

Youngster



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National Conference Impact & Penetration Of Mass Media Campaign on Political, Social & Disaster Management

Tecnia Institute of Advanced Studies organized a National Conference on *Impact & Penetration of Mass Media Campaign on Political, Social & Disaster Management* on 23rd November, 2013 at the Tecnia Auditorium.

Prof. Devesh Kishore, Director, EMPC, IGNOU (Retd.) Delhi graced this occasion as the Chief Guest of the Conference. Dr. Dharmendra Singh, HoD, BJMC, LLDIMS, New Delhi; Mr. Manohar Manoj, Editor, Economy India; Prof.



Lamp Lighting by the Chief Guest Prof. Devesh Kishore, Director, EMPC, IGNOU (Retd.); Mr. Manohar Manoj, Editor, Economy India; Dr. A.K.Rathore, Director, TIAS; Mr. Rahul Mittal, Convener; Prof. Ambrish Saxena, Director, VIPS; Dr. S. K. Garg Dean, TIAS; Ms. Sandhya Bindal, Dy. Director, Tecnia Group of Institutions (From Right to Left)

Ambrish Saxena, Director, VIPS were present as Guest of Honour on this occasion.

Inaugural Session:

“Tecnia Foot Prints” A Tecnia Presentation was presented before the guests. The guests were welcomed again. After Saraswati Vandana and Lighting the Lamp ceremony, 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 Media in Social, Political and Disaster Management.

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.

Ms. Bhavna Madan Vij, faculty BJMC give the key note address. She explained about Disaster Management and Role of Media in it. She told that Media gives information regarding the types of disaster, prevention from disaster like T-sunami and how people come out of the situation. She discussed about the man-made disaster



Dr. Dharmendra Singh, HoD, BJMC, LLDIMS, New Delhi; Ms. Sandhya Bindal, Dy. Director, Tecnia Group of Institutions, New Delhi; Prof. Devesh Kishore, Director, EMPC, IGNOU (Retd.) Delhi; Dr. A.K.Rathore, Director, TIAS; Mr. Manohar Manoj, Editor, Economy India; Dr. S. K. Garg Dean, TIAS, New Delhi; Prof. Ambrish Saxena, Director, VIPS; Mr. Rahul Mittal, Convener (From

aster Bhopal Gas tragedy and role of media as a watch dog, as people response, mobilization.

television channels forgotten that what the basic need of India is? All news channels are covering only

Guest of Honour, Dr. Dharmendra Singh, HoD, BJMC, LLDIMS critically analyze the situation of the modern India. He pointed that media is not reaching to the 35% of the Indian population who is residing in remote areas. Information is not reaching to the poor. The media is only for a second it only covers current affairs not the real problems in the society. Mostly

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Narendra Modi and Rahul Gandhi today. He also pointed out the National Dailies which are not covering the news of North-East regions.

Guest of Honour, Mr. Manohar Manoj, Editor Economy India Magazine (Hindi & English) stated that India has only 64 years experience of being democratic, which is not a big experience. He said that there must be neutral media

organizations which can't be seen today. In today's scenario only media has the power and it can take responsibility for eradicating the social evils. We can't live our life without mass media. We need a comprehensive type of media to reach each and every person.

Guest of Honour, Prof. Ambrish Saxena, Director, VIPS, pointed that media is becoming the toy of capitalists, those who have capital the



Panel for Plenary session 1
y start their Newspaper a n d Media Channels, whether they can fulfill the needs of society as a media channel or not. He claims Internet, to be the information receiver, which becomes information Provider. Now Media is serving the interest of big people as they have capital in their pockets. He said that Doordarshan is the only national channel which has the maximum reach to the audiences, as other channels are said to

be national but they have only limited audience.

Ms. Sandhya Bindal, Deputy Director, Tecnia Group of Institutions said that Mass media plays a very important role whatever it is social, political and disaster management. Media helps us awaking what is happening in the today's world. There is a need of treating media as a friend not a foe.

