

Youngster



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National Conference on Heuristic Approach of Marketing in Developing Economies

Tectnia Institute of Advanced Studies organized a National Conference on “Heuristic Approach of Marketing in Developing Economies” on 20th of October, 2012 at the Tectnia Auditorium.

The objectives of the conference were to provide a platform to the participant from B-Schools and Industries to discuss the challenges and opportunities of marketing in the Developing Economies and to share their research work with other experts to chisel out strategies as best suited in the multi cultural Emerging Markets. It provide a forum to the participants to carve out the ways which can be adaptable to the different local conditions, priorities, standards of corporate governance and a wholly different relationship between the individual and the state in the emerging economies and understand the road blocks and challenges while marketing in the emerging economies.

Prof. Dilip K. Bandyopadhyay Honorable Vice Chancellor of the GGS IP University, Delhi, graded this occasion as the Chief Guest of the Conference. Prof. M. A. Khan, Sr. Prof., Jamia Millia Islamia, Delhi; Dr. Prabhat Pankaj, Professor,



Lamp lighting ceremony by the Hon'ble Chief Guest, Prof. D. K. Bandyopadhyay, VC, GGSIPU; Sh. R. K. Gupta, Chairman, Tectnia Group; Dr. A. K. Rathore, Director, TIAS & other Dignitaries



Dr. Prabhat Pankaj, Jaipuria Institute of Management, Noida; Prof. Rajesh Bajaj, Chief Convener, TIAS; Ms. Sadhana Mishra, VP, IBM Global Technology; Sh. R. K. Gupta, Chairman, Tectnia Group Hon'ble Chief Guest, Prof. D. K. Bandyopadhyay, VC, GGSIPU; Dr. A. K. Rathore, Director, TIAS; Prof. M. A. Khan, Jamia Millia Islamia; Dr. Kanwal Singh, DG, Tectnia Group; Mr. M N Jha, Convener. (From Right

Area Chair, Ex-Dean & Ex-Director, Jaipuria Institute of Management, NOIDA and Ms. Sadhana Mishra, Vice President, IBM Global Technology, Gurgaon were present as Guests of Honor on this occasion.

After “Wo Lamhen” A Tectnia Presentation, Welcoming the Guests, Saraswati Vandana, Lighting the Lamp, the distinguished Guests and the members of the Inaugural Panel were Felicitated.

After felicitation, Proceeding Book of the last National Conference organized on the topic “Dynamics of Social Entrepreneurship A Business Wave” on 31st March, 2012 at TIAS, was released by the dignitaries.

Dr. A. K. Rathore, Director, TIAS in his Opening Remarks emphasized on imparting Value Based Quality Education, Training, Research & Consultancy in the field of Management & Computer Application. He also pointed out the challenges in front of the marketing professionals to market in the developing economies.

Dr. Kanwal Singh, Director



Glimpses of National Conference on "Heuristic Approach of Marketing in Developing Economies"

General, Tecnia Group detailed about the Tecnia Institute of Advanced Studies and its sister concerns.

Prof. Rajesh Bajaj, Chief Convener in the Key-Note address on marketing strategies for developing economies. He stated about the changes of economic policy from 1980 to 2025.

Prof. M. A. Khan, Sr. Professor, Jamia Millia Islamia, Delhi said that marketing is a dynamic activities, which gives either perfection or frustration. He was of the strong opinion that the innovation and creativity require for the management are outcome of the blend of the practical knowledge and the theoretical knowledge.

Dr. Prabhat Pankaj, Professor, Area Chair, Ex-Dean & Ex Director, Jaipuria Institute of Management, Noida, explained the Heuristic Approach in three ways viz. doing things as per the experience, managing uncertainties by adopting uncertain ways and making judgment based on simulation. He stated that the crisis creates the

uncertainties and it is the marketing which eliminate the uncertainties. He concluded that the heuristic approach is the best approach to counter uncertainties.

