FM** **CGMN NEWS** **Hindustan Times**

Tecnia make its Varchasva

VARCHASVA-2011, one day Media Festival, which includes a variety of media and cultural events, seeks to inculcate a competitive spirit among young minds. Through this festival, we seek to imbibe a sense of creativity and multidimensional thinking among students.

Journalism &
Mass
Communi-
nicati-
on

Varchasva 2011

Department of
Tecnia
Institute of
Advanced Studies (TIAS) organized its 6th Annual Media Fest VARCHASVA-2011 on 21st October 2011. The students of Bachelors of Journalism and Mass Communication (BJMC) Vth Semester put up this grand event under

Techno Fest at Tecnia



The nature of genius is to be able to grasp the knowledge from the crudest of sources that come beyond intuition. The objective of Techno-Vision: IT Fest is to create awareness amongst Students of IT and Management about the practical exposure of the latest trends in technology sector, To search the talent among the students and to

continued on pg 4.....

their Event Management curriculum.

BJMC students have always strived to conquer milestones of excellence and this year we come to you with our aims and ideals to discover hidden potentials.

VARCHASVA-2011 unleashes itself on a never before scale and we look forward to an overwhelming participation on

BJMC), Mr. B.K. Sharma (Registrar) were present on the dice and lit the lamp.

Panel Discussion

Panel discussion was done just after the inauguration ceremony of the Annual Media Fest Varchasva-2011. The panel discussion was organized by Saurabh Rai, Abhishek Kainm Poonima and Lalit. Dr. Bharat Kumar and Mr. Sachin Sabbarwal judged the event.

It is a good way for students to learn more about the pros & cons of New Media. This discussion was interactive in which audience had participated actively.

Film Screening

Varchasva-2011 had one the most important event in the media i.e., Film Screening. Simran Kaur, Chetan Shergil, Nikit Jain & Tushar Sharma organized the show. Rahul

Khushboo, Jyoti Guliani an Meenakshi Gulati.

Solo and Group Dance

The most memorable event of Varchasva was Group Dance. This event gathers crowd and overloaded the auditorium. The eye catching event...the existing...no more words to explain this event. The event starts by welcoming the honorable judges They enjoyed the performance



behalf of your organization in every event of this festival.

Inauguration ceremony

Department of Journalism and Mass Communication, Tecnia organized its 6th Annual Media Fest "VARCHASVA' 2011" on 21st October 2011. This event was inaugurated by Dr. Ajay Kumar Rathore (Director, TIAS). Prof. Rajesh Bajaj (Chief Convener), Dr. Bharat Kumar (Head of Dept.,

They addresses about the new encompasses of the convergence of digital and analogue media, Computerization of Network Information & Communication Technologies. New media use options evolving from rapid dissemination of internet access point; apart from this they also shared their experiences of the Cyber Media with the audience.

Mittal and Bharat Banga judged the show. The teams participated from Tecnia, Kasturi Ram,

AD -MAD

Ad-Mad show, a part of Tecnia's Fest Varchasva 2011, was conducted in the P.G. Auditorium at Tecnia Institute of Advanced Studies.

This event was managed by Anjani Bisht, Sugandha,

by the students of different colleges.

Group Dance had participants from TIAS, Kasturi Ram college, Dayal singh evening college & VIPS.

Priyam Chawla, Twinkle, Mansi Gupta & Sonal Bhan managed this event.

Fashion Parade

Fashion Parade was one of the most awaited event of the 'Varchasva 2011'. It generated a great hype among the audience.

As it was indeed the most glamorous one. Students were very excited by participating in this event.

The event was managed by Himanshu Gupta, Ishita Kapoor, Mansi Nijhawan and Sakshi Bhatia.

Poster Making, T-Shirt Painting and Rangoli

Creativity lies in the hearts of man. To exhibit the creativity in a colourful manner Tecnia organizes Poster Making, T-

Photography Exhibition

Photography means recording or capturing the important moments in your camera. A photography exhibition competition was organized by Mohsin Khan, Priyanka Mukherjee, Sushant Agarwal and Megha Jain. The theme of photography competition was "Human Interest", i.e., Photographs those interests to general public.

Street Play

word limit was 500-600 words. It was coordinated by Swati Chauhan, Maqsood and Deepali Vishnoi.

