

Youngster



YOUNGSTER | ESTABLISHED 2004 | NEW DELHI | MAR 2012 | PAGES - 8 | PRICE - 1/- | MONTHLY BILINGUAL (HINDI/ENGLISH)

National Conferences on

Environment Communication in Modern Age

Dynamics of Social Entrepreneurship

.....A Business Wave



From left to right: Lamp Lightening by Dr. Nirmal Singh (Director General Technia Group), Chief Guest Dr. Adarsh Kumar, Scientist 'G' Head - Analytical Group, Dept. of Atomic Energy, Govt. of India, Dr. A. K. Rathore (Director, Technia Institute of Advanced Studies)



From left to right: Lamp Lightening by Dr. Nirmal Singh (Director General Technia), Chief Guest Prof. G. N. Tiwari (IIT-Delhi) Dr. A. K. Rathore (Director, Technia Institute of Advanced Studies), Dr. Sandeep Kumar (Convener and Quality Head, TIAS)

Environment Communication in Modern Agecontinued from page 1

Environment is a burning issue in this modern world because of the population explosion globally. Now Global warming has become a global warning. Taking this in view Tecnia Institute of Advanced Studies organized a National conference on *Environment Communication in Modern Age* on 23rd March 2012.

The conference started with the lighting of

has speeded up due to the human interventions like Tsunami in Japan in 2011 and the Palm Island of Dubai which has changed the aquatic system to the land. Chief Guest Mr. Adarsh Kumar Scientist, 'G' Department of Atomic Energy, Govt. of India, New Delhi in the key note address said that pollution is the major issues related to environment. He highlighted toxic elements and their effect on the

about uncertainty in all the four seasons of the year.

Dr. Archana Verma, Associate Professor, Kumari Mayawati Government PG College, UP, discussed the issue of environmental communication through the medium of advertisements. She said that government is playing an important role by issuing the advertisement in the media about the awareness for the



Glimpses of National Conference on "Environment Communication in Modern Age"

lamp by Chief Guest Mr. Adarsh Kumar, Scientist, 'G' Department of Atomic Energy, Govt. of India, New Delhi; Mr. S. B. Singh, Scientist 'F' Head - Analytical Group, Deptt. of Atomic, Energy, Govt. of India; Dr. Sarvesh Tripathi, Associate Professor, GGSIP University, Mr. Ashutosh Pandey, Principal Correspondent, Dainik Hindustan; Dr. Nirmal Singh, Director General Tecnia Group; Dr. A. K. Rathore, Director, TIAS. Dr. A. K. Rathore, Director, TIAS in his opening remarks mentioned that today the rate of change in environmental conditions

human health. He also stated that co-operation of different institutions is also required for the economic development. It is the responsibility of media to aware people and he also suggested people to use CNG and LPG gas and travelling via Metro over personal vehicles in order to control environmental pollution.

Dr. Sarvesh Tripathi, Associate Professor, GGSIPU, said that there are different conditions in the different ages. He compared the information regarding environment and environmental pollution in the vedic and current era. He discussed

environment.

Mr. Ashutosh, Principal Correspondent, Hindustan, stated the example of Sanand Swami (Shri G. D. Aggarwal) favoring his views regarding Environmental Communication and he also suggested the youth must go through all the current news regarding environment as media is playing an important role in awaring the masses by the advertisements and the events as go green by NDTV.

Dr. Nirmal Singh, Director-General, Tecnia Group, said that Environment Communication is the essential need of the

present era. If the masses are unaware then the losses are more. He quoted the mock drills for the disaster management for earthquake in the Delhi region.

Prof. Rajesh Bajaj, Chief Convener, TIAS, expressed his views on Environment and the role of Media in awareness of the environmental conditions in the country.

Dr. Sanjeev Manchanda, Head of Dept., MCA department gave vote of thanks.

how those costs can be reduced through optimising the email habitat.

