

Youngster



Where dream Chisels into reality

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टेक्निया इंस्टिट्यूट ऑफ एडवांस्ड स्टडीज का 22 वां दीक्षांत समारोह संपन्न



मुख्य अतिथि डॉ. पंकज मित्तल को सम्मानित करते हुए टेक्निया समुह के चेयरमैन डॉ. राम कैलाश गुप्ता।



दीक्षांत समारोह के दौरान शिक्षक व विद्यार्थियों के साथ मुख्य अतिथि डॉ. पंकज मित्तल व टेक्निया समुह के चेयरमैन डॉ. राम कैलाश गुप्ता



बाल कृष्ण मिश्र

नई दिल्ली। 18 फरवरी को टेक्निया इंस्टिट्यूट ऑफ एडवांस्ड स्टडीज में दीक्षांत समारोह धूमधाम से आयोजित किया गया। इससे पहले बैंड-बाजे के साथ मुख्यातिथि प्रो. डॉ. पंकज मित्तल (सेक्रेटरी जनरल, एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज) को दीक्षांत समारोह हॉल तक लाया जाना आकर्षण का केंद्र रहा। कार्यक्रम की शुरुआत द्वीप प्रज्वलित कर की गई। इसके उपरांत सरस्वती वंदना की गई। इस अवसर पर विशेष रूप से श्री शरण बिहारी अग्रवाल (आर के एसोसिएट्स एंड होटेलियर्स), श्री चंद्रमोहन गर्ग (गोविंदा इश्योरेंस) व डॉ. राम कैलाश गुप्ता (चेयरमैन, टेक्निया ग्रुप ऑफ इंस्टिट्यूशन) उपस्थित रहे।

अपने परिचयात्मक उद्बोधन में सभी उपस्थित गणमान्यों का उक्त समारोह में आने पर धन्यवाद करते हुए कहा कि प्रत्येक छात्र व छात्रा के लिए उपाधि पत्र प्राप्त करना एक सुनहरे स्वप्न की तरह होता है। इस मौके पर मुख्यातिथि प्रो. डॉ. पंकज मित्तल (सेक्रेटरी जनरल, एसोसिएशन ऑफ इंडियन यूनिवर्सिटीज) ने डिग्री धारकों को अपने ज्ञान को राष्ट्र की सेवा व संस्थान के सम्मान को बनाए रखने की शपथ दिलाते हुए कहा कि शिक्षा केवल डिग्री प्राप्त करना नहीं है बल्कि शिक्षा का उद्देश्य प्रतिभा का सदुपयोग करना है। उन्होंने कहा कि शिक्षा एक ऐसी सीढ़ी है जो आपको जीवन के जहाज पर चढ़ाती है। उन्होंने सभी डिग्री धारकों को जीवन में सफलता की शुभकामनाएं दीं।

डॉ. राम कैलाश गुप्ता (चेयरमैन, टेक्निया ग्रुप ऑफ इंस्टिट्यूशन) ने छात्रों को सम्बोधित करते हुए कहा कि दीक्षांत को शिक्षांत समारोह न समझें! यह शिक्षा का अंत नहीं है, बल्कि यहां से तो जिंदगी की कसौटी शुरू होती है।

इस दौरान डॉ. एम.एन. झा (डीन एकेडेमिक्स, टायस) ने आए हुए सभी डिग्री धारकों व अन्य गणमान्यों के लिए स्वागत संबोधन किया। साथ ही सभी छात्रों को बधाई दी। उन्होंने

