

Youngster



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National Conference Technology for Advanced Application for Education

Tecnia Institute of Advanced Studies organized a National Conference on Technology for Advanced Application discuss and sum up a certain number of responses related to role of Technology in Education. The objective of the conference was to technological use for educational growth; to provide an opportunity to the researcher who can share their research work and innovations



Lamp lighting by dignitaries

for Education on 22nd March, 2014 at the Tecnia Auditorium. This conference is designed solely to provide a platform to the academicians, who are keen to share their views and expertise in the field of education due to technical support; to provide a platform to the industry professional to

Endeavour gives Endeavour to Tecnia

“Everyone is unique like their fingerprint so, Don't try to fit in when you were born to stand out.”

Endeavour is a creative initiative by the Tecnia Institute of Advanced Studies to provide the platform where students from various streams can showcase their knowledge, skills and abilities. Endeavour promises to test

grits, guts and grandeur & winners will be those who will be ahead of all odds with right blend of EQ & IQ.

guaranteed to pull in the crowds. The main highlights of the fest will be Ad Campaign, Business Plan,



Quiz, Debate (English/Hindi), Case Presentation, Just A Minute (English/Hindi), Management Games, Synthesis to check students' talent.

The objective is to

organize Endeavour'14 is all set to be bigger and better, with new innovations and events

this program were to create a awareness amongst students

Tecnia SRFLIS India Summit-2014

Content to Connectivity

International Conference on
Paradigm Shifts in Knowledge Innovation, Information Representation,
Information Management Systems and Librarianship

11-12th April, 2014





discusses the scope of the technology in education; and to contribute for a knowledge base for the policy makers for making policies.

Mr. Puneet Dahiya, CEO, Tumlare Software Services, Delhi graced this occasion as the Chief Guest of the Conference. Ms. Amita Dev, Director, Bhai Parmanand Institute of Business Studies, Delhi & Mr. Anup Girdhar, CEO, Sedulity Solutions & Technologies, Delhi were present as Guest of Honour on this occasion.

Guest Receiving committee extended warm reception to the Chief Guest & Guests of Honour, Distinguished Guests, Eminent Speakers, Delegates and Research Scholars. The guests were welcomed by



Mr. Vijay Singhal Head-ITC, Dr Vishal Khatri Convener of Conference, Mr. Anup Girdhar CEO, Sedulity Solutions & Technologies, Delhi, Mr. Puneet Dahiya CEO, Tumlare Software Services, Delhi, Dr A.K. Rathore Director TIAS, Dr Amita Dev Director, Bhai Parmanand Institute of Business Studies, Delhi, Dr Rajesh Bajaj, Chief Convener TIAS, Dr Gurvinder Kaur, HOD-MCA (from Left to Right)

tilak on the gate.

After “Tecnia Foot Prints” A Tecnia Presentation, Welcoming the Guests, Saraswati Vandana, Lighting the Lamp ceremony and the distinguished Guests and the members of the Inaugural Panel were

Felicitated. Dr. Ajay K. Rathore, Director, TIAS gave the opening remarks. He started with role of Technology in current education system. Further, he introduced the themes of conference and welcomed the various dignitaries for the conference. He also elaborated about the milestones that Tecnia has achieved in the recent past.

Mr. Vijay Singhal, Faculty MCA gave the key note address.

He explained about advanced learning for education. He talk about M-Learning and E-learning , how change in technology given the better prospects in education. He also differentiates the conceptual difference of



both technologies E-Learning and M-Learning. He also discussed about the growth of M-Learning.

Guest of Honour, Dr. Amita Dev, Director, Bhai Parmanand Institute of Business Studies, Delhi, she appreciate the topic and talk about the benefits of education and advanced technology. She talk about the use of Mobile phones in education. She also discuss about the role of open source softwares.

Guest of Honour, Mr. Anup Girdhar, Mr. Anup Girdhar , CEO, Sedulity Solutions & Technologies, Delhi , stated about the problems associated with google , whatsApp and other social networking applications .