Creative Writing English

Another interesting event titled 'Creative Writing English' was organized in the premises of TIAS on 21st October 2011. As the name suggests it was a event in which the participants were suppose to express their point of view on a specific given topic in the today's official language

competition was held in the PG Auditorium of TIAS. Students of different colleges participated with full zeal & enthusiasm. The competition was based on 2 rounds. In the first round all participants were given an open opportunity to sing according to their choice. The second round was based to check the participants capability to sing along with the music.

Mr. & Ms. Varchasva

Mr. & Ms. Varchasva the most



Glimpses of Varchasva 2011 a media fest by the BJMC V students

Shirt Painting and Rangoli for the students who want to show their creativity.

Poster Making was organized by Gaurav Goel, Maneesh & Jasveen Kaur. Sakshi Deewan, Esha, Neelima, Animesh and Love Tyagi organized T-Shirt Painting. Where as Rangoli was managed by Kalpana Pathak, Megha Goel, Tanushree Roy and Chintan Swami.

Street Play was organized in the canteen area of UG Building. There was a mass gathering of people to witness the event.

Creative Writing (Hindi)

Writing creative in Hindi is an event is the most self-explaining event. It is said that one can express his feelings in his mother language in the best possible way.

Its time limit was one hour and

English and was judged on ability of their writing.

One hour time was allotted to the participants to write on the topic given. **Anchor Hunt**

Anchor Hunt was organized in PG Auditorium. The main coordinators of Anchor Hunt are Supriya, Deepika, Jyoti Gulyani and Meenakshi Gulati.

Voice of Varchasva

A sensational musical

awaited event of our Annual Media Fest Varchasva-2011. The performances of all the participants spread vigour in the air, they rocks the audience. The auditorium was fully occupied.

The participants were very talented. All contestants have given their best scintillating performances on the stage. By watching their performances everyone was filled with

enthusiasm. After visualizing the efforts of participants and their talent by asking questions and observing their performances like, dancing, acting, singing, the judges evaluated their confidence level.

Closing Ceremony

The closing ceremony was an end of wonderful and successful annual media fest "Varchasva 2011". Many dignitaries were present to make the end happy & successful. The Chief Guests of this memorable evening were Dr. A.K. Rathore Director, TIAS and Mr. Randhava, CEO

GNN News Network.

They felt very delighted to watch talent and spirit of students behind the function. Dr. Bharat Kumar gave vote of thanks to the Guests for their presence on this occasion to inculcate the spirit of students. At last the vote of thanks was given to all sponsors, coordinators, conveners and faculties for making the event happen successful. The Chief Guest awarded a certificates and prizes to each winner ad runner-up, coordinator and convener for their management, hard work and dedication towards the fest "Varchasva

2011".

Dr. A. K. Rathore said that "through the medium of Varchasva students got a platform to imbibe a sense of creativity and much dimensional thinking among the students and they had full utilized this platform. The participants have been awarded by the Media experts who served as judges in various events.

Mr. Randhava said that Varchasva has provided perfect understanding of event management which is one of the subjects & these days it is an emerging industry.

GNN News Network, Radio 92.7 Big FM and Hindustan Times were the media partner. Orange restaurant, Steel Authority of India Limited & H₂GO were the main sponsors for the media fest Varchasva 2011. The students who organized the show were Nishtha Rohatgi, Aman Madan, Kashika, Tejas, Ekta, Tania Tapovn, Vishwajeet Jha, Sonali Mehta, Sonika, Achin Mehta under the guidance of faculties Ms. Honey Shah, Mr. Vipul Partap and Rahul Mittal, Mr. Bharat Banga, Ms Bhavna Madan, Dr. Rachita Srivastava, & Mr. Pankaj Sharma

Techno Visioncontinued from pg 1

**Rahul Mittal,
Bharat Banga & Vipul Partap**



bring the various educational facets of the students to the surface, Enable students to brush-up their technical skills.

Tecnia Institute of Advanced Studies has organized a Techno-Vision: IT Fest on October, 14th in its Pg block premises. The Chairman Hon'ble Sh. Ram Kailash Gupta of Tecnia Institute of Advanced Studies has emphasized on to provide an effective platform for students to unleash their technical skills and showcase their talent

and the proper & efficient use of IT Technology for the present generation to serve the national interest. The Director, Dr. Ajay Rathore of the Institute while thanking the faculty and students for their active participation and support to make this event a success.

