



# Youngster

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## International Conference 2nd Tecnia SRFLISindia Summit 2015 “GREY TO GREEN”

Tecnia Institute of Advanced Studies organized 2nd Tecnia SRFLISindia Summit 2015 “GREY TO GREEN” on 11-12 April 2015 at Tecnia Auditorium.

### Inagural Session

UGC Member Prof. I. M. Kapai graced the conference as Chief Guest, Prof. Sanjiv Mittal IP University was Guest of Honour.

International conference started with lighting of lamp besides Saraswati Vandana and felicitation of all the distinguished guests. Dr. Ajay Rathore, Director, Tecnia Institute of Advanced Studies in his opening remarks highlighted

Tecnia's achievements. He informed that over 225 persons have registered for the conference from India and abroad.

Dr. Rajesh Bajaj delivered the Key note Address by explaining the growth and development saga of human endeavours. He said that pollution is lethal for environment and the world is sacrificing human lives at the cost of development and advancement. He urged and focused to adopt greener solutions in terms of use of solar energy, greener buildings, cars, and



**Lighting of lamp by dignitaries Prof. I M Kapai Member, UGC, Prof. Sanjiv Mittal, Dean USMS, GGSIPU and Sh. R K Gupta, Chairman Tecnia Group, New Delhi**

other means of life to curb the emission problem. He sincerely urged the participants to turn this earth from grey to green by planting more saplings, thus trees and adopting greener solutions in daily life.

Dr. K. P. Singh, Conference Director and President of the SRFLIS presented the background and introduction of the conference and the relevance of the theme in the present scenario. He welcomed all the guests and delegates and thanked the entire conference organizing team. He also

informed that the editorial board received 110 papers and after thread-bearing discussions and deliberations only 78 papers were accepted and published in the proceedings. These include papers from Australia, Sri Lanka and other countries as well.

Prof. Sanjiv Mittal, Dean - USMS at IP University focused on greener supply chain, adoption of architectural changes in offices and houses to use sunlight and reduce electricity dependency. He discussed 5Rs of green technology, PDSL model and

5Ecos needed in present environment for better living standards. He also discussed the waste management system to be adopted for better living.

Chief Guest, Prof. I. M. Kapai emphasized on the importance of library for every institution, need of friendly librarians, highlighted the importance of Nalanda University Library in Education System and need for more private participation in education sector and work for equality between teachers and librarians through

Govt. initiatives.

In the end of the Inaugural, Vote of Thanks was delivered by Mr. M. N. Jha.

### Plenary Session I Green Management and Green Librarianship

The first Plenary Session on "Green Management and Green Librarianship" was Chaired by Dr. Ramesh Gaur, Librarian, JNU and Dr. Jnanendra Narayan Singh, Librarian, Dyal Singh College acted as Co-Chair. The Invited Talk was delivered by Dr. P. V. Khatri of Swami Shradhanand College, University of Delhi on "Green HRM". In this session, 8 papers were delivered by the presenters in the areas of Green Management, Green HRM, Grey to Green, Green Innovative Practices, Social Entrepreneurship and Other related areas. Vanita Khanchandani, Dr. Kaushal Chauhan, Anil Kumar Dhiman, Ishika Arora (Research Scholar-GGSIPU), Shilpa Bhandari (Research Scholar-GGSIPU)



**Dignitaries releasing the proceedings of the International Conference  
"GREY TO GREEN"**

presented their papers on the various key issues of the conference.

### Session II Knowledge Management And Library Consortia

The post lunch session on "Knowledge Management and Library Consortia" was Chaired by Mr. Subhash Deshmukh, Librarian, IP University and Co-Chaired by Dr. P.K. Jain, Librarian, IEG. Invited talk was delivered by Dr. Shantanu Ganguli from TERI on "Transforming Knowledge".

The last session of the Day 1 on "Mobile and Web Technology Applications" was Chaired by Dr. Mohinder Singh, Ex-Director and Scientist-G, DSIDOC. Dr. Sanjay Kataria from IIIT, Noida was the Co-Chair. Dr. Narender Kumar from University of Delhi delivered the Invited Talk on, "Relevance of Libraries and Five Laws in Digitization".