Ms. Sadhana Mishra, Vice President, IBM, Global Technology, Gurgaon said that Heuristic is experienced based techniques to solve the problem. She shared her valuable experiences of marketing for different situations and problems with the delegates.

Sh. Ram Kailash Gupta, Chairman, Tecnia Group of Institutions apprised about the proposed telephonic-conference system which is going to be introduced in different universities.

Dr. D. K. Bandyopadhyay, Chief Guest, Honorable, Vice Chancellor, GGSIP University stated that the exhaustive thought and deep concentration are required to overcome and control such uncertainties. He explained the importance of the demand and supply and said that the Keynesian model and books of marketing have been emerged out of demand and supply. He

expressed that the Heuristic approach of the marketing had created the innovation in the marketing which ultimately increased the GDP, especially of the developing economies.

Prof. R. N. Agrawal, Sr. Professor, TIAS proposed the Vote of Thanks.

Technical Session I was chaired by Prof. Mohammad Altaf Khan, Sr. Professor, Jamia Millia Islamia, Delhi and Dr. R. N. Agarwal, Sr. Professor, Tecnia Institute of Advanced Studies, Delhi.

Dr. R. N. Agarwal, Sr. Professor, TIAS presented his paper titled "Volatile Exchange Rate and its Impact on Economic Growth". Ms. Sunil Kumari, Asst. Professor, FIMT, Delhi presented her paper titled "Does Celebs need Marketing like a Product". Ms. Sonam Goel, Asst. Professor, RDIAS, Delhi, Dr. G. B. Sitaram, Associate Professor, RDIAS, Delhi presented the paper "Role of FDI in India's Retail sector"

Dr. Sandeep Kumar, Professor, Tecnia Institute of Advanced Studies & Ms.

Bharati Sawhney, Research Scholar, Mewar University presented the paper "Green Marketing for sustainable development". Ms. Inderpreet Kaur, & Ms. Amarpreet Kaur, Asst. Professor, both from SGTBIT, New Delhi presented their paper titled "A Study of Job Satisfaction of Bank Officers in Developing Countries: With Special Reference to India".

Technical Session II was chaired by Prof. R. P. Tulsian, Sr. Professor, University of Delhi chaired the session along with Dr. Anand Sharma, Central University, Haryana.

Ms. Aditi Jain, Research Scholar, TIAS presented paper titled "Online Marketing & its Related Issues". Ms. Priyanka Gautam, Asst. Professor, CPJCHS, Narela, Delhi presented paper "Significant role of Data Mining in Finance, Banking Sector and Marketing Analysis" Mr. Antriksh Kashyap, & Ms. Garima Choudhary,

Research Scholar, TIAS presented paper "Managing Strategic Growth and leadership in developing economy A Case study on TATA in Indian context"

In technical session III Ms. Neha Agarwal, Research Scholar presented paper "Product Design in Developing Economy" Ms. Kanika Kapoor & Ms. Mansi Gautam, Research Scholar, TIAS presented their paper titled "Advancement of Brand Management in Emerging market". Ms. Rupali Rana & Mr. Prateek Gupta, Research Scholar, TIAS presented their paper titled "Role of the celebrity endorsement in Brand Management". Mr. Akshay Dhawan & Ms. Shikha Singal, Research Scholar, TIAS presented paper "Patent Patterns in Developing Economies".

Learning Outcome
Marketing in Developing Economies is full of challenges. Most of the developing economies have capitalistic model of economies and capitalism is the breeding ground of the uncertainties. Conventional and established patterns of the marketing

strategies and marketing theories/principles reflect its limitation in penetrating and positioning in the developing markets.

In light of above, Eminent Speakers, Research Scholars and Delegates used this platform to exchange their opinion/concern about wide spread problems/challenges, as enumerated below, tightening the noose of developing economies.

In order to get success in these markets, professionals, academicians and practitioners should think out of the box and tailor-out the strategies as per the need of the situation.