Chief Guest, Prof. Devesh Kishore, Ex-Director, EMPC, IGNOU said that whatever is forecasted is important. He said that we have to see and examine our hearts for improvement in what we are studying and what we are teaching. He said that proper reading is important otherwise the cyclone Helena becomes actress Helen. We have to examine thoroughly what is the role of media. We are not aware with disaster but we have to become aware about the gen

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eral precautions taken during and after the disaster to prevent ourselves and others as the mock drills are conducted by National Disaster Management Authority with other institutions.

Convener of the conference Mr. Rahul Mittal emphasizing on learning said that learning is a continuous Process, if one says there is nothing left to learn then he is not willing to change his mind to do right things. Everyone learns throughout his/her life. No one knows everything; there is a scope of learning every time. He added the example of a community TV started by some girls of a village and said that it is a new beginning like Community Radio and these efforts of the girls should be praised.

Dr. S.K. Garg, Dean TIAS gave Vote of Thanks. He thanked all the dignitaries present in the conference. He said that what the teachers are delivering in the classes, the students have to execute in the field. He said that there is no government higher than

democracy that is why everyone has to enjoy many kinds of freedom but specially the freedom of expression with a sense of responsibility. We have to take a positive attitude that it is used to benefit common man. The things are crystallizing day by day so there is need of transparency in every field.

Plenary Sessions

Plenary Session -1

The first plenary session was chaired by Dr. Dharmendra Singh, HoD, BJMC, LLDIMS. Mr. Sudhir Rinten, Asst. Prof, Maharaja Agrasen College, DU; Ms. Urvashi Sharma Asst. Prof. MBICEM, Mr. Prabhat Shankar, Research Scholar, Mr. Rameshwar, Research Scholar; Mr. Vidyut Prakash Maurya, chief sub editor, Hindustan; Ms. Tasha Singh Parihar, Asst. Prof. IMS, Noida; Ms Ruchi, Asst. Prof. TIPS, Dwarka; Ms Neha Jingla, Asst. Prof. TIPS, Dwarka; Dr. Anjani K Jha, Professor, MAIMS; Dr. Dilip K, Professor, Jamia Milia Islamia University presented their papers.

Plenary Session-II

The second plenary session was chaired by Dr. Dilip K, Professor, Jamia Milia Islamia University. Dr. Vipul Partap, Asst. Prof., TIAS co chaired the second plenary session. This session was given to the research scholars of GGSIP University New Delhi. Ms. Hiteshi Malhotra; Ms. Priyanka Pandey; Mr. Saket Rateria; Ms. Ayushi Gupta; Ms. Aiman Khan; Ms. Sakshi; Ms. Himanshi Thakur; Ms. Priyanka Rawat; Mr. Ojas Pal Sharma; Ms. Saloni Thakur; Mr. Sawan Shubham; Ms. Anupriya; Ms. Nitika; Mr. Ayushman; Ms. Nishtha Sinha; Ms. Swati Choudhary; Ms. Shreya Sabbharwal; Ms. Pallavi Joshi; Ms. Radhika Rampal presented their papers.

The research scholars were given the prizes. Ms. Hiteshi and Ms Priyanka Pandey won the first prize; Mr. Sawan Shubham grabbed the second prize where as Ms. Saket & Ms. Ayushi Gupta and Ms. Shreya Sabharwal & Swati Choudhary were given third prize.

Valedictory

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Tecnia participated in IP Annual Sports Meet



together and work as a team spreading message of brotherhood. Sports play a very important role in a Student Life apart from his or her academics.

Guru Gobind Singh Indraprastha University, Delhi organized its annual Sports from 7 to 9th November at its Dwarka Campus. All the affiliated colleges and institutes took part in the sports meet. The main objective of this Sports Meet is to give a platform to the students of different Colleges to come

Sports tournament provide much needed platform to all students from different Courses & Colleges to come together and develop a spirit of team & learn various new developmental things.

