

Youngster



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National Conference Indian Managers and Business Success



Lamp lighting ceremony by Honorable Chief guest and other Dignitaries

Tecnia Institute of Advanced studies organized National Conference on **Indian Managers and Business Success** on 19th October at Tecnia Auditorium. The chief guest of the conference was Honorable Prof. B.N Mishra Chairman, Board of Governors, NSIT, Government of NCT, Delhi

Inaugural Session

Honorable Prof. B.N Mishra Chairman, Board of Governors, NSIT, Government of NCT, Delhi graced the occasion as Chief Guest of the Conference. Dr. Sanjiv Mittal, Prof. GGSIP University, New Delhi, Dr. P.K Gupta, Secretary General NAFEN, New Delhi, Dr. Nirmal Singh DG, GuruNanak Institute of Management, New Delhi, Dr.

Shesha Dev Sahoo, Prof IIML, Dr. R. P Tulsian Delhi University, Delhi were present as guests of Honour on this occasion.

After **Footprints**, a presentation by Tecnia Group of Institutions, the dignitaries were welcomed. The Conference started with the lighting of Lamp by the Honorable guests and felicitation of guests with Bouquets and Mementos.

After felicitations, the Proceedings of the National conference **Heuristic Approach of Marketing in Developing Economies** was released by the dignitaries.

Dr. A. K. Rathore, Director, TIAS welcomed the Guests, dignitaries, speakers, delegates, and research scholars present in the Conference. He focused on

Tecnia make Varchasva



VARCHASVA-2013, one day Media Fest, which includes a variety of media and cultural events, seeks to inculcate competitive spirit among young minds. Through this festival, we seek to imbibe a sense of creativity and multidimensional thinking among students. Journalism & Mass Communication department of Tecnia Institute

of Advanced Studies organized its one day Annual Media Fest **VARCHASVA-2013** in the month of 2013. The students of Bachelors of Journalism and Mass Communication (BJMC) Vth Semester put up this grand event under their event management curriculum. **BJMC** students have always strived to conquer milestones of excellence and this year we



the Entrepreneurial Cell of the institute for imparting training to the future managers to become successful business owners. He highlighted various qualities required for becoming a successful entrepreneur like, Passion for dreaming Big, Dedication for work, focus on goal, and learning from others.

Dr. R.P Tulsian, Delhi University delivered the keynote Address by encouraging the students by giving the examples of Indian business Managers like Narayan Murthi , Aditya Birla and other business tycoons of India. He also highlighted about the Bittoo Tikki Wala as a successful entrepreneur. He explained how a small hawker can become a great businessman by focusin g on



Dr. P.k Gupta, Secretary General NAFEN; Dr. R. P. Tulsian Delhi University; Dr. Shesha Dev Sahoo, Prof IIML; Dr. A. K. Rathore, Director TIAS; Prof. B. N. Mishra Chairman, Board of Governors, NSIT, Government of NCT, Delhi; Dr. S. K. Garg, Dean, TIAS; Dr. Sanjiv Mittal, Prof. GGSIP University; Ms Sandhya Bindal, Dy. Director, TIAS; Prof Rajesh Bajaj Chief convener ,TIAS (from left to right)

as like goodwill, integrity, quality consciousness, innovation, flexibility and aggr es

sion. **Dr. P.K Gupta, Secretary General, NAFEN** shared his experience how the managerial traits are required to cope with the present corruption ridden society of our Country. He quoted certain practical experiences and drew out the inferences depicting the managerial traits necessary for proper functioning of the systems and there by achieving highest level of customer Satisfaction. He emphasized on the approach necessary for Indian managers functioning as the new generation entrepreneurs. He brought out that due to lack of business strategy more than 50% populations are deprived of food and the basic necessity in India.

mantr *Glimpses of NC on Impact & Penetration Of Mass Media Campaign on Political, Social & Disaster Management* M S .



Sandhya Bindal Dy. Director, TIAS appreciated the topic of the Conference, being very relevant in the present context. She opined that hard work, sincerity and integrity are the basic traits for taking a Manager on Success trajectory.

Dr. Seshadev Sahoo, Professor, IIM, Lucknow, said everybody has managerial capabilities and only the application of the managerial skill is required for getting Success. He further advised the student with practical example, so as to be a decision maker, rather than a problem creator.