Chief Guest , Mr. Puneet Dahiya, CEO, Tumlare Software Services, Delhi, talk about the role of computing in todays .He also stated that social media is very powerful tool.

Plenary Session I

The first plenary-I session was chaired by

Dr. Amita Dev,Principal cum Director, Bhai Parmanand Institute of Business Studies, Ms Madhu Bala Priyadarshni , Scientist(Sr. Scale) , National Bureau of Plant Genetic Resources, Pusa Campus,New Delhi,Ms. Vinay Dahiya ,Asst. Prof. CPJ College of Higher Studies,Dr G.B. Sitaram, Professor, Rukmani Devi Institute of Advanced Studies, New Delhi presented their papers.

Plenary Session-II

The second plenary session was chaired by Dr. Suresh Hans,Professor,Meerut Institute of Technology,Mr. S.S. Paul ,Asst. Prof, CPJ College of Higher Studies , Ms. Anjali Sharma & Deepak Sharma, Asst Professors , CPJ College of Higher Studies, Dr. Ajay Godra, Post Graduate Institute of Medical Sciences, Rohtak,Mr. Gaurav Jindal , Asst. Prof, Gitarattan International Business School & Ms. Namita, Research Scholar , GGSIPU presented their papers.

Plenary Session-III

The third plenary session was chaired by Ms. Ambika Bhatia, Associate Professor

JIMS Rohini Mr. Divyam,Ms. Neha Thakur & Mr. Maninder, Mr. Himanshu & Mr. Partosh, Ms. K.M. Priti & Mr. Rohit,Mr. Rahul, Ms Insia & Mr. Umesh, Ms. Naman Shree & Mr. Varun, Ms. Shweta & Ms. Urvershi & Mr. Rohit Arora, Ms. Shefali Sharma & Ms. Sargam, Ms. Rupali Jain & Mr. Himanshu, Mr. Abhishek Chand,Ms. Sukriti, Ms. Shefali & Ms. Vinti , Research Scholars , GGSIPU presented their papers.

Valedictory session was given by Dr . Vishal Khatri, convener of the conference.

Learning Outcome:

The students learnt the role of Information Technology in new Era of Education & also in social media. It increases the expertise and provides the best possible platform by educating students and attracting new researchers.

A platform for was given to the academics, researchers, scientists and students of INDIA to present their latest research findings, ideas, developments and applications in the broader areas of IT and

- Dr. Vishal Khatri



Endeavour gives Endeavour to Tecnia

.....contd from pg 1



of Management, IT and Mass Communication about the contemporary issues; to search the talent among the students and to bring the various educational facets of the students to the surface; to enhance their communication skills, shape attitudes and behaviour and ultimately prepare them for corporate roles and to enable students to sharpen their managerial knowledge & decision making skills.

Inaugural session started with lightening of Lamp and Saraswati Vandana followed by the opening remarks of Dr. Ajay Pratap Singh, Convener of Endeavour-2014 Management Fest. He shared his experience of being the successful Convener of first Endeavour held in 2010 and wished the success of Endeavour-2014 as well. Further, he gave an overview of various events. In his welcome address, Dr. Ajay K. Rathore, Director, TIAS discussed the importance of such events in all round grooming of students. Chief Convener, TIAS, Professor Rajesh Bajaj encouraged the students for maximum participation. Sh. Ram Kailash Gupta, Chairman, Tecnia Group of Institutions discussed that such events inculcate self discipline and healthy competitive spirit among participants. He further emphasized to organize such more events in future. Various events were successfully conducted and managed by the highly

motivated team of the students under the inspiring mentorship of Faculty members.

Ad Campaign was organized in the PG Auditorium, TIAS from 10 AM to 11 AM. In this event, the product name or brand name was given to each team and they were required to make an advertisement for which 2 minutes were given to them for the preparation time and 3 minutes for enacting time. The participants were judged on the parameters of creativity, content and presentation. Ms. Radhika Kampal and Mr. Saket Rateria (BJMC, TIAS) won the 1st Prize whereas Ms. Neha Garg and Ms. Mahi Sharma (BJMC, TIAS) won the 2nd Prize. Total 13 teams (26 Students) participated in the event.