This three days Sports meet started with a March parade of all colleges. There were more than 90 colleges participated in this event. Tecnia Institute of Advanced Studies participated in all of the games which were the part of this event. Tecnia Participated in events like 100 Mtr Race, 400 Mtr Race & Tug of War etc. In all other event TIAS performed very well. All

Students participated in all events with great enthusiasm. This Sports tournament really develops the sports & team spirit among students. They also learned about how to do coordination at various times during an event.



They also felt that fitness is also very important part in their life and by participating these kinds of events they can make them fit.

The students learnt how to enhance team spirit and increasing the feeling of fitness. Students from various Colleges & courses met each other and develop their professional relationship. Students were made aware about various new sports skills.



Marathoners are the **KINGS OF PAIN**

The sport continues to gain devotees despite the effort involved

Two years ago, the number of participants in the 2011 New York City Marathon was 47,107. This year, the number had swollen to 50,740. The number of marathon events keeps increasing too Boston, Chicago, London, Berlin, Tokyo... the list goes on. And everywhere, participation is rising in the sport that epitomizes both pain and persistence.

Matt McCarthy notes that running a marathon can have devastating effects on the human body. "Marathon runners routinely release molecules from the liver, heart, and skeletal muscles into the bloodstream that are usually only seen in patients with diseased organs; from a biochemical perspective, many of the participants will resemble a corpse," he writes. For example, marathon runners often have the enzyme cardiac troponin in their blood streams after runs. Troponin is found in the blood, but its levels are normally very low. Any

increase in troponin indicates that the heart has suffered trauma and usually heralds the



beginnings of a heart attack. Marathon runners also have huge sodium imbalances, the result of too much water consumption. "The fluid imbalance throws the sodium

concentration out of whack, and through a complex mechanism can cause the brain to shrink or swell," writes McCarthy. Most of these things don't affect people who are conscientious about their training. But under training can be dangerous, even fatal. After all, Pheidippides, the world's first marathon runner, collapsed and died after his first run.

But the lure of the run remains, drawing more and more people into its net of pain. Beyond the agony and the adrenalin, there is something deeply satisfying about completing that 26-mile run. As cartoonist Matthew Inman, aka The Oatmeal, puts it, "When I run, the world goes quiet, demons are forgotten, krakens are slain, and blerches [his term for the temptations of gluttony, apathy and indifference] are silenced."

- Agencies (TNN)

Industrial Visit to Bisleri

TIAS organized Industrial Visit to Bisleri to provide all round development, exposure and Practical Exposure of Plant to MBA final year students.

Bisleri is a brand of bottled water in India. Bisleri has 60% market share in packaged drinking water in India. Bisleri was originally an Italian company created by Felice Bisleri, who first brought the idea of selling bottled water in India. Bisleri then was introduced in Mumbai in glass bottles in two varieties bubbly & still in 1965. Parle



over to PVC non-returnable bottles & finally advanced to PET containers. In 1995 Ramesh J. Chauhan started expanding Bisleri operations.

This event helped fresh graduates who have not yet been gainfully employed to bridge the gap between the theory and actual practices, improved understanding how does the product of the plant interfaced to the world, to help the students gain first hand information regarding functioning & production process of the manufacturing industry and finally ended with the Quiz. Students were accompanied with the faculty.

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session was given by Mr. Rahul Mittal, convener of the conference. Ms. Honey Shah anchored the conference.

Learning Outcome:

The students learnt the role of media in Indian Politics & the social system, the role of media campaigns in disaster management. This conference developed some skills to deconstruct media messages by making them understand the constructed nature of 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 Media, the Political System of India, and Indian Society & Disaster Management Capabilities of India.

**- Rahul Mittal
Dr. Namita Mishra**

Accept Your Mortality with Grace

We exhibit a tendency of not accepting or facing reality. Studies indicate that in matters of importance we have significant propensity to decide psychologically and then rationalize these logically. Many a time, our decisions are based on perceptions of others and not on logical examination of facts as to what effectively meets our needs. Our lifespan is currently around 70 to 80 years on average. But mortality is inevitable.