आज के उदारीकरण, निजीकरण और वैश्वीकरण की दुनिया में छात्रों को अधिक समझदार और अधिक मानवीय होने की सलाह दी। दीक्षांत समारोह में सत्र 2018-2021 के 101 छात्र-छात्राओं को डिग्रियां प्रदान की गईं, जिसमें हिमांशी राघव (बीजेएमसी), वंशिका शर्मा (एमसीए), ईशा चौबे, (बीबीए) एवं भावना गेरा (एमबीए) को उत्कृष्ट प्रदर्शन करने के लिए गोल्ड मेडल दिए गए। कार्यक्रम के अंत में डॉ. बीबी तिवारी (चेयर, डिपार्टमेंट ऑफ मैनेजमेंट साइंसेज) ने धन्यवाद ज्ञापन किया। इस मौके पर डॉ. रीमा शर्मा (विभागाध्यक्ष, एमबीए), डॉ. मोनिका मेहरोत्रा (विभागाध्यक्ष, बीबीए, प्रथम सत्र), डॉ. अर्चना दीक्षित (विभागाध्यक्ष, बीबीए, द्वितीय सत्र), डॉ. संदीप कुमार (हेड, रिसर्च एंड पब्लिकेशन), डॉ. शिवेंद्र कुमार राय (विभागाध्यक्ष, बीजेएमसी, प्रथम सत्र), डॉ. गोपाल ठाकुर (विभागाध्यक्ष, बीजेएमसी, द्वितीय सत्र), डॉ. आरती बजाज विभागाध्यक्ष, बीसीए, प्रथम सत्र), डॉ. दीपक सोनकर (विभागाध्यक्ष, बीसीए, द्वितीय सत्र), प्रीती बत्रा (पीआरओ, टायस), बाल कृष्ण मिश्र (असिस्टेंट प्रोफेसर, बीजेएमसी) एवं सभी विभागों के शिक्षक और विद्यार्थी मौजूद रहे।



मुख्य अतिथि द्वारा उपाधि प्राप्त करती हुई छात्रा



मुख्य अतिथि द्वारा उपाधि प्राप्त करता हुआ छात्र



दीक्षांत समारोह के दौरान उपस्थित सभी गणमान्य व्यक्ति

With Great Pomp And Fun, Tias Alumni Meet -2023 Concluded



Glimpses of Alumni Meet 2023

New Delhi (Youngster Bureau) : One feels very excited and energetic when he or she gets a chance to relive the moments of their youth. Returning to the institution where you got your life started makes you nostalgic. Yes, we are talking about the alumni meet. Tectia Institute of Advanced Studies, like other academic institutions in the country, has scheduled an alumni gathering for February 18, 2023. The

convener of this alumni meet, Dr. Nivedita Mishra, told the media after the event that this alumni meet is an integral part of academics, and this time Tectia Institute of Advanced Studies has organised it on a grand scale. The main attractions at the alumni meet were dance, music, and a special performance by Adnan Ahmad.

Dr. Ram Kailash Gupta

(Chairman, Tectia Group of Institutions) shared his college days' memories with the students and encouraged the alumni to visit the institution as and when they get time.

Dr. Reema Sharma (HOD, MBA), Dr. Monika Mehrotra (HOD, BBA, 1st Shift), Dr. Archana Dixit (HOD, BBA, 2nd Shift), Dr. Sandeep Kumar (Head, Research and

Publication), Dr. Suvendu Kumar Rai (HOD, BAJMC, 1st Shift), Dr. Gopal Thakur (HOD, BAJMC, IInd Shift), Dr. Aarti Bajaj, HOD, BCA, 2nd Shift), Dr. Deepak Sonkar (HOD, BCA, 1st Shift), Preeti Batra (PRO, TIAS), Bal Krishna Mishra (Assistant Professor, BAJMC), teachers and students of all departments were present.

Tecnia's Journalism and Mass Communication Department signed MoU with the Nyay Kesari newspaper



New Delhi : Tecnia Institute of Advanced Studies, New Delhi, has entered into a Memorandum of Understanding (MoU) with Delhi's popular newspaper Nyay Kesari for the sharing of knowledge, resources, and internship activities. The memorandum of understanding was signed on January 31, 2023,

by Dr. Ajay Kumar, Director, Tecnia Institute of Advanced Studies, and Mr. Krishna Sharma, Editor, Nyay Kesari.

Dr. Ajay Kumar said that the MoU would help the Tecnia journalism students who are pursuing their bachelor's degrees in journalism and mass



communication. He further stated that despite their national presence, journalism and mass communication students still need to broaden their horizons in the print and digital worlds. Dr. M. N. Jha, Dean Academics, TIAS, described the MoU as a

historic step to promote the Journalism and Mass Communication Department. He hoped that journalism students would greatly benefit.

During this, Dr. Shivendu Kumar Rai, Hod BAJMC, said that through this agreement, the skill development of media students will be developed according to the media industry. On the one hand, students will benefit from this in their research into media content creation. At the same time, there will be a chance to take the ideas to society. The MoU will facilitate students' internship and mobility interests and will undertake joint implementation of other academic projects. Dr. Sandeep Kumar, Head, Research and Publication, TIAS; Bal Krishna Mishra, Assistant Professor in Journalism and Mass Communication; and other faculty members were also present on the occasion.

