

GD GOENKA UNI-BUZZ

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G.D. Goenka University (GDGU) is a leading university imparting high quality professional educational programmes of international standards and offers courses in Architecture & Planning, Communication, Education, Engineering, Fashion & Design, Hospitality, Humanities & Social Science, Law, Management and Medical & Allied Sciences.

The University is sponsored by G D Goenka Group, known for educational innovations from pre-primary to PhD. having experience of managing about 50 schools & institutions of higher education spread all over India & abroad.

G.D. Goenka University has collaborations with renowned Universities / Institutions and Industry

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SCHOOL OF
HOSPITALITY

SCHOOL OF
HUMANITIES & SOCIAL SCIENCE

SCHOOL OF
LAW

SCHOOL OF
MANAGEMENT

SCHOOL OF
MEDICAL & ALLIED SCIENCES



GD GOENKA
UNIVERSITY
FROM FOUNDATION TO FLIGHT

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Vishakha Somani

Front page photo: Prof. Raj Singh, VC GDGU
along with Prof. Arturo Dell'Acqua, Dean, School
of Design, Politecnico di Milano, presenting the
awards at the Fresher's Party.

EDITORIAL

DELIVERING
IMPACT

Welcome to the first issue of GD GoenkaUniBuzz magazine; an exciting communications initiative aimed at sharing the highlights of the exciting journey we are pursuing and the knowledge base we are building in the process.

The Magazine will speak not only about who we are but also who we aspire to be as a university. The magazine will serve as a window into the soul of the university by highlighting the people, programs, accomplishments and activities that touch the lives of so many. Through this magazine we are showing, with a modicum of pride, our advanced global capabilities not only in research and education, but also the 'future-building' that we are undertaking with our many international partners.

This is a magazine that anyone associated with GDGU will be able to read with pride. Just as importantly, it is a magazine that will reflect the strengths of our people and the vision of our university for those who may not be familiar with GDGU.

Debuting in January, this inaugural 2014 spring edition of UniBuzz covers the first six months in the life of this new but ambitious university. UniBuzz will be published three times a year in January, May and September, with an editorial goal of striking visuals and design, imaginative photography, and entertaining, journalistically sound writing to reflect the university's reach and influence.

The future success of the magazine will depend on your comments, contributions and ideas! We do encourage all of you to try your utmost best to enrich the forthcoming issues of UniBuzz!

We hope you enjoy this inaugural issue of GDG UniBuzz.

Dr. Sanjay Gupta
Dean, Student Welfare, GDGU
Buzz-in-Chief

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COMMUNIQUE
ENDORSED

It is heartening to note that the G D Goenka University is moving fast on the path to achieve its objective of being a truly new-age University with focus on innovative pedagogy, industry oriented skill development and global outlook. Numerous co-curricular and extra-curricular activities have been organized by various schools to make learning more practical and a joyful experience. Equally important has been the fact that the first semester has come to an end with flawless execution of academic schedule, high level of discipline and active participation by all the students. I congratulate the deans, members of the faculty and staff and the brilliant students for precise implementation of the academic plan.

I am happy that "UNIBUZZ", the Newsletter is being published by Publication Club, the Board of Student Activities of the University. The publication will give on one hand a detailed account of what the University has achieved in terms of creating a culture of excellence and on the other hand, give a platform to all concerned to express themselves in a creative manner that will further strengthen the bond with the University. I congratulate the editorial team primarily consisting of students, for this great initiative.

With best wishes and greetings of the new-year 2014 to all!

Dr. Raj Singh, Vice Chancellor

Prof. (Dr.) Raj Singh
A PROFILE

Prof. (Dr.) Raj Singh, the Honorable Vice Chancellor of the G D Goenka University, is a known name in the academia. A suave academician, his vision has contributed in materializing a modern university to fit in the global arena. In just a few months of University's coming into existence, it has managed earning appreciation and accolades, accentuating the importance of innovative teaching, interdisciplinary approach and a modern perspective towards higher education. With our already four distinguished schools viz. School of Hospitality, School of Management, School of Engineering, School of Fashion & Design he is envisaging to have six more schools added in the coming year.

He believes Education imparts not just knowledge but a sense of opinion, endurance and nurtures an individual's development for the future. He is committed towards ensuring that the future of students, should have a strong foundation and appropriate skill sets making them adept in the ever changing global arena. His ideology is in sync with the logo of GD Goenka, i.e. 'Foundation to Flight' which underscores and propagates the prominence of building a world class institution to facilitate evolution of pioneering concepts. This will help and empower the students to glide and soar high in their chosen fields to positively contribute towards building a more meaningful world.