Mr. Vidyut Maurya, freelancer journalist, Ms. Rohini Saini, Asst. Professor, Trinity Institute of Professional Studies, Dwarka Delhi, Ms. Shifali Ahuja Asst. Professor, Trinity Institute of Professional Studies, Dwarka Delhi, Ashwinder Kaur and Priyanka Yadav, Research Scholar Tecnia

more than the youngsters and the elders in cleaning the environment

Mr. B. C. O. Reddy, AGM, Sumani Tiles, Bahadurgarh, Haryana, co-chaired the second technical session. He discussed the various measures to control air pollution. He said that pooling is a way to control the air pollution. Use of CNG and LPG than Petrol and Diesel can lessen the air



Glimpses of National Conference on "Environment Communication in Modern Age"

The chairperson in the first technical session was Mr. Dilip Kumar, Associate Professor, Jamia Milia Islamia University, Delhi. He said in his paper Optimising the Email Communication Environment that it is possible to optimize networks to increase communication efficiency with benefit to employee productivity by email communication.. It identifies tangible costs associated with email and details

Institute of Advanced Studies presented their papers in the first technical session.

Prof. W. A. Qazi chaired the second technical session. He said that today environment is a burning issue in the world.

The environmental study should begin with the primary education to aware the children about the environment. They are the future of the country and they can help

pollution.

Dr. Surbhi Dahiya, Asst. Professor, DCAS, Ishita Bhatia, Shilpa Bhatt & Shivani Sharma, Research Scholar TIAS presented their papers in the session. The valedictory session was given by Dr. Bharat Kumar, Head of Department. BJMC.

**- Rahul Mittal
Dr. Rachita Srivastava Roy**

Dynamics of Social Entrepreneurshipcontinued from page 1

Tecnia Institute of Advanced Studies organized a National Conference on **Dynamics of Social Entrepreneurship (DSE) - A Business Wave** on 31st March, 2012 at TIAS Auditorium, Madhuban Chowk, Rohini.

The inaugural session started with the lighting of lamp by Chief Guest Prof. G. N. Tiwari, Centre of Energy Studies IIT Delhi; Guests of Honour Dr. N. K. Rai, Director IIMT Greater Noida; Mr Arvind Prasad, Ex Mining Head, TISCO, Jamshedpur; Prof. Prakash Veer Khatri, Delhi University; Dr.

entrepreneur can earn through risks and initiatives. Social Entrepreneurship is essential for developing as well as developed countries. He gave example of the Noble laureate Md. Yunus of Bangladesh who developed a model of Gramin bank which is an example of grass root entrepreneurship. He also cited examples of Mr. Anand Kumar of super 30, IIT coaching centre for poor & underprivileged class and Padamshree Bindeshwari Pathak of Sulabh international fame.

explained that economic development is not possible without the involvement of the society. The idea of "social entrepreneurship" has struck a responsive cord. It combines the passion of a social mission with an image of business-like discipline, innovation, and determination commonly associated with, for instance, the high-tech pioneers of Silicon Valley.

Dr. Nirmal Singh, Director General, Tecnia Group mentioned World Bank report that 1.2 billion people of the world are still below the poverty line. He said that India



Nirmal Singh, Director General, Tecnia Group of Institutions, Dr. A. K. Rathore, Director, Tecnia Institute of Advanced Studies, Dr. Rajesh Bajaj, Chief Convener TIAS & Dr. Sandeep Kumar Convener.

Dr. Ajay Kumar Rathore in the opening remarks discussed the importance of social entrepreneurship in today's context. Economic growth is directly proportional to the quality & quantity of the entrepreneurs in-fluxed in the blood of society.

Chief Guest, Prof G. N. Tiwari explained the difference between entrepreneur and entrepreneurship. He discussed the Entrepreneurship Act and the social problems associated with it. An

entrepreneur can earn through risks and initiatives. Social Entrepreneurship is essential for developing as well as developed countries. He gave example of the Noble laureate Md. Yunus of Bangladesh who developed a model of Gramin bank which is an example of grass root entrepreneurship. He also cited examples of Mr. Anand Kumar of super 30, IIT coaching centre for poor & underprivileged class and Padamshree Bindeshwari Pathak of Sulabh international fame.