Exam Phobia and Motivation



Manisha Sharma

Exams are an integral part of student life, and they play a significant role in determining a student's academic performance. While some students take exams in stride, others experience anxiety and fear. Exam fear, also known as test anxiety, is a common phenomenon that affects many students. It is a condition where students experience stress and worry during an examination. It can impact a student's performance, and in severe cases, it can even lead to students avoiding exams altogether. Exam fear can manifest in different ways, and its symptoms can range from mild to severe. Some students may experience physical symptoms such as sweating, a rapid heartbeat, or even panic attacks. Others may find it difficult to concentrate or remember information. In some cases, exam fear may cause students to doubt their abilities, leading to low self-esteem and self-doubt.

Fortunately, there are several ways to overcome exam fear. Here are some tips that can help students manage their anxiety and perform better in exams:

- **Prepare well:** One of the most effective ways to overcome exam fear is to be well-prepared. This means studying consistently, understanding the material, and practicing regularly. When students feel confident in their knowledge and skills, they are less likely to experience anxiety during an exam.
- **Create a study plan:** Having a study plan in place can help students stay organized and focused. It can also help reduce last-minute cramming, which can contribute to exam fear. Creating a study plan that breaks down the material into manageable chunks and includes regular breaks can make studying more manageable and less daunting.
- **Practice relaxation techniques:** Relaxation techniques such as deep breathing, meditation, and visualization can help reduce anxiety and promote a sense of calm. Students can practice these techniques before an exam to help calm their nerves.
- **Get enough rest:** Getting enough rest is crucial for managing exam fear. Lack of sleep can exacerbate anxiety and stress and make it more difficult to concentrate. Students should aim to get at least 7-8 hours of sleep before an exam.



- **Seek support:** Talking to someone about your exam fears can help alleviate the stress and anxiety associated with them. Students can talk to their teachers, counselors, or peers about their fears and concerns. It is essential to have a support system in place to help manage stress and anxiety.
- **Avoid comparing yourself to others:** It's natural to compare oneself to others, but doing so can contribute to exam fear. Students should focus on their progress and their strengths, rather than comparing themselves to others.

Exam fear is a common phenomenon that can affect students of all ages. However, by preparing well, creating a study plan, practicing relaxation techniques, getting enough rest, seeking support, and avoiding comparisons, students can overcome their anxiety and perform better in exams. With the right mindset and strategies in place, students can manage exam fear and succeed in their academic pursuits.



क्यों नहीं लड़े हम?



सुश्री प्रियंका सिंह

क्यों नहीं लड़े हम
चलो फिर से सोचें अपने लिए
सोचें अपने हक के लिए
और सोचें क्यों नहीं लड़े हम
क्यों यूँ ही घर पर पड़े हम
बस इस बेवसी को एक इतिहास बना कर
खुद के लिए खड़े हैं
सोचो तब क्यों नहीं बोले हम
क्यों नहीं खुद के लिए उनसे लड़े हम

आज फिर मेरे भाई और मुझमें हुआ भेद-भाव
फिर तोला गया एक लड़की के अस्तित्व को
उसके घर आने के समय से
आज फिर एक लड़की रोये तो कमजोर है
और लड़का रोये तो लड़की थोड़ी न है
कहा गया
आखिर क्यों नहीं आ सकते ऑसू लड़कों के आँखों
फिर सोचो एक बार क्यों नहीं लड़े हम,
क्यों खुद के लिए कुछ भी कहें हम
अजी बताओ भी फिर से
आखिर कितना सहन करे हम
क्यों जरूर है हर बार एक लड़की ही
लड़ेगी खुद के लिए
क्यों नहीं एक बेटा, एक पिता और एक पति
नहीं उठा सकता अपनी आवाज
चलो अब हम सब मिल कर उठाते हैं
अपनी आवाज
मिलकर लड़ते हैं और देते हैं एक दूसरे का साथ
लेते हैं अपना निर्णय, खुद ही इस बार
और बदल देते हैं देश का इतिहास
और इस बदलाव के लिए आज से ही करें आगाज!