Mr. Varun Kumar mentored the team of students in a very nice manner with the team of students' coordinator. The



judges of the event were Mr. Vipul Pratap, Faculty, TIAS and Ms. Honey Shah, Faculty, TIAS.

Tecnia Institute of Advanced Studies organized "**Business Plan**" on 29th March 2014 at PG Seminar Hall, TIAS. The event started at 2:00 PM.

Various Business Plans presented were "STU-TERIA", "CARBOFIBRE", "SCHOOL", "RETAIL OUT LETS" etc. "STU-TERIA" was based on the concept of Creating A Place for Study cum Eating Point. "CARBOFIBRE" was based on the concept to fill the need gap in the automotive carbon fiber ancillary industry by providing quality end-to-end solutions from design to fabrication of the end product. "SCHOOL" was based on the concept of providing education to the rural area. "RETAIL OUT LETS" It was based on the concept of providing different

products to the rural area on a nominal cost.

Students from Maharaja Agrasen Institute of Technology, Rukmani Devi Institute of Advanced Studies, Tecnia Institute of Advanced Studies and Gitarattan International Business School presented their business plans.

The winners of the Business Plan were Mr. Manik Kwatra and Ms. Sanchi Mangal from Maharaja Agrasen Institute of Technology and Rukmani Devi Institute of Advanced Studies respectively.

Students were judged by Prof. Rajesh Bajaj, Faculty TIAS and Dr. Shipra Jindal, Faculty TIAS on various parameters viz. Realistic Approach, Contents and Presentation Skills. Faculty Coordinator for the event was Dr. Mani Manjari. Students had a great experience while presenting their

Business Plan; they had a great opportunity to learn to improve innovative ideas to execute a business plan. Also they had learnt good communication skills, leadership and administrative qualities.

A **case study** is an inquiry into an event either by an individual or an organization. It is produced through systematic research, analysis and reporting. Case studies cite professional or scientific sources and they are often used in developing new procedures in marketing, medicine and technology. They are designed to ask the questions "how" and "why" of





topics viz. Parents, Dance, Management, Ambition, IPL, Mother, Relationship, Advertisement and Red Colour. Dr. Vipul Partap and Dr. Vishal Khatri, Faculty, TIAS judged the participants on Content, Creativity and Presentation Skills. Ms. Mahi and Mr. R. Vignesh were declared as first and second winners respectively.

Lan Gaming is fight to win, fight to survive and come out with the victory. Spontaneity, intellect, exuberance and passion are the key to win. Students from different Institutions participated for the Lan Gaming event- Need for Speed and Counter Strike which was organized by Tecnia Institute of Advanced Studies on 29th March, 2014 at MCA Lab, TIAS. It is a temporary gathering of people with computers or compatible game consoles, between which they establish a local area network, primarily for the purpose of playing multi player video games. Total 38 students participated in CS/NFS as group/individual. Total 5 and 3 rounds were

an event, procedure or phenomena. Case studies can take place over a few weeks to a few years. Case studies are used as a learning tool for the management professionals as well as practicing managers and to get knowledge from different cases.

“Case Presentation” was organized by Tecnia Institute of Advanced Studies on 29th March, 2014 at PG Seminar Hall, TIAS. In case presentation, a case study was uploaded on <http://tecnia.in/Endeavour2014/download.php> for the participants on “Union Carbide of India

Ltd (1985)” prior to the event. The students were asked for case solution based on various problems put by Judges during the event. Participants were required to present the case through power point presentation which was judged by Mr. Sachin Sabharwal, Dr. Vandana Raghava, Faculty, TIAS on various parameters like Conceptualization, Solution to Problem and Presentation Skills. Ms. Surbhi Narula, TIAS got first position and Mr. Rajan Dagar and Mr. Ved Prakash, TIAS got second position. Dr. Namita Mishra was the event coordinator