Dr. Sanjiv Mittal Professor, GGSIPU, shared his views on organizational performance to meet the challenges of the new Business. He explained that customer contact is decreasing and the atomization is increasing which leads to the shortfall in excellence. Further he said According to the IBM Global CEO study 2010, imperative for a successful manager are creativity and closeness to the customer. He said adoptive capability and transformative experience is necessary to become brand executives.

Dr Nirmal Singh DG, Guru Nanak Institute of Management said success depends upon the leadership qualities, which is about leading the people and giving them right direction to follow.

D r .

Rajesh Bajaj, Professor, TIAS delivered a presentation on “Indian Managers: Global success Story”. He emphasized that Indian Managers are acceptable World over, since they are found to be superior to their Competitors in receiving Countries. Basic traits of on Global Manager Viz Ambitious, Agility, Prudence, focus on details and team Spirit are ingrained Indian Managers due to Complex markets in India. Where they get trained in early years of their Success.

Honorable Chief Guest Prof. B.N Mishra Chairman, Board of Governors, NSIT said businessman has to be very practical and his decision making has to be based on hard facts Empathy as a basic requirement for running any Business. He said starting a Business is easy, however it is very difficult to control. He concluded his speech by wishing Good luck to the Students.

Technical Session-I

Mr. M.N Jha, TIAS, was the session chair person of Technical Session-I. Prof V.P Gupta Professor Tecnia Institute of Advanced studies “Indian Managers and Business Success. Mr. Piyash Srivastava Assistant professor BCIMCT, New Delhi” Entrepreneur and Entrepreneurship for Corporate

Venturing”. Ms. Nishart Ahtesham Asst professor, TIAS “Feminization of top management overcoming strategies to success of women CEOs”. Ms. Priyanka Gautam Asst. Professor, CPJ Institute of Higher Education “A study on changing Role of women in Business management system”

Technical session-II

Technical session-II, was chaired by Dr. R. P. Tulsian Delhi University Delhi. Ms. Nishika Gupta Assistant professor, Tecnia Institute of Advanced Studies “Women CEOs: Barriers to their success. Ms. Shilpi Gupta Assistant professor, TIAS, “Entrepreneurship on the Rise”. Dr. G.B Sitaram Professor, RDIAS, “Role of Indian Women in Global Business”

Technical Session-III

Technical Session III was exclusively allocated to Research scholars and students of GGSIPU. This Session Was chaired by Dr. Rajesh Bajaj Professor, TIAS

Ms. Priyanka Pandey Research Scholar, GGSIPU ” Women CEOs and Barrier to their Success”. Mr Rohit Kumar and Mr. Anmol Malhotra Research Scholar, GGSIPU ”Women CEOs and Barrier to their Success”. Mr. Roshan Kumar Ms. Kritika and Ms.Anushka Research Schol

Glimpses of NC on Impact & Penetration Of Mass Media Campaign on Political, Social & Disaster Management



Tecnia make Varchasva contd from pg 1

come to you with our aims and ideals to discover hidden potentials.

Inaugural Ceremony VARCHASVA-2013

unleashes itself on a never before scale and we look forward to an overwhelming participation on behalf of your organization in every event of this festival. This event was inaugurated by Ms. Yogita Singh, CEO, Sadhna Channel, New Delhi. Along with main

chief guest Dr. A.K. Rathore (Director) S.K Garg (Dean), Dr. Rajesh Bajaj (Chief Convener) and Dr. Bharat Kumar (HOD) had also grace the occasion with their esteem presence.

An Inaugural dance was presented by the students of BJMC Department, Tecnia Institute of Advanced Studies.

Chief Guest Ms. Yogita Singh addresses in their speech that it's a great platform for the students to display their talent and also inculcate the spirit behind the project



or function. She also highlighted that we students are the pillars on which the future of country depends and also a good platform and excellent opportunity to visualize the talent and efforts of students. Students should develop skills in every field & improve their reading skills. She said that a journalist should be aware of new media which is basically based on new communication technology.

Direct or, Dr.

Glimpses of Cultural Fest Varchasva - 2013

Competition, Anchor Hunt etc.