Stages of brahmacharya or bachelorhood, grihastha-ashram, householder; vanaprastha, living in detachment and sanyasa, renunciation, were all designed to

prepare us for varied and inevitable life stages that we are bound to experience. The idea was to prepare one gradually to accept, withdraw and seek within.

The story of Yaksha Prashna inquiries of the Spirit set at the end of the 12-year exile period of the Pandavas in the forest in the Mahabharata highlights this concept. All the brothers Nakula, Sahadeva, Arjuna and Bhima except Yudhishtira fail to heed the crane's advice (who in fact was Dharmaraja in the form of a yaksha disguised as a crane), not to drink the crystal-clear water from the alluring pond, without answering its queries first. The four brothers thus fall dead on drinking the water. Yudhishtira goes in search of his brothers and finds them lying dead. The crane poses questions of a metaphysical nature to Yudhishtira.

The wise Yudhishtira gives the right answers to the various queries raised by the yaksha. Finally, the yaksha asks Yudhishtira, "Who is truly happy? What is the greatest wonder? What is the path? And what is the news? Yudhishtira replies, "He who has no debts is truly happy. Day after day countless people die; yet the living wish to live forever! What can be a greater wonder? Argument leads to no certain conclusion, the shrutis are different from one another; there is not even one rishi whose opinion can be accepted by all; the truth about dharma and duty is hidden in caves of our heart: therefore, that alone is the path along which the great have trod. This world full of ignorance is like a pan. The sun is fire, the days and nights are fuel. The months and the seasons constitute the wooden ladle. Time is the cook that is cooking all creatures in that pan (with such aids); this is the news!"

Ramana Maharshi's quest and discovery of Self began when he started impersonating the act of death. His experience confirmed that one's presence is not coterminous with the death of body. Thence he asked, 'Who am I?'

In more recent times, Steve Jobs of Apple fame when informed of his impending death due to cancer addressed students on the subject and said, "No one wants to die.

And yet death is the destination we all share. No one has ever escaped it. And that is as it should be. Death is very likely the single best invention of life. It is life's change agent, clearing the old for the new." He advised youth not to waste their time living someone else's life; not to be trapped in dogmas; not to let the voice of others' opinions drown out one's inner voice that always guides us best. The wisdom to accept death, the ultimate truth, enables us to have the courage to follow our heart and intuition; it never fails.

TNN

This Month

February 2, 1848 - The war between the U.S. and Mexico ended with the signing of the Treaty of Guadalupe Hidalgo. In exchange for \$15 million, the U.S. acquired the areas encompassing parts or all of present day California, Nevada, Utah, Arizona, New Mexico, Colorado, Wyoming, and Texas. The treaty was ratified on March 10, 1848.

February 4, 1861 - Apache Chief Cochise was arrested in Arizona by the U.S. Army for raiding a ranch. Cochise then escaped and declared war, beginning the period known as the Apache Wars, which lasted 25 years.

February 3, 1865 - A four-hour peace conference occurred between President Abraham Lincoln and Confederate Vice President Alexander Stephens at Hampton Roads, Virginia. The meeting was unsuccessful as President Lincoln insisted there could be no armistice until the Confederates acknowledged Federal authority. The Confederates wanted an armistice first. Thus the Civil War continued.

February 3, 1870 - The 15th Amendment to the U.S. Constitution was ratified, guaranteeing the right of citizens to vote, regardless of race, color, or previous condition of servitude.

Compilation: Dr. Vipul Partap

Basics of Media

Bias Current: An extremely high-frequency AC current, far beyond audibility, added during a tape recording to linearize the magnetic information.

Bidirectional Microphone: A microphone that picks up sound to its front and back and has minimal pickup at its sides.