Semantic Analysis



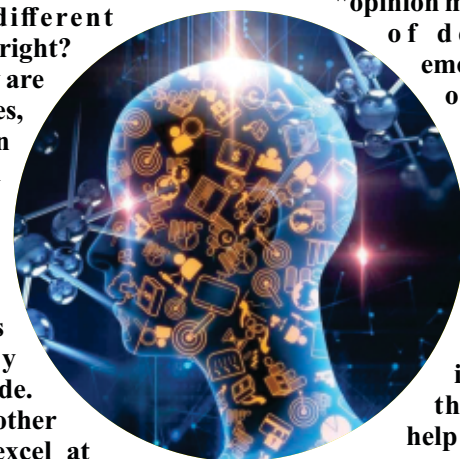
Dr. Saumya Bansal

With computers getting smarter and smarter, surely they're able to decipher and discern between the wide range of different human emotions, right? Wrong—while they are intelligent machines, Computers can neither see nor feel any emotions, with the only input they receive being in the form of zeros and ones—or what's more commonly known as binary code. However, on the other hand, computers excel at the one thing that humans struggle with: processing large amounts of data quickly and

effectively.

So, theoretically, if we could teach machines how to identify the sentiments behind the plain text, we could analyse and evaluate the emotional response to a certain product by analysing hundreds of thousands of reviews or tweets. This would, in turn, provide companies with invaluable feedback and help them tailor their next product to better suit the market's needs. So, what kind of process is this? Sentiment analysis!

Sentiment analysis, also known as "opinion mining," is the process of determining the emotions behind a piece of text. Sentiment analysis aims to categorise the given text as positive, negative, or neutral. Furthermore, it then identifies and quantifies subjective information about those texts with the help of natural language processing, text analysis, computational linguistics, and machine learning.



Editor's view point

Recognizing the Growing Complexity of Corruption



Bal Krishna Mishra

The responsible Budget 2023 of the Narendra Modi regime has laid the foundation of that "New India" with inclusive economic prosperity and global ambition, which will be realized in the hundredth year of its independence. This budget underlines the "Amrit Kaal" in the best possible way. Surely the government's eyes are on Amritkaal. Strategies and plans are being made from the same point of view. Amritkaal was also at the centre of budget debate last year. The Union Budget of India and the Modi government's policies are also being prepared with the year 2047 in mind. By that time, the idea is to make India a developed country in the world, but the biggest obstacle to achieving this goal is rampant corruption. It is critical to rid bureaucracy of corruption because bureaucracy serves as the backbone of the country's development efforts as well as the establishment of a strong society. Officers should make all-out efforts to live up to the standards of probity in public life.

According to N Vithal, India's senior bureaucrat and Chief Vigilance Commissioner, bureaucrats are more corrupt than politicians because politicians can be removed by the public after a while, whereas the bureaucrat continues to do corruption throughout his service life. To a large extent, this also seems to be true, because the politician is under pressure to be elected every five years, which is not the case with the bureaucrat. Corruption is paramount if we assess the reasons for not getting the expected development in the nation that has celebrated the nectar festival of independence. Only a few people accumulate wealth as a result of corruption, and it also causes artificial growth in the market, raising the price of goods and putting them out of reach of the poor. India is the fastest-growing economy in the world. But black money and corruption are serious problems in India. In fact, black money is undisclosed income on which tax liability is made, but its information is not given to the Income Tax Department. There are many reasons for the generation of black money, like smuggling, poaching drugs, scams, forgery, corruption, etc.

Due to black money, there is a parallel economy in India, which hinders the inclusive development of the country. Corruption is a serious issue in this emerging economy because of black money. As soon as he became Prime Minister of India, Narendra Modi took up the resolution of a corruption-free India. He said he would neither eat nor let himself go. During his two-term tenure as prime minister, several tough steps have been taken to control corruption, and its results have also been seen, but corruption still does not have the name of an end. Recognizing the growing complexity of corruption, the Central Vigilance Commission has recently issued a six-point Integrity Pledge for Government Institutions, Ministries, and Citizens, calling upon them to align themselves with the vision of a corruption-free India. The commission has presented the pledge letter as a special campaign for a corruption-free country. Such revolutions and administrative initiatives have occurred from time to time in the nation's fight against

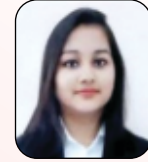
corruption. But their long-term results have been questionable due to the lack of purity in their aims, means, and objectives. The question is, whether it is the budget, the resolutions of the government, or the promissory note, will their fate be met with three fates? Since corruption is a big obstacle in the path of nectar, making the country corruption-free must be the top priority. In our country, administrative reforms have been emphasized from time to time to control corruption. Many committees were formed, and their reports clearly suggested important administrative reforms that would make the bureaucracy more transparent, accountable, and powerful. For this purpose, the right to information was also introduced in 2005, through which the public can determine its participation in government works and the public-government relationship grows, promoting transparency and reducing corruption.