On the 1st of July, 2013 a new landmark surfaced on Arawali Hills on Sohna Road as GD Goenka University opened its portals to students seeking quality higher education. The University was inaugurated at The Grand hotel in New Delhi in the presence of some well-known academicians, celebrities, students and their parents.

Cricketer Gautam Gambhir and writer-politician Shashi Tharoor shared the stage, being the Chief Guests for the prestigious evening. Gambhir received the loudest cheer from the students when he came to address the assemblage. On the other hand, Shashi Tharoor, being the last one to address was the most notable and impressive among all the speakers.

Mr. Nipun Goenka, Managing Director, G. D. Goenka Group, very proudly announced, "We are happy to be collaborating with the Politecnico Di Milano Italy for Fashion and Design and Le Cordon Bleu of France for Hospitality Management. We are also in talks with various centres of excellence in other streams to bring them to India."

The representatives of all the three Universities - Dr Raj Singh, VC, GD Goenka University; Francesco Galli, spokesperson, School of Design, Politecnico Di Milano and Andre J Contreau, president and CEO, Le Cordon Bleu - elaborated upon their visions for the coming years for the students.



ACADEMIC LEADERSHIP AT GDGU PRESENTING OUR DEANS

It takes a lot to be an academic leader in the challenging higher education environment that exist in the country today. It takes discipline, strategy, collaboration, and a passion for learning. GD Goenka University has put a high premium on the choice of its Deans of various schools, entrusting them to not only lead in their own domains but also to cooperate on institution-wide opportunities. Presenting the Deans at GDGU...



ENGINEERING
Dr. Deependra Kumar Jha

A well-versed administrator with years of experience in research, teaching, industry and administration, Prof. (Dr.) Deependra Kumar Jha is the Dean of the School of Engineering, G D Goenka University. He also holds the position of Dean (Academics) of the University. Prior to this, he served as the Founder Dean of the School of Engineering and Technology, Galgotias University, India where he was widely involved in the development of academic programs, curricula and regulations in addition to preparing and delivering lectures in the classroom discussions.

Dr. Jha received his B.E. degree in Electrical Engineering (Distinction) and M.Sc. in Power System Engineering (Distinction) from Tribhuvan University, Nepal and Doctor of Engineering degree in Electrical Engineering from Hiroshima University, Japan.

His work experience spans over wide ranging activities of electric utility companies and academic institutions in India, Nepal and Japan. Dr. Jha worked in the School of Electrical Engineering of VIT University (Vellore, India) as Associate Professor (2010-11), in a joint project of Hiroshima University and The Chugoku Electric Power Co. Inc. (Hiroshima, Japan) as a leading research Engineer (2007-09), at the Load Dispatch Center of Nepal Electricity Authority (Kathmandu, Nepal) as Engineer/System Controller (2003-07) and at Tribhuvan University first as Lecturer (1998-2002) and then as Head of the Electrical Engineering Department (2002-03). He joined as Professor and Dean of the School of Engineering & Technology, Galgotias University, India (2011-13). A Resource person on Outcomes Based Education and Accreditation, Dr. Jha also

served as Coordinator of the NBA (National Board of Accreditation) Nodal Center at Galgotias University.

Dr. Jha has received several awards and honors in his career. He received Excellent Researcher Award for two consecutive years (2008 and 2009) at Hiroshima University, Japan for his outstanding academic achievements. He was also the recipient of prestigious Japanese Government scholarship, Monbukagakusho, to pursue his postgraduate research (2006-10). In 1997, he received 'Master of the Subject' award by Nepal Engineering Students Society. He also received the honor 'Man of the Year 2012' for his distinctive accomplishments by the International Board of Research of the American Biographical Institute.

His research interests include Power system planning and operation, renewable energy technology, power system reliability, smart-grid to name a few. He has authored a number of publications in these fields in several reputed international journals and conference proceedings. He has visited many countries including Switzerland, USA, Japan, Thailand, India, Nepal, PR China, Canada, Sri Lanka, New Zealand, Hong Kong etc. to present research papers at various premier international conferences. He has also delivered invited lectures on power system related issues in India and abroad.

Dr. Jha is member of several professional organizations including IEEE.