Dr. Anil Jharotia, Ms. Jyotsana Thakur, Dr. Babita Gaur, Naresh Kumar presented their

In this session, 9 papers were presented in the areas of Green Libraries, e-learning, Library Consortia, Grey Knowledge Management, e-resources Management, etc.

Mr. Awadesh Singh, Ms. Perna Singh, Ms. Nirmala, Mr. Mohit Banerjee, Mr. Nazrul Islam Azmi, Mr. Nabi Hasan, Ms. R Sharma, Honey P. Vijay Kumar presented their papers.

### Session III Mobile and Web Technology Applications

### Glimpses of International Conference "Grey to Green"



*Glimpses of International Conference "Grey to Green"*



**Photographs: Lalit Mohan, Manendra, Sheetal, Vikas, Amandeep, Deepanshu, Princi, Ritika, Vidur**

papers.

**DAY 2**

**Session IV**

**Semantic Web And Web Technologies**

On the 2ND Day, deliberations started with lightening of lamps by dignitaries, namely Prof. Bajaj, Prof. M. P. Satija, Prof. J.S. Amaraweera, Dr. Babita Gaur, etc.

The first Plenary Session of day 2 on "Semantic Web and Web Technologies" was Chaired by Dr. J. S. Amaraweera from University of Kelaniya, Sri Lanka and Co-chaired by Dr. M P Singh from BBAU, Lucknow.

In this session, 4 papers were delivered by the presenters in the areas of Semantic Web, Big Data and its role in Libraries, Use of RDF and XML in Semantic Web and Other related areas.

Mr. Vikram Aditya, Dr. Jitender Rai, Nishant, Garvita Jhamb presented their papers.

The highlight of the session was felicitation of Prof. J.C. Beniwal by Prof. David from UPSC, Govt. of India and release of festschrift volume, titled, "Librarianship Redefined in Knowledge Society" in honour of Prof.J.C. Beniwal

**Session V**

**Open Source Software, Innovation And E-resources**

The fifth session of the day on "Open source Software, Innovation and E-Resources" was Chaired by Prof. C. P. Vashisth, President DLA and Co-chaired by Dr. R. N. Mishra of DLIS, Mizoram University. In this session, 4 papers were presented in the areas of Open Access Resources, Innovative Practices, Cloud Computing application in Libraries, Data Curation, etc. Mr. P. K. Upadhya, Neha Singhal, Prof. R N Mishra, Rajendra Mohan Dev Sharma

presented their papers.

**Session VI**

**Green Marketing And Marketing Of Lis Products And Services**

The last plenary session of the conference on "Green Marketing and Marketing of LIS Products and Services" was Chaired by Dr. R. K. Sharma of the United Nations and Co-chaired by Mr. Kumar Sanjay from Niti Aayog.

In the last session, a total of 9 papers were presented in the areas of Green Marketing, Supply Chain Management, Corporate Social Responsibility, Total Quality Management, and other related areas.

Dr. RK Bhatt, Shailesh Dhyani, Naresh Kumari, Dr. Vandana Raghav, Kanika Gupta, Geetika, Hema Devi, Anishu, Karan and Piyush, Bhanu Priya and Ankita presented their papers.

In total, there were 6 plenary sessions apart from Inaugural and Valedictory. 5 Invited Talks and 39 papers were presented by different contributory speakers. Keeping in view the significance and relevance, the event has been widely covered and appreciated by print and electronic media. The two days knowledge cascade proved to be beneficial for all those who attended this conference and really enhanced their information and knowledge and will try to implement the green technologies in their respective working environments. Now the participants will try to curb the pollution and promote nature and human friendly environment with wisdom. All the invited speakers held the delegates spell bound by their words of wisdom and knowledge and the other speakers were themselves not far behind in sharing their knowledge and experiences.

**Valedictory Function**

The Chief Guest of this valedictory function was Prof. G.N. Tiwari from centre for Energy Studies IIT Delhi and Guest of Honour for this occasion were Prof. Navin Rajpal, Dean USIT and - Dr. Ashok Kumar from DRDO. The Session started with the valedictory report presented by Reporter journal Dr Nabi Hasan. Dr. K P Singh thanked all the participants, delegates and students for the success of International conference Grey to Green. He said that this was possible only by the team work. Prof. G N Tiwari said that there is need of such conferences grey to green because it is the only platform to share ideas whether to accept it or reject it. Furthermore, he said that a first living organism on earth is "algae" in contest of "grey to green" topic. He added that in beginning of the world, there was clean environment, and greenery is all over but now a day's everything got changed, starting from the home to our workplace, our life style changed, we are going "green to grey". So, this conference leads to make solutions for the problem related to the environment.