If there is public intervention in government work, corruption can definitely be curbed, but due to the lack and apathy of civil society in India, people only expect their rights and do not give priority to their duties. For this reason, people started using RTI for personal benefit and harming others, due to which RTI also deviated from its goals. In India, the concept of good governance has also remained incomplete because good governance requires people to participate in order to reduce the government's tasks, but the lack, neglect, and indifference of civil society is becoming an impediment to achieving the goals. Corruption has also played an important role in badly damaging India's education system. For example, due to corruption in higher education, medicine, engineering, etc., the country is facing a shortage of skilled doctors and engineers. Due to the inefficiency of the doctors and a lack of proper treatment, many times the lives of the patients get into trouble. That is, these people are admitted to medical schools despite the fact that they are not qualified. Playing with the health system like this is a heinous crime. Due to corruption and the artificial increase in the cost of housing, land, higher education, and many other things, a large population of the country is unable to reach these things. According to Prime Minister Modi, black money accumulated through corruption gives rise to benami property as well as hawala business. There is evidence that hawala has been used by terrorists to buy and sell weapons. That's why strict steps have been taken to free the country from corruption and termites called black money. Bribery makes corruption stronger. Bribery is a canker. The bribe giver is giving bribes in the hope of getting the work done quickly. The taker is taking a bribe in lieu of doing work. That is, the corrupt system continues. Delaying work or harassing the common man—this is a breeding ground for corruption. Even though it is the responsibility of the government employee-officer to do all the required work, corruption is considered a courtesy, bribery a convenience fee, and there is no sense of guilt about its transactions. In such a situation, the question is: how do we end this corruption? Will corruption be removed only by such budget provisions, government resolutions,

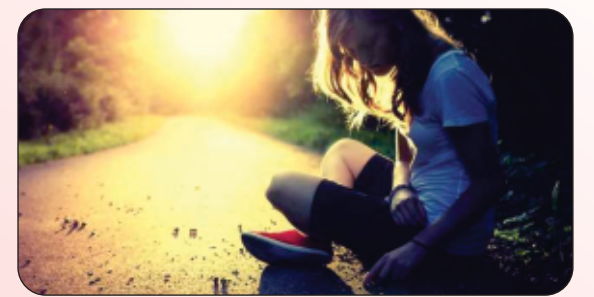
and pledge letters? Actually, there is a need to improve from bottom to top. The person below can only improve when the person sitting above is also motivated for that improvement and stands against corruption. Stories of such scams, economic scandals, administrative bribery, or corruption are now being revealed in the country so quickly that all other news is on the second number. The old saying is that "as long as the truth wears shoes, a lie goes around the whole city." If corruption is increasing in the country, then whose responsibility is it? Who will end corruption? The raising of this question in the 75th year of independence is a serious matter in itself. That is why freedom from corruption is also included in the nectar of freedom. If the Prime Minister is expressing concern over corruption today, then the country is understanding reality very well. The Prime Minister has rightly said that no one has a place to live and no one has a place to keep the stolen goods.



आशा और निराशा



अदिति अग्रवाल



आशावान होना मानव का गुण है लेकिन अपेक्षा रखना और उसका पूर्ण न होना ही निराशा है। प्रत्येक जन को समाज और प्रकृति से अनेक प्रकार की अपेक्षाएं रहती हैं। लोग गांव में रहते हों, कस्बे में रहते हों, नगर या फिर महानगर में रहते हों। अपेक्षाओं की भावना सबकी उत्तनी ही बनी रहती है। पुत्र को पिता से पिता को पुत्र से पत्नी को पति से पति को पत्नी से बहुत सारी अपेक्षाएं रहती हैं। वास्तव में इन अपेक्षाओं में ही तो रिश्तों का भाव छिपा होता है। भगवान की बनाई प्रकृति से हमें सभी प्रकार की अपेक्षाएं रहती हैं। हमें शुद्ध वायु चाहिये, स्वच्छ जल चाहिये। स्वादिष्ट भोजन और फल चाहिये। और तो और गुरुजी को शिष्य से फीस की अपेक्षा और शिष्य को गुरुजी से नम्बर्स की अपेक्षा रहती है।