Dr. Ajay Kumar Rathore, Director, Mr. Rajesh Bajaj, Dr. Sanjeev Manchanda, HOD-MCA, Ms. Shikha Singh, convener motivated the students by awarding the

winners.

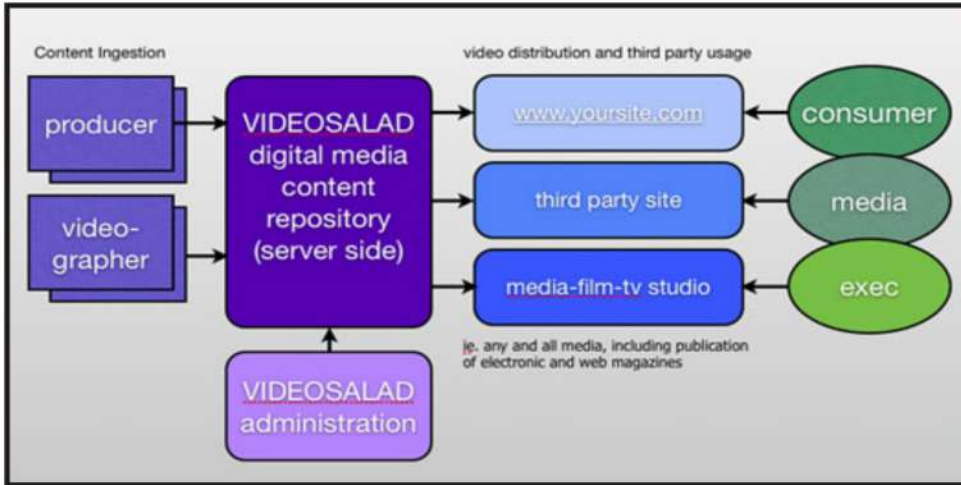
Students came from different colleges and actively participated in all the events.

Hidden talents of students were able to come out through this IT Fest. Thus, this event

Proved to be a success in terms of students talent and Faculty Management

-Shikha Singh & Rahul Mittal

The Trend Towards Distributed Content Management



these rules, and transforming these data into a variety of output formats for specific modes of distribution including the Web, CD-ROMs, mobile devices and other platforms.

Meanwhile, enterprise communications tools such as email, forms, records, and the like, while focused somewhat on the document structure, have focused mainly on sharing and replicating data across distributed heterogeneous networks. While structured document systems have mainly dealt with managing the structure of the content, office systems (such as email) have generally focused on reusing data in heterogeneous environments at the expense of document structure.

Organizations of all types, commercial, government, educational, and non-profit entities, create a lot of content. Increasingly it is desirable to retain and manage this information as an information asset for possible reuse. Content can be anything from complex structured documents, to simpler messages, correspondence, business documents, transactions, emails, and the many other documents that workers create, share, transmit, and archive. If an organization can manage their information assets in a meaningful way, that content can provide financial benefits and, therefore, its value increases.

Traditionally, content management systems have focused on the documentation or published product data. These were mainly books and manuals, and so the system of producing these materials evolved from publishing processes and systems. More recently, the content an organization relies upon and hopes to integrate into a content management strategy has become much more diverse. The environment in which it is produced and received can be very heterogeneous, or involve many data formats, processing tools and operating systems.

This article looks at some of the emerging challenges faced by organizations intent on getting more value out of their data by implementing distributed content