All the research scholars were judged on the basis of their content and presentation and giving the prizes and certificates.

Dr. M.K Jha concluded the conference by preseting glimpses of the conference in brief and given thanks to support by management, TIAS, Faculty TIAS, Research Scholars, Students and not teaching staff.

The students learnt the strengths weaknesses, opportunities and threats in Creating Sustainable ICT Environment through Green Management, Librarianship & Entrepreneurship and Corporate Social Environmental Responsibility.

**Rahul Mittal  
Bal Krishna Mishra**



**Dr. A.K. Rathore and Mr. M S Bitta  
lightening the lamp.**

Event Club of Journalism and Mass Communication department, Tecnia Institute of Advanced Studies organized Udaan-Nayi Manzil ki on 24th April 2015. Udaan was an initiative by the Event Club of Journalism and Mass Communication students to put a step ahead towards the encouragement to underprivileged and special children. It provided a platform to perform and showcase their talents in front of the audience. The event began with 'lighting the lamp', Saraswati Vandana and deliberations from various dignitaries comprising Dr. A.K. Rathore, Director, TIAS, Mr. M. S Bitta, Chief Guest, chairman of the All-India Anti-Terrorist Front, and former chief of the Indian Youth Congress, Prof. Rajesh Bajaj, Chief Convener Tecnia Institute of Advanced Studies.

Chief Guest addressed the students that, "In order to improve & make the country better, politics is required to be made corruption free. He also encouraged and embraced the audience and the journalism and mass communication to 'never hesitate to die' for their nation and advised the students to use their pen as an AK-47". Dr. A.K. Rathore, Director-TIAS congratulated "BJMC Event club members for organizing an event for social cause and providing underprivileged students a platform to

showcase their talents. He also spoke about the need of being multi dimensional in any professional career".

Udaan commenced with mesmerizing dance performance by Event Club student and followed by its special attraction Asmita Theatre Group (FAME OF RAANJHANA MOVIE) "DASTAK" play. ASMITA Theatre Group too had a discussion with the audience where Shilpi Marwah said, "The purpose of our play will not be fulfilled until and unless you will not think about Women safety and empowerment and It's a pleasure to be a part of this initiative, and would like to come again with more plays to serve the people". Indeed the group acted as a vessel blower and eye opener for the audience. Udaan is a special initiative taken by Event club students where children from 5 years to 18 years participated in different events. NGOS's such as Ex IAS Officer Kiran Bedi's Navjyoti Indian Foundation, Pehal, Balvihar Children Home and Tecnia Group of Institutions Ashtavakra School of Rehabilitation Sciences came and fully participated in the event. The Audience witnessed a lot of performances and participations in various events like Painting competition, Guess what? Disco Deewane, Quiz Competition, Fancy Dress and Udaan Shehzaada & hehzaadi. The event ended on a musical note, with the performance of Punjabi Singer Sonu Mann and with the Prize distribution ceremony, which was not only for the winners but for the participants as well.

Navjyoti Indian Foundation on praising the effort said, "It was a very good initiative taken by the institute, and the kids are very happy after getting a chance to showcase their talent and prove that they are no more less than the privileged one". On the success of the event Convener of the event, Ms. Nivedita Sharma said, "I would like to thank all my sponsors, media partners, supportive staff, coordinators, students to make this effort a huge and memorable day

not for us but for the underprivileged children too. We will surely look forward to it in the coming years." The entire fest turned successful by the cooperation and effort of Tecnia students under the guidance of the Academic Controller, Mr. M N Jha & mentorship of Dr A.K. Rathore, Director TIAS and with full support from faculty and staff members. Applauds, hootings and appreciation echoed the whole auditorium when the most waited moment –Prize distribution arrived.