Just A Minute event was held on 29th March, 2014 in PG Auditorium, TIAS. 10 Students participated in the event. In this event, each participant was given on the spot topic which was selected randomly by the coordinator of the event Ms. Honey Shah, Faculty, TIAS. Participants were required to speak for one minute on the



conducted in CS and NFS respectively. Mr. Rahul Rawat (RDIAS) and team and Mr. Ajay Jain (GIBS) stood first and second winner respectively in CS whereas Mr. Utkarsh (TIAS) and Mr. S. Devraj (TIAS) stood first and second winner respectively in NFS.

The first winner of CS and NFS were awarded with cash prize of Rs. 500 and Rs. 250 respectively. Dr. Gurvinder Kaur and Mr. Mohit Tiwari were the Faculty Coordinators for the event.

The word ‘Quiz’ originated from the English dialect verb “quieset” meaning to question according to the American Heritage Dictionary. In present time, it is used as a means to gauge the presence of mind and high order thinking skill, in short the general intelligence of the participants. Tecnia Institute of Advanced Studies organized Quiz on 29th March 2014 at PG Auditorium. Quiz comprised of 3 rounds



and each round was elimination round- in first round, 29 Teams of 2 students each participated out of which 8 teams were able to clear the round 1. Round one was based on questions related to General Knowledge and Business Knowledge. In round 2, there was 3 sub-rounds viz logo identification, full forms identification and business quiz. From round 2, only 4 teams reached to the final round ie round 3. In Round 3, there was 4 sub rounds viz Punch Lines identification, Awareness about Science and Technology, Identification of Eminent Personalities and Identification of Chairman/MD/CEO.

Ms. Bhawana Manyal and Ms. Shaifali Saxena (MBA) Gittartan International Business School and



Ms. Saurabh Sethi and Anirudh Mehra (BBA) from Tecnia Institute of Advanced Studies were declared as winner and runner up respectively. Ms. Aashima Sharma was the Quiz Coordinator. Total 30 teams (60 Students) participated in the the Quiz.

Management Games

Tecnia Institute of Advanced Studies organized Management Games-Sales Gorilla, Board Room Battle and Role Play on 29th March 2014. The judges of the event were Mr. Varun Kumar and Ms. Honey Shah, Faculty, TIAS.

Sales Gorilla-19 Teams participated in Sales Gorilla. In this event, a product was given to students and they were required to sell the product within a time span of 5 minutes. For this, they were given a preparation time of 2 minutes. Participants were evaluated on Convincing Skills, Presentation Skills and Confidence Level. Mr. R. Vignesh and Mr. Shreyash Tiwari from TIAS stood first whereas Ms. Sangeeta and Ms. Urvashi from TIAS stood second.

Role Play- In this event, a situation related to corporate scenario was given on the spot to students with 2 minutes preparation time and they were required to enact in that particular situation within a time span of 5 minutes. Mr. R. Vignesh and Mr. Shreyash Tiwari from TIAS stood first whereas Mr. Vivek Thakur and

Ms. Ritika Bhumbri from TIAS stood second. Participants were evaluated on Content, Presentation Skills and Confidence Level.

Board Room Battle-In this event, the topics that were required to be discussed in the board room were given prior to event. The topics were-Mr. N.R. Narayan Murthy's re-entry to Infosys, Suzuki's plant in Gujrat, Bharti entry into retail, Bajaj's plan for four wheelers. Each team comprising of maximum five members were required to conduct a board meeting for discussing the problem and to come out with a conclusion within a time span of 10 minutes.

Ms. Sanchi and Mr. Manik from TIAS stood first whereas Mr. Rajesh and Ms. Neha from TIAS stood second. Participants were evaluated on Knowledge, Presentation Skills and Coordination.

Mr. Sachin Sabharwal mentored the team of students in very nice manner with the team of student coordinators.