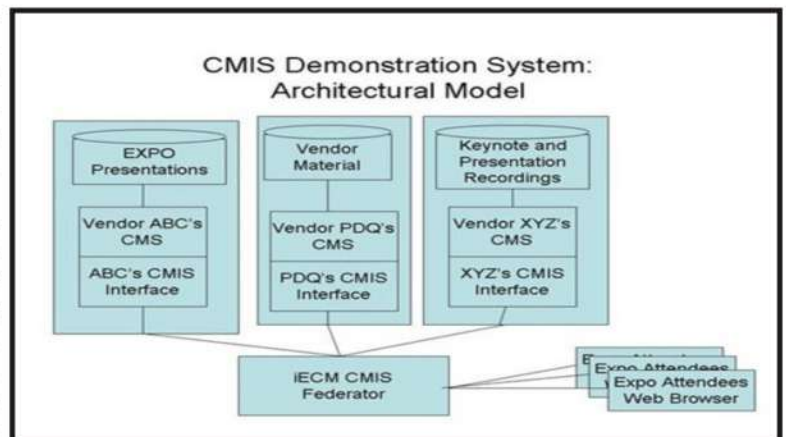
management tools and strategies. It will describe some of the challenges that are becoming more commonplace in the world of enterprise content management in all its forms. It will also try to offer some help in sorting out how to address these challenges through open standards, tools, and strategies. In order to understand how we got here, a brief evolutionary history is also provided.

The Evolution of Content Management Systems

Content Management Systems evolved from two directions, publishing repositories and enterprise document repositories. The publishing side has over the years learned how to deal effectively with the complexities of complicated structured information and repurposing content created for one original purpose, print. These systems addressed the issues of constructing complex data structures, validating content against

In recent years these two approaches have become less mutually exclusive. Email has become more structured. Corporate Web sites are populated by all sorts of corporate documentation which may be stored in a structured database. The frequency of updates, custom formats and content, and changes resulting from increased use and expectations of products on the Web have challenged publishers to become more flexible and build more powerful document repositories. And, large organizations tend to have people distributed in several, if not many locations, complicating the control of and access to information.

The evolution of information systems has created a mixed environment of computing platforms, applications and data formats



and standards. Mergers, acquisitions, divestitures, and alliances have exacerbated the complexity of the computing environment in which we create and manage content. These challenges directly affect the value of the information and result in lost revenue opportunities and increased costs for the organizations using these systems. That is why we are seeing interest growing in more integrated data structures and distributed content management systems.

The Paleolithic Era of Content Management

Publishing systems, as well as email, databases, and other information management systems technology were originally based on the concept of a centralized collection of applications and data usually stored on large mainframes. Most enterprise content was stored in diverse, non-compatible formats specific to the tools that generated it, even if they were managed on the same server. In order for one department to share its information with another, it often was easier to print it out and have it re-keyed than try to interpret disparate character sets, encoding formats, and build conversion programs to modify it electronically.

Some of the differences to be resolved when reformatting data for use in another system may be semantic or definitional in nature, while others are simply syntactical. Even data stored in structured databases that has been programmatically converted usually requires the data to be manually reorganized and reworked in order for it to become usable in another system due to the semantic differences in the data definitions and underlying storage models.

Originally publishing systems were called typesetting systems. Typesetting was a craft focusing on the appearance of textual information and illustrations. Meanwhile, computer scientists strove to make the few documents they handled very consistent

and simply formatted to reduce the complexity and cost or increase the speed of producing them or the devices that output them. From stand-alone, non-integrated systems and processes, we began to develop ways to make these systems talk to each other. APIs (Application Programming Interfaces) were not as common as they are today.

For many, especially publishers, the only commonality was the data, so the direction taken was to come up with data interchange technology. Even character encoding plagued publishers working in different systems and geographical

text documents or proprietary binary formats and managed information at the document or file level. There was little structure below a document that could easily be managed across different office systems. Only a very few select metadata fields would be passed from one operating system to another, such as file size, date, etc.

Monolithic Era of Content Management

IBM and other builders of early publishing systems began to integrate data storage and data presentation technologies. The