**Bal Krishna Mishra  
Nivedita Sharma**



# TECNIA INSTITUTE OF ADVANCED STUDIES

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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085



**BJMC Deptt.  
Radio Club  
Presents**

## **A Talk with RJ Rahul Makkin Oye FM 104.8**

**Tuesday, 28th April, 2015**



India's Premier ISO 9001:2008 Certified Institute. Rated as 'A' by Govt. NCT of Delhi; "A++" Category - Best Business School by AIMA; Included in Top 100 B & IT Schools by reputed publications.

Department of Journalism and Mass Communication, Tecnia Institute of Advanced Studies organized a Radio Lecture cum Workshop under the banner of "TIAS Radio Club" at the Tecnia auditorium on 28 April 2015 for the student's perusing Bachelor of Mass Communication in the institution. The guest of honour was Ishquiya fame RJ Rahul Makkin from Oye FM 104.8 FM! The workshop started with a knowledgeable and interactive session of the jockey with the

students. He discussed some minute things which a radio aspirant should know. On encouraging the students he informed, 'A new band of radio stations is going to be set up in the upcoming years, so the scope in radio is increasing with every progressive day'. He talked about the voice modulation, content, USP, connectivity with the audience and other such techniques which should be kept in mind while doing radio jockeying. The workshop ended with the chat show

called 'A talk with RJ Rahul Makkin' where just like his show Ishquiya, Students from the institute had their confessions in front of the RJ and asked him about some solutions. Vote of thanks was given by Dr Trishu Sharma. On a whole, the two hour event was a success and gave a knowledgeable treat of radio to the students, teachers and listeners.

**Bal Krishna Mishra  
Honey Shah**





Photography club of Journalism & mass communication department, Tecnia Institute of Advanced studies organized an event named RU-BA-RU 2015. The highlights of the event were Photography Exhibition (World through Lens) & Panel discussion. It was basically an interactive session of BJMC students with media professionals. Media is playing a pivotal role in the development of society. Researchers also have outlined the role of media as an agent of Social Change & as a Reinforce of dominant values & cultures. Recent changes & challenges in the field of Journalism & Mass Communication have transformed the established norms of this profession. There is an acute need to define "The role of Mass Media in facilitating Community Education" in the present context.

As a part of our efforts to give practical exposure to the future budding media professionals, Department of Journalism & Mass Communication has organized this event, for media students on 25th, April 2015. It was an initiative taken by Tecnia Photography Club to provide an opportunity to the youth to gain knowledge by mindboggling thoughts from well-known media experts. Actually it is an effort to share a broad vision through common platform.

By organizing Photography Exhibition we are creating awareness of photographic arts and initiating dialogue amongst its practitioners and lovers. Learning & sharing give voice to young collectives. This contest has the objective of giving

youth an opportunity to express themselves creatively and share their views amongst youth and volunteering in multiple dimensions.

The topics of the Photography Exhibition were Nature, Wildlife, Disability, Dawn and Dusk, Hidden gems of Delhi and Wedding photography. It was an inter college photography competition in which approx 50 students were participated. Students from Isomes, FIMT(GGSIPU), BLSITM(GGSIPU), Amity School of communication, MAIMS(GGSIPU), VIPS(GGSIPU), Trinity(GGSIPU) were actively contributed.

The Director of the Institute DR. Ajay Kumar Rathore gave his opening remarks by saying, "it is a very good initiative for our upcoming photographers and I am happy to be a part of such an healthy, interactive and knowledgeable panel and will look forward to have some more". He welcomed the participants and introduced the panelists.

Mr. Harshit Walia, Faculty, Amity University started his speech by saying, "An aspirant must have a good amount of patience, Your subject should be familiar to you" he added, "Just work for the sake of working, getting money should not be the priority". He further elaborated the technicalities on photography, types of lenses for different types of photography, Use of shutter speed.

Mr. Amit Nehra, bureau chief, Dainik Bhaskar underlined that in conflict situations, media bear powerful responsibility for informing the public and

raising awareness in a fair and balanced way at the national and international level. The work of journalists is often difficult and dangerous. He further discussed the different roles which media can play in conflicts, and the importance of empowering journalists and strengthening human rights.

Prof. Shivaji Sarkar, Senior Vice President, National Union of Journalists remarked that now the challenge is to raise the bar on professional ethics, and then provide ethical guidance to today's participatory audience. We should deal more swiftly and transparently with ethical errors within the profession, but we should also provide teaching tools on information ethics, what ethics means and why it's important, and how to spot compromised ethics.