Guest of Honour Mr. Arvind Prasad, Ex-Mining Head, Tata Iron and Steel Co. said that Social Entrepreneurship depends on a country's constitution, funding and place. Time has an important role in a successful social entrepreneurship. He quoted the management skills of Mumbai Dabbawala. Guest of Honour Prof P. V. Khatri

has the second largest work force in the world where one third of the population still cannot fulfill their basic needs.

Prof. Rajesh Bajaj, Chief Convener gave the keynote remarks. He explained some aspects of the social entrepreneurship through case study. He gave the examples of Bill Gates, Mukesh Ambani and Azim Premji. The inaugural session was concluded by the vote of thanks by Dr. Sandeep Kumar, Convener.

Technical Session - I

Prof. P. V. Khatri, Delhi University was the chairperson of the first technical session. He presented a paper titled "**Empowering Social Entrepreneurship Through**

Globalization". "Social Entrepreneurship" combines the passion of a social mission with an image of business-like discipline, innovation, and determination commonly associated with, for instance, the high-tech pioneers of Silicon Valley. The time is certainly ripe for entrepreneurial approaches to social problems. Many and philanthropic efforts have fallen far short of our expectations. Social entrepreneurs are needed to develop new models for a new century.

Prof. Sukhvinder Singh Dari, Assistant Professor, Symbiosis Law School, Noida presented paper **"Corporate Social Responsibility of the Pharmaceutical Industries: with Special Reference to the Thalidomide Tragedy."** The paper

communities for the betterment of Indian population. The discussion starts with the current treatment available and their subsequent result that despite of all the facilities Indians are not healthy enough. The use of complimentary and traditional medicine when combined with the conventional therapy can bring better results to achieve greater health in Indians. The use of such socially innovative idea can change the picture of health scenario in India and in turn will make Indians healthier.

Mr. Bajrang, Research Scholar, Central University of Haryana, presented paper **"SKS Micro finance Ltd.: A Study of the products of Micro finance and developed Social Entrepreneurs"**. SKS

Prof. Meenakshi Gandhi, IITM, Janakpuri was the Chairperson of the Session 2. She has explained **Social Entrepreneurship and its opportunities & Challenges**. Mr. Ashish Kumar Singh Asst. Prof. RKGIT for Women, Ghaziabad presented the paper titled **"The Role of Financial Institution in Expanding social Enterprise"**. He said that Social Entrepreneurship can create both private financial profits and social values. Sustainable micro-finance is a vivid demonstration of social entrepreneurship. The most encouraging aspect of sustainable micro-finance is that the profit motive and development impact reinforce each other.

Ms. Kanika Aggarwal, Lecturer, Maharaja



highlights the corporate social responsibility that lies with the pharmaceutical industries examining it under two different tabs. The first part of the paper provides a critique on the thalidomide tragedy wherein the right to health which forms an integral part of the responsibilities those vests with pharmaceutical industries towards the social stratum were violated at large. The second part highlights the social mandates that the pharmaceutical industries are ought to follow.

Prof. Sunil Kumar, School of Planning and Architecture, New Delhi presented a paper titled **"Innovation & Development in Medical Practice Towards a Healthy India"**. The paper was about innovative medical practice to be adopted by medical

scientifically targets the extreme poor at the bottom of the socio-economic pyramid through participatory poverty identification tools. SKS's purpose is to eradicate poverty. Prof. Mansi Ahuja, Asst. Professor, GTBIMIT presented the paper titled **"Social Entrepreneurship for Social Change"**. Social entrepreneurship, as a practice and a field for scholarly investigation, provides a unique opportunity to challenge, question, and rethink concepts and assumptions from different fields of management and business research. It is seen as differing from other forms of entrepreneurship in the relatively higher priority given to promoting social value and development versus capturing economic value.

Technical Session II

Agarsain Institute of Technology, Ghaziabad presented a paper titled **"Entrepreneurship: Past, Present and Future"**. She explained that Entrepreneurship must be developed and supported so that there is a proliferation of SMEs in the country. An entrepreneur's entry into business does not guarantee his/her survival. Attrition rate for new entrepreneurs is very high in many countries of the world. While this may be because their chosen business inappropriate or a lack of adequate technical or business expertise, one critical

reason is that overall macro and micro environment in which they are forced to operate.