Marketing professionals are required to develop their experience based techniques and strategies to market their products across the vivid culture, custom, values, cast, creed, race, standard of living, priorities, local conditions of the developing economies.

Aforesaid challenges can be converted into opportunities by adopting Heuristic Approach.

- M. N. Jha and Rahul Mittal

Glimpses of National Conference on "Heuristic Approach of Marketing in Developing Economies"



Varchasva 2012



On 13th October, 2012 Saturday, Tecnia Institute of Advanced Studies organized its 12th Media fest - VARCHASVA with full zeal and zest in the college premises. The program began with 'lighting the lamp', Saraswati vandana & deliberations from various dignitaries comprising Dr. A. K. Rathore, Director, TIAS, Dr. Kanwal Singh, Director General, Tecnia Group and Shri R.K. Gupta, Chairman Tecnia group of Institutions.

Dr. A. K. Rathore, Director TIAS talked about the success of previous years Varchasva & wished the same for this year Varchasva as well. He also spoke about the need of being multi dimensional in the profession of media. Dr. Kanwal Deep Singh also congratulated the organizers of the event and wished them luck for the same. Mr. R.K. Gupta, Chairman Tecnia Group of institutions encouraged students to be a part in these kind of events for learning the art of multi tasking which can benefit them in their future.

Students from many colleges participated with full enthusiasm not only in the various cultural events like solo dance, Solo singing, Group Dance, Fashion parade etc but also in the literary events like creative writing, jingle writing, poster making, general quiz etc.

DEBATE- It was a platform for all those who could expressed their opinions and

portrayed them in a manner that no one else could beat them.

RJ HUNT- This event was for those who loved speaking and could made the audience engrossed in whatever they spoke, just like the RJs we heard on radio. On the whole, Varchasva 2012 was a complete dose of fun and entertainment and environment friendly. When RJ Aparshakti from Oye FM , RJ Abhishek from Big FM and programming head Arpita Bhattacharya graced the event with their presence. Students from inside and outside the college participated in large numbers in RJ Hunt.

Some of the students were feeling very nervous for the event, but RJ Aparshakti took the competition and the environment in the comfort zone.

CREATIVE WRITING- Writing is not everyone's cup of tea; and writing creatively is even more difficult. This event was a way to bring out the writer within everyone.

JINGLE WRITING- If you could recite well, or if rhyming is in your blood, then Jingle Writing was the event one participated in to portray the rhythmic talent.

FACE PAINTING- A chance to paint the face of your friend, such that he doesn't feel bad at all. Yes! It's Face Painting which took place in VARCHASVA with full zeal and

zest.

T-SHIRT PAINTING- Purchasing new t-shirts from shopping marts is an old story; painting a new one for your self is the latest trend. And this was the reason for organizing T-shirt painting.

STREET PLAY- Time to speak out aloud the present day situation in the streets in the form of a play was the basic motive of Street Play.

AD-MAD- If you thought of playing with the products and had the ability to speak on anything that is given to you, then this could be your chance to stardom.

GROUP DANCE- If you could synchronize your dance moves with others in the group, and if dancing is what your dream always, then Group Dance was the right place for you and with the same large number of participants participated and showed their talent.

SOLO DANCE- If you had the capability to get all the attention from the masses when you dance on your toes, then Solo Dance is what can make you famous.

GENERAL QUIZ- If all the current affairs are on your finger tips, and if you can open your own encyclopedia, then General Quiz is certainly the place you can portray your knowledge.

FASHION PARADE- You want to win some beauty pageant? Here's where you can begin to dream about it by walking on



Glimpses of Media Fest "Varchasva 2012"

the ramp for Fashion Parade.

RANGOLI- Every Diwali, you make a Rangoli in your house, but in VARCHASVA 2012 we give you a chance to make one in the college premises. Let the colorful you come out in Rangoli Competition.

SOLO SINGING- If your vocal cords have the magic to make the masses spell bound, then solo singing is the correct platform for your singing talent.