Mr. Umesh Joshi, Senior Vice President, National Union of Journalist further highlighted that as a media professional we must know about everything important going on in the communities that we serve, and we should strive to be the first to tell our communities about the important news of the moment. He ended his statement by quoting, "A journalist provides an exact medium of a message and created a dialogue in the society".

The day ended with the prize distribution ceremony. Himanshu Jangid, BLSITM grabbed 1st position. Tanya Chuhan and Samarth Jawa TIAS, got 2nd & 3rd position respectively. Dr. Anjani Kumar Jha, delivered vote of thanks.

**Dr. Anjani Kumar Jha  
Priyanka Sarkar**





रोहिणी, नई दिल्ली, 22 अप्रैल। टेकिनिया इंस्टीट्यूट के सभागार में बुधवार को टेकिनिया सांस्कृतिक उत्सव आयोजित किया गया, जिसमें नाटक, एक्टिंग, नृत्य, नुक्कड़ नाटक, फैशन परेड सहित अनेक अंतर-कालेज प्रतियोगिताएं आयोजित की गईं। खचाखच भरे सभागार में रंगारंग कार्यक्रम का शुभारम्भ निदेशक डॉ. ए.के.

राठौर ने किया। स्वागत भाषण डॉ वंदना राघव ने दिया। अस्मिता थिएटर के तत्वावधान में महिला उत्पीड़न पर मंचित नाटक में नारी पर हो रहे अत्याचार को विभिन्न किरदारों ने प्रदर्शित किया। कई मर्मांतक दृश्यों ने तो छात्रों को नई सोच के लिए विवश किया। मोनो एक्टिंग में टेकिनिया से आयुश्मान सिंघल ने मां पर, जबकि कईआईटी से सौरभ ने पुलिस की बर्बरता पर अभिनय किया। फेस पेंटिंग में सोनल, आशीश, कनिका आदि ने विभिन्न प्रकार के चित्रों को उकेरा। टी शर्ट पेंटिंग में योगिता, रिंकी, आकाश आदि ने आकर्षक कला का परिचय दिया। सामूहिक एवं नच बलिए प्रतियोगिता में अदिति, सोनाली ने उड़नछू, मतलबी खुद भी सुन ले कभी, जबकि मही ने जब कोई आए, अंजलि ने शोले हैं आंखें, प्रियंका ने हर चिलमन, पलक ने आरे प्रीतम प्यारे गीतों पर नृत्य से दर्शकों को मंत्रमुग्ध कर दिया। फैशन परेड में संदीप, शुभम, माणिक, हर्ष, राघव, राधिका, मोनिका आदि ने हिस्सा लिया। मिस्टर एंड मिस सरस में हनी, उमेश, अमित, गगन जबकि लड़कियों में मही, दिक्षा, जूही,

कोमल ने विभिन्न अदाओं से दर्शकों की खूब तालियां बटोरीं। प्रतियोगिता में टेकिनिया के अलावा श्यामलाल कॉलेज, आरडीआईएएस, इग्नू, केआईआईटीई, डीआईएएस सहित कई संस्थानों के छात्रों ने शिरकत की।

डा. अंजनी कुमार झाँ

## This Month

**April 14, 1865** - President Abraham Lincoln was shot and mortally wounded while watching a performance of *Our American Cousin* at Ford's Theater in Washington. He was taken to a nearby house and died the following morning at 7:22 a.m.

\*\*\*\*\*

**April 27, 1865** - On the Mississippi River, the worst steamship disaster in U.S. history occurred as an explosion aboard the *Sultana* killed nearly 2,000 passengers, mostly Union soldiers who had been prisoners of war and were returning home.

\*\*\*\*\*

**April 9, 1866** - Despite a veto by President Andrew Johnson, the Civil Rights Bill of 1866 was passed by Congress granting blacks the rights and privileges of U.S. citizenship.

\*\*\*\*\*

**April 4, 1887** - The first woman mayor was elected in the U.S. as Susanna M. Salter became mayor of Argonia, Kansas.

\*\*\*\*\*

**April 22, 1889** - The Oklahoma land rush began at noon with a single gunshot signaling the start of a mad dash by thousands of settlers. They were seeking to claim part of nearly two million acres made available by the federal government. The land originally belonged to Creek and Seminole Indian tribes.