The **Debate** competition was organized as a part of Endeavour-2014 on the topic "Active participation of youth in electoral process" on 29th March 2014 at PG Auditorium. Judges Dr. Bharat Kumar and Mr. Vijay Singhal, Faculty TIAS evaluated the participants on Content, Presentation Skills and Confidence Level. Participants gave their contemporary views 'for' and 'against' the topic which was equally appreciated by the judges and audiences. Really it proved to be a great platform for the student to express themselves freely. Ms. Sangeeta Kundal and Ms. Sukhmani Mann, TIAS were declared the winners of Debate.

Synthesis means putting ideas from many sources together in one essay or presentation. To write & present a research



paper requires critical knowledge & presentation skills. In Synthesis, participants got an opportunity to present the research project in front of the panel. It is a great to do a good work, but it is greater to present the same convincingly.

The event was organized on 29th March 2014 in the PG Seminar Hall, TIAS from 12:00 noon. Various participants from different streams presented their project report. The event was inaugurated with the welcoming of Judge Dr. Namita Mishra & Dr. Surbhi Jain, Faculty, TIAS. Participants were provided with the time period of 10 minutes i.e. 8 minutes for presentation & 2 minutes for Q/A. Some of the topics on which presentations were made were Success Story of Business Tycoons (Changing Face of India), Hooked, Customer Satisfaction in Retail Banking Products & Services of AXIS Bank, Role of

FDI in rapidly growing Economies: A case study of China & India, Unemployment, Customer Satisfaction for LIC of India.

Participants were judged on the basis of content design, innovation & presentation skills. Mr. Mayur Malhotra, MBA, TIAS won the 1st Prize whereas Mr. Vivek Thakur, MBA, TIAS won the 2nd Prize. The event was organized under the mentorship of Dr. Shipra Jindal, Faculty, TIAS.

Result Declaration & Certificates Distribution

All the winners were awarded with Momentos and certificates by Dr. Ajay K. Rathore, Director, TIAS, Dr. Ajay Pratap Singh, Convener, Endeavour 2014, Prof. Rajesh Bajaj, Chief Convener, TIAS and Faculty Members of TIAS. The entire event was successful with the coordination and efforts of the entire Faculty Members and the Students of Tecnia institute of Advanced Studies. The enthusiasm and the good spirit could be felt amongst the students at the certificate distribution ceremony. The students were motivated and happy to win the certificate and for the participation. Positive attitude could be felt with the students who could not win the prize but could make for participation.

Learning Outcome

Under Endeavour 2014-Management Fest, Tecnia Institute of Advanced Studies organized eleven different events by involving students right from planning to controlling various activities. Students, even who were hesitant before involving themselves in the process of various activities, found themselves a confident lot later. All the eleven events and various allied activities provided a great opportunities to the students to take initiative, make out the plan, implement them effectively, exercise control over the entire process, learn about time management and experience inter-personal behavior. Students, either as participants or co-ordinators, have extracted their inner capability out or performed well. Endeavour has been proved as the best platform to think & act out of the box and shine-up their hidden skill & acumen.

- Dr. Ajay Pratap Singh
Dr. Vipul Partap

Parichay Know your Leader

Tecnia Institute of Advanced Studies organized a workshop on the topic 'Parichay Know your leader' on 28.03.2014 for BJMC II, IV & VI Semesters (1st & 2nd shifts) at multipurpose hall, TIAS. The workshop started with felicitation of Honb'le Mr. Kapil Sibal by Mr. Ram Kailash Gupta,



The workshop was ended with vote of thanks given by Dr.Rajesh Bajaj.

Learning Outcome:

Students came to know about organizing a Talk Show program for electronic media and Exposure towards electronic media industry and skills to put questions before an eminent personality

- Dr. Rajesh Agrawal

This Month

March 10, 1862 - The first issue of U.S. government paper money occurred as \$5, \$10 and \$20 bills began circulation.