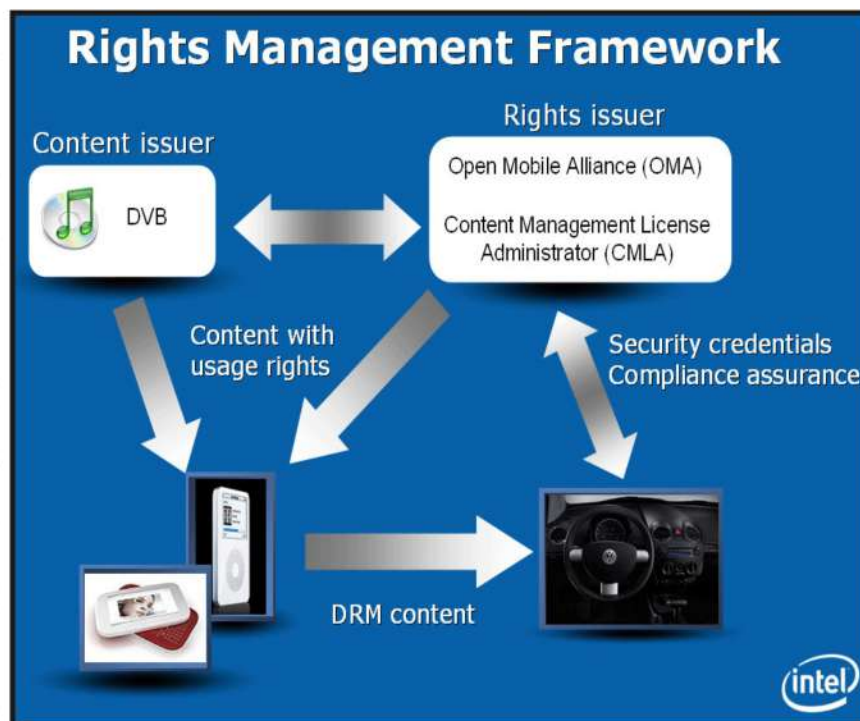
idea was to put all of your content into a single homogeneous environment on a central server and give select personnel controlled access to editing and production processes and tools used to enhance the content and organize it into a publishing product. These were expensive affairs on mainframes, and usually used by large corporations and government agencies with high-value publishing requirements to match their price tags.

These large monolithic systems were rarely integrated with each other. Content was usually stored in the deliverable format and organization, mainly

book or periodical pages, that were difficult to reuse effectively in other formats, such as CD-ROMs or Web pages.

Monolithic approaches to content management are the dominant architecture for publishing systems today. It is often assumed that all users must maintain a live session on the system to use it, all data is to be stored in a central repository, and all users should be limited to an identical set of compatible tools. This approach is much easier for a department where personnel are co-located and working on similar product and data types. This is why it is very common and very beneficial in large publishing organizations that produce a class of magazines, journals, books, manuals, or other products.

Tapán Kapri



locations. After character mapping tools came structured information tools for data interchange. First generic coding (e.g., 'GenCode') approaches were developed, followed by SGML, and eventually HTML and XML. The data interchange approach resulted in the need to create applications that were occasionally somewhat redundant in each of the processing environments.

For people developing better ways to manage office documents, connecting machines together was the strategy most frequently pursued. This approach meant that the documents had to be much simpler to allow tools to behave similarly in diverse environments. This was the lowest common denominator approach. The inter-connectivity strategy relied on plain

This Month

October 14, 1066 - The Norman Conquest began with the Battle of Hastings in which King Harold II of England, the last of the Saxon kings, was defeated and killed by William of Normandy's troops.

October 12, 1492 - After a 33-day voyage, Christopher Columbus made his first landfall in the New World in the Bahamas. He named the first land sighted as El Salvador, claiming it in the name of the Spanish Crown. Columbus was seeking a western sea route from Europe to Asia and believed he had found an island of the Indies. He thus called the first island natives he met, 'Indians.'

October 31, 1517 - Martin Luther nailed his 95 Theses to the door of Wittenberg's palace church, denouncing the selling of papal indulgences and questioning various ecclesiastical practices. This marked the beginning of the Protestant Reformation in Germany.

October 11, 1521 - King Henry VIII of England was given the title "Defender of the Faith" by Pope Leo X following the publication of the King's book against Martin Luther.

October 4, 1582 - The Gregorian Calendar took effect in Catholic countries as Pope Gregory XIII issued a decree stating the day following Thursday, October 4, 1582, would be Friday, October 15, 1582, correcting a 10-day error accumulated by the Julian Calendar. Britain and the American colonies adopted the Gregorian Calendar in 1752.

Compilation: Vipul Partap

Moringa plant, popularly known as 'tree of life' and native of north India is doing wonders in African country Sierra Leone.

Moringa plant is increasingly being used in Sierra Leone to prevent diseases and mal-nutrition. Sierra Leone is one of the worst performing countries in terms of malnutrition and infant mortality. The presence of Moringa plant was noted by an unidentified Pakistani soldier who was serving in the United Nations peace mission in Sierra Leone.