\*\*\*\*\*

Compilation: Dr. Vaibhav Bansal



## Basics of Media

**High-key** - Light background and ample light on the scene. Has nothing to do with the vertical positioning of the key light.

\*\*\*\*\*

**Kelvin (K)** - Refers to the Kelvin temperature scale. In lighting it is the specific measure of color temperature—the relative reddishness or bluishness of white light. The higher the K number, the more bluish the white light. The lower the K number, the more reddish the white light.

\*\*\*\*\*

**Key Light** - Principal source of illumination.

\*\*\*\*\*

**Kicker Light** - Usually directional light that is positioned low and from the side and the back of the subject.

\*\*\*\*\*

**Light Plot** - A plan, similar to a floor plan, that shows the type, size (wattage), and location of the lighting instruments relative to the scene to be illuminated and the general direction of the beams.

\*\*\*\*\*

**Location Survey** - Written assessment, usually in the form of a checklist, of the production requirements for a remote.

\*\*\*\*\*

**Low-Key** - Dark background and illumination of selected areas. Has nothing to do with the vertical positioning of the key light.

\*\*\*\*\*

Compilation: Rahul Mittal



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INSTITUTIONAL AREA, MADHUBAN CHOWK, ROHINI, DELHI-110085



# EDUCATIONAL TOUR To Dharamshala & Dalhousie

02-04-2015 to 05-04-2015

India's Premier ISO 9001:2008 Certified Institute. Rated as 'A' by Govt. NCT of Delhi; 'A++' Category - Best Business School by AIMA. Included in Top 100 B & IT Schools by reputed publications.



A group of 86 students along with 4 faculty members went for an Educational Tour to Dharamshala & Dalhousie. The group accompanied in two buses along with two faculty incharges in each bus. Group started its journey at 8 Pm on 2-4-2015. Firstly we had dinner at Murthal and then overnight journey towards Dalhousie. There were raining whole night so group reached at Dalhousie at 12:00Noon. All the students have been assigned rooms in a group and then they had their lunch and had rest. In the evening group went for local sight scene and for shopping. Next Day in morning after Breakfast Journey towards

Dharamshala started and we reached dharamshala at 6 in the evening. There were arrangement for DJ night there for students; meanwhile students went for local market



for shopping. In the next morning group left for Tea Factory for Industry visit. Then we went to Maclondganj a beautiful hill station. While returning back students also visited Dharamshala Cricket Stadium.

Overall it was really a nice experience for students as they learn a strong Team building and coordination. They enjoyed and visited so many places. All the students were into discipline during whole days between 2-4-2015 to 5-4-2015

**Dr. Trishu Sharma**

## IMPORTANT QUOTES

"The difference between fiction and reality? Fiction has to make sense."

*Tom Clancy*

\*\*\*\*\*

"It's not the size of the dog in the fight, it's the size of the fight in the dog."

*Mark Twain*

\*\*\*\*\*

"Whatever is begun in anger ends in shame."

*Benjamin Franklin*

\*\*\*\*\*

"There's many a bestseller that could have been prevented by a good teacher."

*Flannery O'Connor*

\*\*\*\*\*

"Love is friendship set on fire."

*Jeremy Taylor*

\*\*\*\*\*

"Fill the unforgiving minute with sixty seconds worth of distance run."

*Rudyard Kipling*

\*\*\*\*\*

"A poem is never finished, only abandoned."

*Paul Valery*

\*\*\*\*\*

**Compilation: Ms. Bhavna Madan Vij**

## Winners V/s Losers

**Part-45**

Winners try different strategies when they are not getting the results they want; Losers do the same thing over and over again expecting different results.

\*\*\*\*\*

Winners set goals; Losers lack goals.

\*\*\*\*\*

Winners plan; Losers hate having a plan.

\*\*\*\*\*

Winners believe there are always things to be learn; Losers consider themselves as an expert even though they know little.

\*\*\*\*\*

Winners are humble; Losers are egoistic.

\*\*\*\*\*

*to be continued  
in next issue*

**Compilation:  
Rahul Mittal**

All Students and Faculty are welcome to give any Article, Feature & Write-up along with their Views & Feedback at [youngster@tecnia.in](mailto:youngster@tecnia.in)

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