March 8, 1863 - During the American Civil War, Confederate Colonel John Mosby, leader of Mosby's Rangers, captured Union General E.H. Stoughton at his headquarters in Fairfax County Courthouse, Virginia.

March 9, 1864 - Ulysses S. Grant was commissioned as a Lieutenant General and became commander of the Union armies.

March 5, 1868 - The U.S. Senate convened as a court to hear charges against President Andrew Johnson during impeachment proceedings. The House of Representatives had already voted to impeach the President. The vote followed bitter opposition by the Radical Republicans in Congress to Johnson's reconstruction policies in the South. However, the effort to remove him failed in the Senate by just one vote and he remained in office.

Compilation: Dr. Vipul Partap

Chairman, TIAS and BJMC Students. Shri Sibal interacted with the students in a very cordial manner and he shared his life time experience and answered all questions and queries raised by the BJMC students. Overall, the session was a good experience for all the students as the Students met with such a senior leader, they put questions before him and enjoyed the answers given by him. They learned how they can organize a good Talk Show and how to put questions before an eminent personality. The workshop also helped students to gain knowledge and skills.



Basics of Media

Quick-Release Plate - Mounting plate used to attach camcorders and ENG/EFP cameras to the fluid head.

Robotic Pedestal - Motor-driven studio pedestal and mounting head. It is guided by a computerized system that can store and execute a great number of camera moves. Also called robotic.

Spreader - A triangular base mount that provides stability and locks the tripod tips in place to prevent the legs from spreading.

Steadicam - Camera mount whose built-in springs hold the camera steady while the operator moves.

Tilt - To point the camera up or down.

Tongue - To move the boom or jib arm with the camera from left to right or right to left.

Track - Another name for truck (lateral camera movement).

Tripod - A three-legged camera mount. Can be connected to a dolly for easy maneuverability.

Compilation: Rahul Mittal

A Session by Youth for Education

Youth for Education (An Initiative Team By Fuchha.in) addressed students of BJMC II, IV and VI on the Advertising as a Profession. Here the students were briefed on the advertising related fields and its

planning. There was also discussion about the companies who have created effective Advertising campaign.

By knowing where campaign tactics are on point and where they're falling short you



benefits in career development. Some of the areas in the advertising highlighted were Media Planning, Advertising agency, Creative department, Production of Advertisement , advertising campaign etc. Students were given opportunity to take insight into the Advertising world and understanding how this profession will help them to develop career. Within Ad agency some of the options for profession are: Copy writing, client servicing and account

can better understand how to optimize your campaign and reach your desired goal.

The session helped in generating awareness amongst students about advertising as a tool of communication. Towards the end of session the company Youth for Education invited Resumes' from the students to encourage them for internship and job opportunity in their company.

Overall the session was a learning experience for BJMC students to choose advertising as a career.

LEARNING OUTCOME :

The students learnt how to gain insight into Corporate world; Exposure to Corporate culture and their working; Collaborations; Self Discipline; Learnt to manage self and then to manage others

- Dr. Bhavna Madan Vij

IMPORTANT QUOTES

"Hell is a half-filled auditorium."

- *Robert Frost*

"Show me a sane man and I will cure him for you."

- *Carl Gustav Jung*

"Vote early and vote often."

- *Al Capone*

"If I were two-faced, would I be wearing this one?"

- *Abraham Lincoln*

"Few things are harder to put up with than a good example."

- *Mark Twain*

"Hell is other people."

- *Jean-Paul Sartre*

"Now I am become death, the destroyer of worlds."

- *Robert J. Oppenheimer*

Compilation: Dr. Vipul Partap

Winners V/s Losers

Part-32

Winners use hard arguments, but soft words; losers use soft arguments, but hard words;

Winners stand firm on values but compromise on petty things; losers stand firm on petty things but compromise on values.

Winners follow the philosophy of empathy: "Don't do to others what you don't want them to do to you"; losers follow the philosophy, "Do it to others before they do it to you."Winners see the gain; losers see pain.

*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

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