Moringa plant is considered as the most nutritious plant on earth, and each and every part

of it has nutritional and medicinal values that have the propensity to cure over 300 diseases, including hypertension and diabetes.

The plant was said to contain some 46 antioxidants besides being loaded with



phytonutrients, which flush toxins from the body, purify the liver and bolster the immune system. For instance, moringa seeds which have now become a hot cake in many African countries as well as USA and other Asian countries and sell for ten pounds for just ten seeds.

Even the World Health Organisation (WHO) has undertaken scientific researches on moringa plant, and has come to a conclusion that it is extremely nutritional and medicinal. The benefits have also been documented in some medical and nutritional journals.

Hirdeyesh Kumar

Bachelor of Innovation

Delhi University launched the much awaited course in innovation which aims at taking education beyond blackboards.

The course named Btech/ BS innovation with mathe-matics & IT is a four year undergraduate programme.

The students have to undergo an entrance test and a personal interview to get admission for the course.

In its debut year, the course is open only to the students currently enrolled in DU. However, any student, who has studied mathematics in Class XII, will be eligible to apply from next year.

Under the programme, the students will spend a lot of time in laboratories- both real and artificial - and will be given a lot of freedom to pursue their innovative skills.

The students will also adopt slums or semi urban areas in the city to study the problems faced by residents and offer them solutions through innovation.

The faculty for the programme will have teachers from different streams such as Informatics and Commu-nication, Zoology, Mathematics, Physics,

Electronics and Finance.

The course is getting very good response as more than 1,800 applications came already for 40 seats.



Harsh

Basics of Media

Advertisement (or Ad): Printed notice of something for sale paid for by the advertiser.

Angle: The approach or perspective from which a news fact or event is viewed, or the emphasis chosen for a story.

Art: Any photo, map graph or illustration.

Associated Press Stylebook: The standard reference source for reporters and editors on word usage, libel, numbers, titles, capitalization and commonly used word and phrases.

Banner: A headline stretching across the top of a page.

Beat: A reporter's regular assignment, for covering news like sports or education.

Bleed: An illustration filling one or more margins and running off the edge of the page or border; used frequently in magazines and advertisements.

Body Copy: The main part of a story.

Body type: Type used in stories, not in headlines; generally under 12-point size; opposite of display type.

Box: Refers to type that is framed in a border to give it prominence.

Break: Initial news coverage of an event.

Budget: The lineup of news stories scheduled for the next day's newspaper.

Compilation: Rahul Mittal & Vipul Partap

Amazing Pictures



The border between Belgium and the Netherlands in a cafe



Favelas of Brazil . The boundary between wealth and poverty.



In Buford, WY(USA) lives just one person who works as janitor and mayor.



Lost paradise in the Indian Ocean . Isle of Lamu.



Crescent Moon Tower (Dubai)



The river above the river: Magdeburg Water Bridge , Germany .



An unusual tunnel in California's Sequoia National Park

IMPORTANT QUOTES

"I do not feel obliged to believe that the same God who has endowed us with sense, reason, and intellect has intended us to forgo their use."

- Galileo Galilei

"We are all atheists about most of the gods humanity has ever believed in. Some of us just go one god further."

- Richard Dawkins

"The artist is nothing without the gift, but the gift is nothing without work."

- Emile Zola

"This book fills a much-needed gap." - Moses Hadas (1900-1966) in a review
"The full use of your powers along lines of excellence."

- John F. Kennedy

"I'm living so far beyond my income that we may almost be said to be living apart."

- e e cummings

"Give me a museum and I'll fill it."

- Pablo Picasso

"In theory, there is no difference between theory and practice. But in practice, there is."

- Yogi Berra

"I find that the harder I work, the more luck I seem to have."

- Thomas Jefferson

Winners V/s Losers

Part-3

Winners are a part of the team; losers are apart from the team.

Winners see the gain; losers see pain.

Winners see possibilities; losers see problems.

Winners believe in win/win; losers believe for them to win someone has to lose.

Winners see the potential; losers see the past.

Winners are like a thermostat; losers are like thermometers.

Winners choose what they say; losers say what they choose.

to be continued in next issue

Compilation: Rahul Mittal

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