Binaural Hearing: Hearing with two ears attached to and separated by the head.

Binaural Microphone Head: Two omnidirectional capacitor microphones set into the ear cavities of an artificial head, complete with pinnae. This arrangement preserves binaural localization cues during recording and reproduces sound as humans hear it, three-dimensionally. Also called *artificial head* or *dummy head stereo*.

Blocking: Plotting performer, camera, and microphone placements and movements in a production.

Board: Audio mixing console.

Compilation: Rahul Mittal

Google Timeline

✎ **1995**

Larry Page and Sergey Brin meet at Stanford. Larry, 22, a U Michigan grad, is considering the school; Sergey, 21, is assigned to show him around.

✎ **1996**

Larry and Sergey begin collaborating on a search engine called BackRub. BackRub operates on Stanford servers for more than a year eventually taking up too much bandwidth.

✎ **1997**

Google.com is registered as a domain on September 15. The name play on the word "googol," a mathematical term for the number represented by the numeral 1 followed by 100 zeros reflects Larry and Sergey's mission to organize a seemingly infinite amount of information on the web.

✎ **1997**

April

Larry launches a monthly "Google Friends Newsletter" to inform fans about company news. (We've since shut down Google Friends Newsletter in favor of blogs, Google+ and other methods of sharing news.)

August

Sun co-founder Andy Bechtolsheim writes a check for \$100,000 to an entity that doesn't exist yet a company called Google Inc.

Before heading to the Burning Man festival in the Nevada desert, Larry and Sergey incorporate the iconic Man into the logo to keep people informed about where the Google crew would be for a few days our first doodle.

September

On September 4, Google files for

incorporation in California. Larry and Sergey open a bank account in the newly-established company's name and deposit Andy Bechtolsheim's check.

Google sets up workspace in Susan Wojcicki's garage on Santa Margarita Ave., Menlo Park, Calif.

Larry and Sergey hire their first employee. Craig Silverstein is a fellow CS grad student at Stanford who works at Google for 10+ years before joining education startup Khan Academy.

December

"PC Magazine" reports that Google "has an uncanny knack for returning extremely relevant results" and recognizes us as the search engine of choice in the Top 100 Web Sites for 1998.

✎ **1999**

February

We outgrow our garage office and move to new digs at 165 University Avenue in Palo Alto with just eight employees.

April

Yoshka, our first "company" dog, comes to work with our senior vice president of operations, Urs Hölzle.

May

Omid Kordestani joins to run sales employee #11. Ten years later, Omid steps down from his active role in the company, becoming a senior advisor.

June

Our first press release announces a \$25 million round from Sequoia Capital and Kleiner Perkins; John Doerr and Michael Moritz join the board.

August

We move to our first Mountain View location: 2400 Bayshore. Mountain View is a few miles south of Stanford University, and north of the older towns of Silicon Valley: Sunnyvale, Santa Clara, San Jose.

November

We hire our first chef, Charlie Ayers (his previous claim to fame was catering for the Grateful Dead; he now owns a cafe in Palo Alto). Today Google's food programs focus on providing healthy, sustainably sourced food to fuel Googlers around the world.

to be continued
in next issue

- [www.google.co.in/about
/company/history/](http://www.google.co.in/about/company/history/)

IMPORTANT QUOTES

"There are two ways of constructing a software design; one way is to make it so simple that there are obviously no deficiencies, and the other way is to make it so complicated that there are no obvious deficiencies. The first method is far more difficult."

- C. A. R. Hoare

"Make everything as simple as possible, but not simpler."

- Albert Einstein (1879-1955)

"What do you take me for, an idiot?"

- General Charles de Gaulle

"I heard someone tried the monkeys-on-typewriters bit trying for the plays of W. Shakespeare, but all they got was the collected works of Francis Bacon."

- Bill Hirst

Compilation: Dr. Vipul Partap

Winners V/s Losers

Part-28

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

Winners see the gain; Losers see the pain.

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

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

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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