सड़कें साफ हों, रेल-बस सभी साफ-सुथरी और अपदू-डेट रहनी चाहिये स्टेशन और प्लेटफार्म व्यवस्थित रहें। ऐसी अपेक्षा हम सबकी रहती है। क्या हमने कभी इस बारे में सोचा है कि जिनसे हम अपेक्षा रखते हैं उनका हम सहयोग कितना करते हैं। नदियों को गंदा करते हैं। हम वृक्षों को काट तो लेते हैं लगाने की नहीं सोचते, परीक्षा आने पर गुरुजी से नम्बर तो चाहते हैं परन्तु पढ़ाई नहीं करते, सड़को पर कूड़ा और पीक हम ही फैलाते हैं। क्या घर में हम जिनसे इतनी अपेक्षा रखते हैं। उनका सहयोग करते हैं। नहीं करते, तभी तो अपेक्षा पूरी न होने पर हम निराशा हो जाते हैं। आशावान होना अच्छी बात है परन्तु सामाजिक संस्कृति का प्रत्येक कार्य आपसी सहयोग और सामंजस्य से जुड़ा हुआ है।

इसलिये अपेक्षाएं निराशा देती हैं। परिवार से लेकर समाज तक सबके सहयोगी बनें। उनसे अपेक्षाएं न पालें। अन्यथा निराशा आपको अव्यवस्थित कर देगी। इसलिये आशा से परिपूर्ण जीवन ही स्वस्थ जीवन है।



क्या ज्योतिष भाग्यवादी बनाता है?



अमित शर्मा

ज्योतिष हमें भाग्यवादी बनाता है या कर्म की राह दिखाता है? जीवन में कर्म और भाग्य की क्या भूमिका है? यह सवाल कई लोगों के मन में उठता है। कई लोग यह मानते हैं कि जीवन में सारी चीजें पूर्व निर्धारित हैं। हमें वहीं फल प्राप्त होता है जो हमारा प्रारब्ध होता है। लेकिन यह विचार पूर्ण रूप से सत्य नहीं है। प्रारब्ध की जीवन में भूमिका जरूर होती है, लेकिन यह भी सत्य है कि हमारे कर्म ही हमारे प्रारब्ध का निर्माण करते हैं। ऐसे में कर्म की महत्ता सबसे ऊपर मानी गयी है।

प्रारब्ध और कर्म को अद्वैत वेदांत की महान् पुस्तक योग वशिष्ठ में व्याख्यित किया गया है। इस पुस्तक को महाराजयोग भी कहा गया है। योग वशिष्ठ में भगवान राम की जीवनी न होकर उनके आध्यात्मिक उपदेश हैं। योगवशिष्ठ पुस्तक में श्रीराम अपने गुरु महर्षि वशिष्ठ से यही सवाल करते हैं। वो पूछते हैं कि अगर सबकुछ पूर्व-निर्धारित है तो हमारे कर्म करने का आयोजन आखिर क्या है? क्या सारे कर्म व्यर्थ हैं? मुनि वशिष्ठ जवाब देते हैं कि पुराने कर्मों से वर्तमान प्रारब्ध बनता है और नए कर्मों से नया प्रारब्ध बनता है। यानि हम आज जो कर्म कर रहे हैं उन कर्मों से ही हमारे भविष्य का निर्माण होता है। मुनि वशिष्ठ श्रीराम को समझाते हैं कि अगर वर्तमान प्रारब्ध इतना ज्यादा प्रबल और सक्षम हो जाए कि वो पूर्वजन्म के कर्मों से ऊपर निकल जाए, तो हम अपने प्रारब्ध पर विजय प्राप्त कर सकते हैं। ऐसे में हमें हर स्थिति में प्रयत्न अवश्य करना चाहिए।

दरअसल फलित ज्योतिष हमारे जन्म के समय ग्रह, नक्षत्रों की स्थिति और वर्तमान समय में उनकी गति और स्थान आदि की गणना के आधार पर हमारे भविष्य का ज्ञान हमें देता है। इसी कारण से ऐसा प्रतीत होता है कि अगर जन्म के समय ग्रह, नक्षत्रों की स्थिति