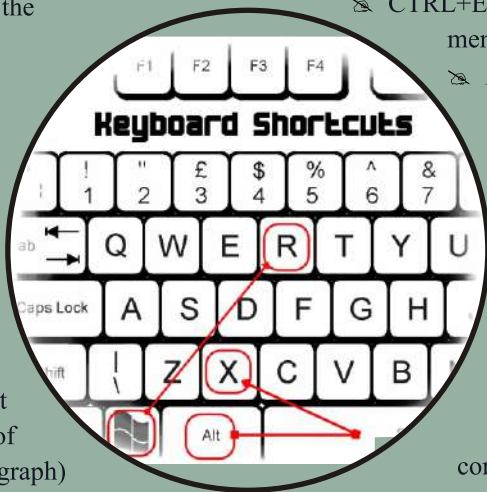
Closing Ceremony

The closing ceremony was an end of wonderful and successful annual media fest as "Varchasva 2013". Many dignitaries were present to make happy end to this successful event. Dr. S.K Garg Dean, TIAS gave vote of thanks to the Guests for their presence on this occasion to inculcate the spirit of



Keyboard Shortcuts (Microsoft Windows)

- ✗ CTRL+C (Copy)
- ✗ CTRL+X (Cut)
- ✗ CTRL+V (Paste)
- ✗ CTRL+Z (Undo)
- ✗ DELETE (Delete)
- ✗ SHIFT+DELETE (Delete the selected item permanently without placing the item in the Recycle Bin)
- ✗ CTRL while dragging an item (Copy the selected item)
- ✗ CTRL+SHIFT while dragging an item (Create a shortcut to the selected item)
- ✗ F2 key (Rename the selected item)
- ✗ CTRL+RIGHT ARROW (Move the insertion point to the beginning of the next word)
- ✗ CTRL+LEFT ARROW (Move the insertion point to the beginning of the previous word)
- ✗ CTRL+DOWN ARROW (Move the insertion point to the beginning of the next paragraph)
- ✗ CTRL+UP ARROW (Move the insertion point to the beginning of the previous paragraph)
- ✗ CTRL+SHIFT with any of the arrow keys (Highlight a block of text)
- ✗ SHIFT with any of the arrow keys (Select more than one item in a window or on the desktop, or select text in a document)
- ✗ CTRL+A (Select all)
- ✗ F3 key (Search for a file or a folder)
- ✗ ALT+ENTER (View the properties for the selected item)
- ✗ ALT+F4 (Close the active item, or quit the active program)
- ✗ ALT+ENTER (Display the properties of the selected object)
- ✗ ALT+SPACEBAR (Open the shortcut menu for the active window)
- ✗ CTRL+F4 (Close the active document in programs that enable you to have multiple documents open simultaneously)
- ✗ ALT+TAB (Switch between the open items)
- ✗ ALT+ESC (Cycle through items in the order that they had been opened)
- ✗ F6 key (Cycle through the screen elements in a window or on the desktop)
- ✗ F4 key (Display the Address bar list in My Computer or Windows Explorer)
- ✗ SHIFT+F10 (Display the shortcut menu for the selected item)
- ✗ ALT+SPACEBAR (Display the System menu for the active window)
- ✗ CTRL+ESC (Display the Start menu)
- ✗ ALT + Underlined letter in a menu name (Display the corresponding menu)
- ✗ Underlined letter in a command name on an open menu (Perform the corresponding command)
- ✗ F10 key (Activate the menu bar in the active program)
- ✗ RIGHT ARROW (Open the next menu to the right, or open a submenu)
- ✗ LEFT ARROW (Open the next menu to the left, or close a submenu)
- ✗ F5 key (Update the active window)
- ✗ BACKSPACE (View the folder one level up in My Computer or Windows Explorer)
- ✗ ESC (Cancel the current task)
- ✗ SHIFT when you insert a CD-ROM into the CD-ROM drive (Prevent the CD-ROM from automatically playing)



ars, GGSIPU " Learning Leadership Skills from Ramayana and Mahabharata for Business World". Ms. Sukmani Maan , Ms Sargam Malhotra ,Ms.Sefali Verma Research Scholars, GGSIPU " Acceptance of women as Boss". Mr. Naman Lada Research Scholar, GGSIPU" Women CEOs and Barrier to their Success". Ms. Divya Kawatra Research Scholar, GGSIPU "Relationship between professional Institutions and Business Success". Ms. Hiteshi Malhotra Research Scholar, GGSIPU" Indian Epics and Business."

Learning Outcome of the Conference:

With increasing business operations on Global dimensions there has been a huge demand for business managers to steer the expansion and management of new arenas of business .With opening up of the economies and globalization, with the advent of new millennium, Indian business managers have chalked out their success stories globally due, to their perseverance nature, intelligence and will to succeed.