BAND PERFORMANCE- If you are a lover of songs and loud music, and if the sound of drums is what you want to hear when you feel low; then Band performances in the auditorium will surely make you have your goose bumps.

PHOTOGRAPHY EXHIBITION & CAPTION WRITING- If your camera can capture pictures which make people say, "WOW!", and if your pen can write in a way that pictures become alive, then Photography Exhibition & Caption Writing

is the event you can participate in.

ANCHOR HUNT- If you have a good chemistry with the mike and the audience, then Anchor Hunt is what you can participate in to portray the anchor in you.

PANEL DISCUSSION- If you can discuss on a topic for hours, and if you have opinions which can never have an end, then Panel Discussion is the event you can look forward to.

MR. & MS. VARCHASVA- If you dream of becoming Mr. and Ms. Femina in any of the beauty pageants, then Mr. & Ms. Varchasva can give your dream a little platform for it.

POSTER MAKING- If your creativity can get showcased by means of what you draw and what you write, then Poster Making is the event you can always go for!

FILM SCREENING- If there is a director within you which can give a platform to the actors, and capture them well in your video camera; then Film Screening is all for you. Not only the brain and creativity was challenged, but also the vision was challenged in the terms of photography

exhibition organized by the 5th semester students which was judged by a very famous renowned wedding photographer Tarun Chawla.

The entire fest turned successful by the cooperation and effort of BJ (MC) students under the guidance of the convener-Ms. Honey Shah & mentor ship of Dr A.K. Rathore, Director TIAS. Varchasva 2012 was made up of every student's hard work, sincerity and team spirit amongst themselves. Though, the event included hustle and bustle but as the saying goes- 'All's well, that ends well.'

Applauds, hootings and appreciation echoed the whole auditorium when the most waited moment Prize distribution arrived. Varchasva surely left a moniker on the hearts of all the participants who will be responsible for organizing it in the upcoming year. The flame was lit with great fervor in the form of Varchasva 2012 with a hope to see even a brighter Varchasva 2013.

Honey Shah

Technovision - IT Fest

MCA Dept. organized a fest under the name of "Techno Vision IT Fest" on 29th September, 2012, at Tecnia Institute of Advanced Studies, Madhuban Chowk, New Delhi.

It was organized to provide a platform to the students to prove their technical competence and talent. Techno Vision was a veritable fest where students competed with other contenders to prove themselves best. The fest was being held this year with a plethora of technical events like Websites

preliminary round of MCQ based on mixture of IT questions was conducted and 8 teams were shortlisted. The selected teams were then called for last round. From there 4 teams were through to the final of IT Quiz under supervision of Dr. Vaibhav Bansal.

Rapid CoderZZZ (Software Programming) - The programming languages for the Software Programming were C/C++. Total 27 teams, each consist of 2 students, were



Inaugural Ceremony for TECHNOVISION IT FEST

Designing, IT Quiz, Software Programming, Technical Paper Presentation, Internet Surfing, Extempore and Ad-Mad Show competition etc.

The Fest began with Lighting of lamp which was presided by opening remarks by Dr. A.K. Rathore, Director, TIAS. He focused on the significance of Information Technology in the modern era. Sh. R. K. Gupta, Chairman of Tecnia Group of Institutions emphasized on upgrading students to be part of corporate world. Dr. Kanwal Singh, Director General, Tecnia Group of Institutions also addressed the function.

Events:

Webscape (Website Design) - The ability to design web templates with use of software and coding and have the ability to justify on anything that is given to you, then this could be your chance to stardom.....in the language. The event held at MCA lab, 28 students have participated in prelims and 5 out of them go to the final round. Judges of this event were- Mr. Vijay Singhal & Mr. Rahul Mittal. Judgment was on the basis of content, template design, connectivity, coding of

each student. Ketan Rajpal & Sakshi Arora from School of Computer Science as the winner and Maninder Kalra & Manish Sharma of MCA 1st semester TIAS as Runner-up. Faculty Coordinator for this event was Dr. Vaibhav Bansal and Students coordinators were Ayushi Jain & Rajmani Prasad of MCA-2nd.