Ms. Geetika Bhasin, Asst. Prof. Maharaja

Guest Lecture on Personal Branding

A Guest Lecture on '*Personal Branding*' was organized by Tecnia Institute of Advanced Studies on 15th March, 2012 in the Institute Campus for the betterment of students of BJMC. The lecture was delivered by the eminent faculty **Mr. Noorul Islam** from Mumbai. He made his lecture interesting and interactive. Mr. Islam told the importance of every minute to any human being. In this one minute if he wishes can leave a deep

impression on another person. He quoted the example of Vinod Prakhari who used to give his introduction like Adventurous Vinod. By adjective Adventurous he wants to show that he is innovative, team member, group leader etc. Mr. Noorul Islam is a Brand Builder, Innovator, Trainer and Motivator. He has over 25 years of experience in brand building and brand consulting for corporate and educational institutions all across the country. He was the Chairman of AAAI (Advertising Agencies Association of India) for six continuous terms setting benchmarks in the industry for advertising training. He was honored by the title, Professor, Emeritus, by Symbiosis Institute of Media & Communication, along with Mahesh Bhatt, R.K.Laxman, Kuldip Nayar and B.R. Chopra. He was also the columnist for the Asian Age for the column ADFUNDA.

On discussing effective communication he told that a person normally uses only 7% of verbal communication, whereas vocal communication remains at 38% and use of



body language is at 55%. That means, a person mostly uses the non-verbal communication than verbal. Self motivation plays an important role in making personal branding. He said, in life the success depends upon the personality. Therefore, a person should strive to build his own identity, because nobody looks into ones mark-sheet but balance sheet.

On this occasion along with the students of BJMC, the HOD and Faculty members of the Journalism department were present.

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- Dr. Rachita Srivastava Roy
Bharat Banga

I Promise....

Read but write more
Talk but think more
Play but study more
I promise, you will succeed
sure
Hate but love more,
Order but obey more.
Quarrel but agree more
I promise, people will love you
sure.
Punish but forgive more,
Spend but save more.
Consume but produce more
I promise the world well
Respect you sure.

Naveen Kumar Kaushik

Dear Mr. Zero

Dear and
respected Mr. Zero
You are the greatest
hero.

In mathematics & arithmetic
You are the fantastic
You are the greatest puzzle
When I subtract you from any
number

You are as cool as cucumber.

No loss,
All my
in vain.
Add you
The
increases
You are
with the
The
still is
smalles



no gain,
efforts are
to the last,
number
very fast.
multiple
largest.
result
the
t.

People think you are useless,
That's why students often
forget

You in own test.

Pawan Chaudahary

Dynamics of Social Entrepreneurshipcontinued from page 1

Agarsain Institute of Technology, Ghaziabad, presented paper titled **"Innovation and entrepreneurship in a Global economy"**. In the world of ever increasing global economy, the idea of corporate entrepreneurship has become a topic that leaders and managers must not only be aware of conceptually but also understand in order to be able to strategize and position for organizational viability.

Ms. Shruti, Asst. Prof. RDIAS presented paper titled **"A Comparative study in between Social entrepreneurship and HR entrepreneurs"**. This paper focuses on how HR Entrepreneurs and Social Entrepreneurs are contributing in the society for the upliftment of the people, organization and the society as a whole. She explained that Social entrepreneurs are individuals with innovative solutions to the

society's problem. Rather than blaming on others for the development of the society, they themselves take the initiative. They find new and innovative solutions. In case of HR Entrepreneurs one has to assess the business case for the people, making sure they are working with the appropriate Human power.

Dr. G B SITARAM, Asso. Prof., RDIAS presented paper titled **"Social Entrepreneurship: Challenges &**

charity" venture, and not as a self-sustainable & viable entrepreneurial activity.

Technical Session-III

Dr. Anand Sharma, Associate Professor, Central University of Haryana chaired this session. Soni Miglani, Ashwinder Kaur, Utkarch, Jigyasa, Sumegha Shwet Jain, Nishant Aggarwal, Sunakshi Kalra, Harleen Kaur, Yash Sharma, Harshita Anand, Ishita Joshi, Karunakar Rao, Research Scholars of I. P. University presented their papers concerned with social entrepreneurship. Mr. M. N. Jha BBA HOD gave the valedictory session.