In order to motivate the future managers, Professional institutions, Academician and the policy makers should think out of the Box and the curriculum for the management Institutions should be upgraded as per the international standards with new innovative ideas, so that it would create multifarious employment Opportunities for Indian Managers.

- Ajay Bansal
Student MCA

Dr. Namita Mishra
Rahul Mittal

Aptitude Assessment Test by Train Brain

An Aptitude Assessment Test was organized in Tecnia Institute of Advanced Studies by Train Brain, a recruitment company. Students of MBA, and MCA final semester took part in this assessment test. This was organized in MCA Lab. In

total 70 students of MBA and 50 students of MCA were assessed in this test.

Aptitude tests are used by employers to measure work-related cognitive capacity. Aptitude tests are one of the most commonly used assessments in measuring candidates' suitability for a role. The most commonly used set of cognitive tests includes abstract/conceptual reasoning, verbal



reasoning and numerical reasoning.

The objectives of this test were to give an objective assessment of a candidate's abilities in, say, Verbal understanding, numeracy or diagrammatic reasoning skills; to conduct a Employability Quotient Test; to analyze student skill gap; to provide expert advice on improving employability skills.

This event helped fresh

graduates who have not yet been gainfully employed to assess their employability quotient, improve their Management Skills, job readiness and finally find their dream company. Train Brain gave individual assessment of the students. MCA and MBA students come to know about their aptitude, skills, job readiness and employability quotient.

**Amit Dehri
Priyanka Arora**

Tecnia make Varchasva contd from pg 4

students. At last the vote of thanks was given to all sponsors, coordinators, conveners and faculties for making the event happen successful. The Guest awarded a certificates and prizes to each coordinator and convener for their management, hard work and dedication towards the fest.

Dr A.K Rathore said that "through the medium of Varchasva students got a platform to imbibe a sense of creativity and much dimensional thinking among the students and they had full utilized this platform. The participants have been awarded by the Media experts who served as judges in various events. This Varchasva has provided perfect understanding of event management which is one of the subjects & these days it is an emerging industry.

Learning Outcome:

It is a media festival of the institute by the students which helps to new students to learn media & co-curricular activities and motivate them to take part in forth coming events. Students got practical exposure of real media while participating in various events. They learn and persuade different genres of media& performing arts which are important in grooming and polish their personalities. It is also beneficial to seek appreciation and criticism to further enhance their performance. Students also get social recognition in specific field. All the students were also awarded about the culture of India through various performances

Dr Vipul Partap.

Mock Interview



A session of Mock Interview was organized for MCA Final year students, by Tecnia Institute of Advanced Studies, who are aiming to take jobs in various sectors after completion of their MCA degree. All the final year students participated in this drill. The purpose of organizing the Interview was to make students prepare for their placements. Mock Interview plays a very important role in placement and is one of the major sort listing tool in the recruitment process. Students were evaluated on the parameters of facing interview board. Mock PI Session for each student provided Many Valuable feedback and guidance to take on their actual PI.

The workshop equipped job seekers with the strategies for facing Interviews fearlessly rather focusing on using memory. The session aimed towards learning the strategy to answer questions for various situations in one's natural form in a way that is more comfortable. Student developed skill and learned tips, guidance and strategically approach on how to highlight their skills, knowledge and experience which an employer is looking for. Session was attended by over 30 students of MCA course who will be going for Internship and Final Placement in their respective domain.

The students learnt how mock interview helps to increase confidence level, to develop Personality, to improve Communication skills. Mock Interview gave them platform to work on their shortcomings. Students got tips on do's & don'ts & how to increase their employability skills.

- Amit Dehri

MBA Workshop



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

- ✗ Allahabad Bank : A tradition of trust
- ✗ Andhra Bank : For all your needs
- ✗ Bank of Baroda : India's International bank
- ✗ Bank of India : Relationships beyond Banking
- ✗ Bank of Maharashtra : One Family one bank
- ✗ Canara Bank : Together we can
- ✗ Corporation Bank : Our Premier govt of India Enterprise
- ✗ Dena Bank : Trusted Family Bank
- ✗ Indian bank : Taking Banking Technology to Common Man
- ✗ IDBI : Banking for all
OBC : where every individual is committed
- ✗ Indian Overseas Bank : Good People to grow with
- ✗ PNB : The name you can trust upon
- ✗ Punjab and Sind Bank : where service is a way of life
- ✗ SBI : Nations banks on us; Pure Banking Nothing Else; With you all the way
- ✗ Syndicate bank :