तय हो गयी है और उनमें बदलाव संभव नहीं तो फिर उनके प्रभाव से संचालित होने वाली घटनाएं भी पूर्व निर्धारित होती है। लेकिन ऐसा नहीं है। यह तय है कि जिस जगह भी हम अपनी ऊर्जा लगाते हैं, समय के साथ उस क्षेत्र में हमें कुछ न कुछ फल जरूर मिलता है। वैदिक ज्योतिष कर्म के सिद्धांत पर ही कार्य करता है। ज्योतिष शास्त्र साफ-साफ कहता है कि जैसा कर्म होगा वैसा ही फल प्राप्त होगा। पूर्व कर्मों से अगर हमारे वर्तमान प्रारब्ध का निर्माण हुआ है तो अपने नए कर्मों से हम अपने नए प्रारब्ध का निर्माण कर सकते हैं। कुछ चीजें जरूर पूर्व-निर्धारित होती हैं-जैसे, आपका जन्म किस परिवार में होगा यह आप नहीं तय कर सकते हैं। यह प्रारब्ध आपके पूर्व कर्मों से निर्धारित हुआ है। परंतु कई ऐसी चीजें हैं जिनका फल वर्तमान में किए गए कर्मों पर ही निर्भर करता है। जैसे-जो छात्र साल भर पढ़ाई करता है वह परीक्षा में अच्छे नंबरों से पास हो जाता है। कभी-कभी फल मिलने में देर लगती है। परंतु व्यक्ति अगर प्रयत्न करना न छोड़े तो फल अवश्य प्राप्त होता है।

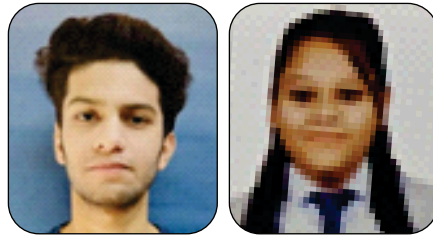
ज्योतिष शास्त्र का अध्ययन करने वाले जानते हैं कि जीवन में खराब फल मिलने हो तो व्यक्ति की बुद्धि गलत कर्मों की ओर उन्मुख हो जाती है। दिनकर ने अपनी -सिद्ध पुस्तक 'रश्मि-रथी' में इसे बहुत सुंदर

तरीके से समझाया है- "जब नाश मनुज पर छाता है, पहले विवेक मर जाता है।" देखा गया है कि जब व्यक्ति को जीवन में अच्छे फलों की प्राप्ति होनी होती है तो उसकी बुद्धि उससे अच्छे कर्म करवा लेती है। साथ ही इस बात को भी गहनता से समझने की जरूरत है कि जैसे हमारे कर्म होते हैं, हमारी बुद्धि भी वैसी ही बन जाती है। शास्त्रों में कहा भी गया है "बुद्धि कर्मानुसारिणी।" ऐसे में अगर हम

अपने कर्मों पर नियंत्रण रख सकें तो हम अपने प्रारब्ध को भी सुन्दर बना सकते हैं। गीता का सार भी यही है "कर्मण्येवाधिकारस्ते मा फलेषु कदाचन।" अर्थात् हमारा अधिकार सिर्फ हमारे कर्मों तक है। परिणाम के मोह या भय से बंधे बिना सही कर्म ही हमें जीवन में सही मार्ग पर बढ़ा सकते हैं। दरअसल हम सबके कृष्ण हमारे भीतर ही हैं। हमारी अंतरात्मा की आवाज हमें सही और गलत का मार्ग दिखाने में सक्षम है। हमें बस उसे सुनने की जरूरत है। ज्योतिष शास्त्र भी हमें पुरुषार्थ ही सिखाता है। ज्योतिष के जरिए अपने प्रारब्ध को समझना भी हमारा पुरुषार्थ ही है। अपने प्रारब्ध के अनुसार अपने पुरुषार्थ की मात्रा को बढ़ाने की आवश्यकता होती है।



IMPORTANCE OF CUSTOMER SATISFACTION



Puru Bhardwaj

Vishakha

To be successful, organizations must look into the needs and wants of their customers. That is the reason why many researchers and academicians have continuously emphasized on the importance of customer satisfaction, loyalty and retention. Customer satisfaction is important because many

researches have shown that customer satisfaction has a positive effect on an organisation's profitability. Due to this, the consequences of customer satisfaction and dissatisfaction must be considered. There is also a positive connection between customer satisfaction, loyalty and retention. Therefore, customer satisfaction, loyalty and retention are all very important for an organization to be successful.

The importance of customers has been highlighted by many researchers and academicians. Zairi (2000) said "Customers are the purpose of what we do and rather than them depending on us, we very much depend on them. The customer is not the source of a problem, we shouldn't perhaps make a wish that customers 'should go away' because our future and our security will be put in jeopardy". That is the main reason why organisations today are focusing on customer satisfaction, loyalty and retention.