Tech Masters (IT Quiz) - Students from different Institutions have participated in the Prelims of IT Quiz. Total 25 teams, each consist of 2 students, were registered for the IT Quiz. A

registered for the Software Programming. A preliminary round of MCQ based on Software Programming was conducted and 10 teams were shortlisted. Then teams were given a problem in their registered languages. The time to complete the task was 1 hour and criteria for judging the team was logic, documentation and overall presentation under supervision of Ms. Rashmi Ishrawat.

Google's Dance (Internet Searching Competition) - An event from which we match the speed of participants with the Google. For that they have to search the given topic i.e. (Cryptography, Common



Sh. R K Gupta, Chairman Tecnia Group of Institutions addressing on TECHNOVISION - IT FEST



Glimpses of Media Fest "Techno Vision 2012"

This Month

October 29, 1618 - British explorer Sir Walter Raleigh was executed in London for treason on orders from King James I.

October 28, 1636 - Harvard University, the oldest institution of higher learning in America, was founded in Cambridge, Massachusetts. It was named after John Harvard, a Puritan who donated his library and half of his estate. Distinguished alumni include; Ralph Waldo Emerson, Henry David Thoreau, Henry James, and NAACP founder W.E.B. Du Bois.

October 18, 1685 - The Edict of Nantes was revoked by King Louis XIV of France thus depriving Protestant Huguenots of all religious and civil liberties previously granted to them by Henry IV in 1598.

October 16, 1701 - Yale University was founded in Killingworth, Connecticut (as the Collegiate School of Connecticut). The school moved to New Haven in 1716. Two years later, the name was changed to Yale College to honor Elihu Yale, a philanthropist. In 1886, it became Yale University.

October 7, 1765 - The Stamp Act Congress convened in New York City with representatives from nine colonies meeting in protest to the British Stamp Act which imposed the first direct tax by the British Crown upon the American colonies.

Compilation: Vipul Partap

Wealth Games) and make the presentation on the spot given topic within the given time limit and then to present his/her made slides. The Prelims' round for this event was held in MCA-Lab. The total participants were 20 out of those 06 were selected for the final round. In this event judges decided Himanshu Sharma MCA (I) as the winner and Sawan Shubham MCA (I) as Runner-up. The judges for this event were Dr. Vaibhav Bansal and Mr. Chandan Parsad. The faculty coordinator was Ms. Aarti Bajaj. Student coordinators were Naveen Kaushik and Kanchan Khurana from MCA 3rd semester.

Mind Jolt (Extempore) The candidate was given the topic to speak on the spot. The prelims' round for this event held at multipurpose hall and 34 students have participated and out of them 5 go through to the final round. Final of this event held at Multipurpose Hall between 12:30 PM to 1:00 PM. Judges of this event were Mr. Vijay Singhal and Mr. Chandan Parsad. Judgment was on the basis of content, delivery and overall presentation of each student. Shalini Negi MCA (II) and AKSHAY BBA (III) were declared as the winner and Runner-up respectively. Faculty Coordinator for this event was Ms. Alka Batra and Students coordinators were Vimmy Aggarwal from MCA-II.

Tech Script (Technical Paper Presentation) provides a platform to inculcate in the students a culture of re-search, thinking and presenting ideas & Technology in a professional manner. This event held at multi-purpose hall and 12 students have participated. Judges of this event were Mr. Vijay Singhal, Mr. Mohit Tiwari. Judgment

Basics of Media

Streaming: A way of delivering and receiving digital audio and/or video as a continuous data flow that can be listened to or watched while the delivery is in progress.

Beam Splitter: Compact internal optical system of prisms and filters within a television camera that separates white light into the three primary colors: red, green, and blue (RGB). Also called prism block.