TAG LINES OF VARIOUS BANKS

- ✗ Union bank of India : Good People to bank with
- ✗ United bank of India : The Bank that begins with
- ✗ Union Cooperative bank : Owners your trust
- ✗ Vijaya Bank : A friend you can bank upon
- ✗ Federal Bank : Your Perfect Banking Partner
- ✗ HDFC : We Understand Your World
- ✗ Yes Bank : Experience our expertise
- ✗ Central Bank of India : Build A Better Life Around Us
- ✗ J & K Bank : Serving to Empower

- Ajay Bansal
MCA

MBA Workshop



Basics of Media

Bias Current: An extremely highfrequency 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, threedimensionally. 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

Multiplex effect

Aprivate auditorium, with a capacity to seat 50-100 people, tucked away in the basement of a villa in upmarket areas of Lahore or Karachi is not uncommon. After all, till a few years ago all you could do was watch pirated versions of the latest Bollywood flick on DVD or on cable channels that flouted the ban on Indian films imposed by Zia-ul-Haq. Besides banishing Bollywood, there was no effort to promote the domestic film industry. Instead, it was strangled with high duties and rigid government controls. Cinema didn't go down well with the conservatives either with mobs often deliberately targeting cinemas. But that seems to be slowly changing as multiplexes are mushrooming across Pakistan. "There were two major changes in 2001 and 2007 that set the stage for this boom," says

Nadeem Mandviwala, chief executive of Mandviwala Entertainment that was a distributor for a few US studios and also runs its own

cinema chain, Atrium. Last year, during a protest Karachi landmark Nishaat Cinema, owned by him, was burnt down. The changes that Mandviwala refers to are the end of price control on tickets and reduction in entertainment duty in 2001 and the lifting of ban on Indian films in 2007. "What it did was create a Pakistan film industry," says Mandviwala pointing to the growth in scale from around \$150,000 in 2007 to around \$1.2-1.3 million now. The film exhibition business is now estimated around \$25 million and growing rapidly. During this



A still from 'Zinda Bhag', Pakistan's first entry to the Oscars. The film grossed 75 lakh Pakistani rupees in its first week

period, the number of screens across Pakistan has also shot up. For instance, from around half a dozen, Karachi now has over 10 cinema halls with four new multiplexes. Islamabad, Rawalpindi, Gujranwala are on the multiplex map, with Lahore expected to join soon. "We plan to roll out 100 screens over

the next four years," says Hashim Raza, COO of Cinepax, the largest player in the business. The company currently has around a dozen. The entry of multiplexes has also changed the way the mall business works. "Now all of them want us to take up space as multiplexes are anchor tenants," says Raza, a civil servant who quit his job and worked for JP Morgan in the US before returning to Pakistan to run the multiplex chain set up by two Harvard MBAs. The return of cinema halls is also expected to lower piracy, especially of Hindi

films, although Indian producers aren't entering into long-term arrangements just yet. "Indian producers still prefer the minimum guarantee model," says Mirza Saad Baig of Footprint Entertainment that represents US studios such

as Universal Studios, Paramount and Disney in Pakistan. Instead of signing agreements, Indian producers prefer to bid out films to distributors who pay the highest amount. As a result, the number of Indian films officially released in Pakistan still lags behind US releases (see table). "It has got to do with the relations between the two countries. Indian companies are still unsure. But that will also change soon," says Mandviwala.

IMPORTANT QUOTES

"Anyone who considers arithmetical methods of producing random digits is, of course, in a state of sin."

- John von Neumann

"The mistakes are all waiting to be made."
- Chessmaster Savielly Grigorievitch Tartakower

"It is unbecoming for young men to utter maxims."

- Aristotle

"Reality is merely an illusion, albeit a very persistent one."

- Albert Einstein

"One of the symptoms of an approaching nervous breakdown is the belief that one's work is terribly important."

- Bertrand Russell

"A little inaccuracy sometimes saves a ton of explanation."

- H. H. Munro (Saki)

Compilation: Dr. Vipul Partap

Winners V/s Losers

Part-27

Winners truly believe; Losers only hope.

Winners plan and prepare to win;
Losers excuse after the event

Winners make it happen; Losers let it happen.

Winners use hard arguments but soft words; Losers use soft arguments but hard words.

Winners choose what they say; Losers say what they choose.

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