Many researchers have looked into the importance of customer satisfaction. Kotler (2000) defined satisfaction as: "a person's feelings of pleasure or disappointment resulting

Effect of Customer Satisfaction on Profitability is-

- A Totally Satisfied Customer contributes 2.6 times as much revenue to a company as a Somewhat Satisfied Customer.
- A Totally Satisfied Customer contributes 17 times as much revenue as a Somewhat Dissatisfied Customer.
- A Totally Dissatisfied Customer decreases revenue at a rate equal to 1.8 times what a Totally Satisfied Customer contributes to a business".

from comparing a product's perceived performance (or outcome) in relation to his or her expectations". Hoyer and MacInnis (2001) said that satisfaction can be associated with feelings of acceptance, happiness, relief, excitement, and delight.

Conclusion Based on the views and research done by numerous researchers and academicians, it can be concluded that customer satisfaction is very important. Thus, though customer satisfaction does not guarantee repurchase on the part of the customers but still it plays a very important part in ensuring customer loyalty and retention. This point has been echoed by Gerpott et al. (2001) when they said "customer satisfaction is a direct determining factor in customer loyalty, which, in turn, is a central determinant of customer retention". Therefore, organisations should always strive to ensure that their customers are very satisfied.

Pen is mightier than the sword

Thought of the Month



Manya Sarabhai



If the wounds are encircled by the sword, they disappear But, the words go into the heart like spears

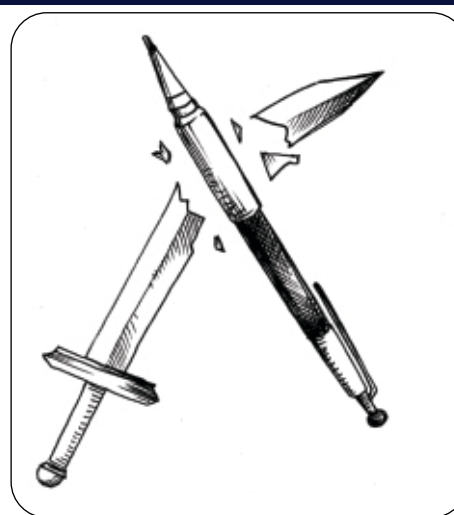


Pen is mightier than the sword is a famous statement quoted by English author Edward Bulwer Lytton in 1839. The statement highlights the power of writing over violence spread by sword. Writing is something which is a gift to humanity and a pen is a medium to achieve it. Words have power to convince, influence, dry tears,

and forge smiles. It can heal tears and eliminate fears. Effective writing can conquer the hearts and minds of the people. For instance authors like - Shakespeare, Tolstoy, Tagore, Milton etc still ripple out across after many hundreds years, while the names of good sword fighters are easily forgotten. The use of swords results in violence and hatred and even disintegration of hearts. The power of writing is perpetual while of the sword is short lived. For instance, the great achievements of Hitler, Napoleon and other rulers ended up in oblivion. However, the great preaching and writings of philosophers and authors have lasting effects that live forever in the hearts of people.

That's why it is said that the king rules only his kingdom but a scholar rules over world with his writings it is a popular saying that "Force can't change people's beliefs and ideas, but effective writing can." The classical example of Mahatma Gandhi's principle of

"AHINSA" was so powerful that flows from heart of men. The words of a pen are always better than the flowing blood by the sword. The power of pen is special as it represents cerebral or intellectual power. Nehru the political leader may be forgotten. Nevertheless, Nehru the writer will survive everlasting in the reminiscences of



men. Martin Luther, Nelson Mandela are the other stalwarts who brought about peaceful revolution of gigantic magnitude by the virtue of their words, both spoken and written. The scope of sword is limited but the scope of words is far wider and braider and larger. Right from the early days of Mahabharata, the truth is known. Pandas though far outnumbered by the Kauravas in the might of the sword and the size of their infantry won the war because they had Lord Krishna and his gospel truth, the words of "Bhagvad Gita" to ignite them and propel them forwards. In contemporary context, Dr. B.R. Ambedkar and his long worded, packed constitution provided

India a unique platform to launch itself after wrenching a hard-won independence from the British.

The most valuable technique to enthuse community is to do everything is writing. The words are so commanding that gives people a thought of understanding. Therefore, through this statement "The pen is mightier than the sword" we understand that violence cannot change views or beliefs; one has to communicate through their writing to understand the mind and heart of the people. While the energy of the sword ends with failure, penance, and loss, the pen brings in reason, impulse and widening to the soul.

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