Brightness: The color attribute that determines how dark or light a color appears on the monochrome television screen or how much light the color reflects. Also called lightness and luminance.

Camera Chain: The television camera (head) and associated electronic equipment, including the camera control unit, sync generator, and power supply.

Camera Control Unit (CCU): Equipment, separate from the camera head, that contains various video controls, including color fidelity, color balance, contrast, and brightness. The CCU enables the video operator to adjust the camera picture during a show.

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Guest Lecture on Radio Journalism



Tecnia Institute of Advanced Studies Organized a Guest Lecture on the topic 'Radio Journalism' on 19. 10. 2012 for BJMC Ist, IIIrd & Vth Semester (1st & 2nd shift) at multipurpose hall, TIAS. The Lecture was started with felicitation of Dr. Sunil K Deodhar by Dr. Kanwal Singh, Director General, Tecnia Group of Institutions.

Dr. Deodhar interacted with the students in a very cordial manner and taught them about various aspects of 'Radio Journalism' like how radio plays with words, how radio brings light in one's life, what is the importance of this 'blind medium' in this converging



world. He also outlined a unique definition of voice. Voice is an order of mind and the action of the breath. He further elaborated the above definition by voice personality and voice modulation. According to him 7A's are must for a good announcer like attitude, awareness, ability, approach, appearance, audibility and appeal. He also showed an audio-visual documentary on killing of snakes

to enhance further learning of the student. Students learned about Radio Formats, Script Writing for Radio Programs, Art of presentation of Radio Programs, Voice Modulation and Voice Culture.

- **Rahul Mittal**

Dr. Rachita Srivastava Roy

..... continued from pg 7

Technovision - IT Fest

was on the basis of content, Innovation, Delivery, Presentation and Question Handling of each student. Neha agarwal BJMC (5 sem) was decided as the winner and Mayank kumar MCA (3 sem) as Runner-up. Faculty Coordinator for this event was Mr. Vijay Singhal and Students coordinators were Preeti Sharma and Gaurav saini.

Lan Gaming is the event if you think you have the ability to play with mind. The prelims' round for this event held at MCA lab and 40 students have participated in NFS and out of them 4 go through to the final and 4 teams have participated in Counter Strike 1.6 and out of them 2 go through to the final round. Judgment was on the basis of winning the game. In this event Deepak MCA (I) was declared as the winner in the NFS and Ashish Upreti's (Team) winner in the Counter Strike 1.6. Faculty Coordinator for this event was Mr. Mohit Tiwari and Students coordinators were Vaibhav Bansal, Ajay Bansal, Gurjeet Singh and Kamal Sapra, Priyanka Tomar, Sonam Jha from MCA-II.

As 'Techno Vision IT Fest' has an aim to provide a platform to the students to prove their technical competence and talent and this event was successful facilitating that platform to students.

- **Rashmi Ishrawat**
Vipul Partap

IMPORTANT QUOTES

"Never Play With The Feelings Of Others Because You May Win The Game But The Risk Is That You Will Surely Lose The Person For A Life Time".

- **Shakespeare**

"The world suffers a lot. Not because of the violence of bad people. But because of the silence of good people!"

- **Napoleon.**

"I am thankful to all those who said NO to me, It's because of them I did it myself.."

- **Einstein**

"If friendship is your weakest point then you are the strongest person in the world"

- **Abraham Lincoln**

"Opportunities Are Like Sunrises, If You Wait Too Long You Can Miss Them".

- **William Arthur**

"It Is Very Easy To Defeat Someone, But It Is Very Hard To Win Someone"

- **Dr Abdul Kalaam.**

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Winners V/s Losers

Part-15

Winners think whether the crowd is going in the right direction. If not, he will walk the other direction, Losers follow the crowd.

Winners think and lead, Losers refuse to think so they follow.

Winners always find a better way to do things, Losers stick to one way of doing things.

Winners help others to win, Losers refuse to help and think only about their own benefit.

*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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