**- Dr. Sandeep Kumar
Rahul Mittal**

This Month

March 15, 44 B.C. - Julius Caesar was assassinated in the Senate chamber in Rome by Brutus and fellow conspirators. After first trying to defend himself against the murderous onslaught, Caesar saw Brutus with a knife and asked "Et tu, Brute?" (You too, Brutus?) Caesar then gave up the struggle and was stabbed to death.

March 12, 1609 - The island of Bermuda was colonized by the British after a ship on its way to Virginia was wrecked on the reefs.

March 4, 1681 - King Charles II of England granted a huge tract of land in the New World to William Penn to settle an outstanding debt. The area later became Pennsylvania.

March 4, 1789 - The first meeting of the new Congress under the new U.S. Constitution took place in New York City.

March 23, 1775 - Patrick Henry ignited the American Revolution with a speech before the Virginia convention in Richmond, stating, "I know not what course others may take; but as for me, give me liberty, or give me death!"

March 17, 1776 - Early in the American Revolutionary War the British completed their evacuation of Boston following a successful siege conducted by Patriots. The event is still commemorated in Boston as Evacuation Day.

Compilation: Vipul Partap



Opportunities". He discussed that Social Entrepreneurship is an emerging field that offers opportunity to young professionals to create societal/economic value on a sustainable basis. According to some reports, globally this is the fastest growing sector and perhaps the only sector that is creating gainful employment worldwide. Unfortunately, most management students/professionals view social entrepreneurship as a "by charity/for

Basics of Media

Aspect Ratio: The width-to-height proportions of the standard television screen and therefore of all analog television pictures: 4 units wide by 3 units high. For DTV and HDTV, the aspect ratio is 16 × 9.

Binary: A number system with the base of 2.

Binary Digit (Bit) : The smallest amount of information a computer can hold and process. A charge is either present, represented by a 1, or absent, represented by a 0. One bit can describe two levels, such as on/off or black/white. Two bits can describe four levels (2² bits); three bits, eight levels (2³ bits); four bits, sixteen (2⁴ bits); and so on. A group of eight bits (2⁸) is called a byte.

Coding: To change the quantized values into a binary code, represented by 0's and 1's. Also called encoding.

Compression: Reducing the amount of data to be stored or transmitted by using coding schemes that pack all original data into less space (lossless compression) or by throwing away some of the least important data (lossy compression).

Decoding: The reconstruction of a video or audio signal from a digital code.

Digital: Usually means the binary system the representation of data in the form of binary digits (on/off pulses).

Compilation: Rahul Mittal & Bharat Banga

Endeavour - A Management Fest

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MANAGEMENT FEST

ENDEAVOUR

16TH MARCH 2012

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TIMINGS
FROM 9 AM ONWARDS

Case Presentations
Management Games
Business Plan
Business Quiz
Debate
Just A Minute
Synthesis
Collage Making

Poster Making
Rangoli
Ad Campaign
Antakshri

IMPORTANT QUOTES

"Don't be so humble - you are not that great."

- Golda Meir

"His ignorance is encyclopedic"

- Abba Eban

"If a man does his best, what else is there?"

- General George S. Patton

"Political correctness is tyranny with manners."

- Charlton Heston

"You can avoid reality, but you cannot avoid the consequences of avoiding reality."

- Ayn Rand

"When one person suffers from a delusion it is called insanity; when many people suffer from a delusion it is called religion."

- Robert Pirsig

"Sex and religion are closer to each other than either might prefer."

Saint Thomas Moore

Winners V/s Losers

Part-8

Winners say "There's a better way"
Losers say, "It's the way it's always been done"

Winners are always involved in the answer

Losers are always part of the problem

Winners know there is still much to learn
Losers want to be considered an expert before knowing how little is known

Winners learn from their mistakes
Losers learn only not to make mistakes by not trying anything different

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.tecniaindia@gmail.com



Vol. 8 No. 3

RNI No.: DEL/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

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