MANAGEMENT
Dr. Pradeep Kumar Goel

An astute leader, a true academician, Management Dean brings a 36 long year experience of administration, management and operations through an impeccable civil services career. Endowed with immaculate intellect he is also a Life Fellow, Honorary Secretary General, Chartered Institute of Logistics and Transportation (CILT) headquartered at London, which operates in 100 countries. He has held very important positions all across the country as a part of Indian Railways viz. in Western, Northern, Eastern Railway and the Railway Board. He has also been Trustee with Kandla Port Trust overlooking port operations.

His contribution towards India's biggest public sector the 'Indian Railways' is commendable. The modernity of the stations such as New Delhi, Nizamudin, Delhi Cantt and Delhi Main were his brain child. As Managing Director, IRCTC his foresight helped design irctc website which brought Indian railways just a click away. This tenure also ensued in more than 50 food plazas at railways stations of national and international repute viz. Comsum, McDonald's, Sarvana Bhawan, Zinger hotels etc. Operationalization of Rail Neer plant at Bahadurgarh and Patna goes to his credit during this time.

He has to his credit many internationally renowned projects like Multi Modal Traffic for European Railways, Business Plan for IR based on Reorientation of SJ- Swedish Railway and Design of On-board Services in LHB Coaches-Germany. Apart from designing the course curriculum of Marketing, IT, Logistics and Disaster Management for training of Class I and Class II IRTS Officers and Officers from other Countries, he also planned the construction of Disaster Management Center for the entire Indian Railway including its Simulation Software, Medico-Legal Lab and Signal Model Room.

He has held positions of repute as Founder director of Indian Railway Institute for Transport Management, Lucknow, Divisional Railway Manager Delhi chairing over 200 officers and 44000 other staff members, Executive Director Tourism where he put state of art, most luxurious palace on wheel trains accelerating and bringing international applause.

His career culminated as Chief Commercial Manager NR where he managed generating a whooping revenue to the tune of 12000 Crores!

Dr. Goel has a blend of public services and a sound academics background which gives him a leading edge to understand the present global scenario and contribute towards development of aspiring managers.

His scholastic achievements include MSc in physics from St. Stephens College. A Masters in Transport Economics from University of Leeds, UK, MBA in Marketing from FMS and a PhD in Economics from Agra University. He is well trained in IT in languages such as COBOL, BASIC, C++ , FORTRAN and also Design of Real Time systems, AUTOCAD, Oracle etc.

He has been awarded National Science Talent Search Scholarship by NCERT and is a proud recipient of Meritorious Service by Western Railway and National IT Award for best IT usage by Computer Society of India for Passenger Reservation System.



HOSPITALITY
Prof. Puneet Sharma

Dean Hospitality is a weathered professional having impeccable experience of more than 15 years in the Hospitality and Tourism sector. He started his career with the most esteemed ITC Hotels at Chennai, as a Management Trainee facilitating business development.

With ITC Delhi at the Corporate Office his role encompassed from Brand Management extending to recruitment, training and development. His last assignment with the organisation was that of Head Sales function, ITC Maurya, New Delhi.

His competencies as an integral part of the Sales team ensued in a brand management role where he managed one of the best and most recognised frequent traveller's programme in the country – WelcomAward. His leadership was valued and awarded through joint associations and partnerships with high profile companies and corporate houses like Dun & Bradstreet, American Express etc.

He has diverse experience in various other industries namely, the Real Estate Industry and International Recreation Park Limited, a joint venture between Unitech Ltd. and International Amusement Limited. With both he had been heading the Sales & Marketing team. He also has made his valuable contribution as Vice President, Sales & Marketing at Sixt India one of the leading car companies in Europe promoted by Sona Group in India.

With this vivid experience, his focused approach, expertise he has been instrumental in aligning the Hotel school at G.D Goenka.

Mr. Puneet is an adventure sport & wildlife enthusiast with river rafting being his favourite, which he religiously enjoys.

His education qualifications include

Graduate in Commerce from Delhi University and a Post-Graduation in Business Management (Marketing) from the Institute of Management Technology (IMT), Ghaziabad.



FASHION & DESIGN
Dr. Sanjay Gupta

Prof. (Dr.) Sanjay Gupta, the Dean for Design Programmes at GD Goenka University, is a well-known personality in the field of Design Education. Formerly the Dean of NIFT (National Institute of Fashion Technology), Dr. Gupta is an alumnus of IIT Delhi and IIM Ahmedabad. He is a recipient of Institute Silver Medal from IIT. His original research at IIT received two National Awards for outstanding Applied Research and Development in Textiles. He has been a Visiting Professor at École Nationale Supérieure des Arts et Industries Textiles (ENSAIT) and a PhD examiner for Lille University, France and the HongKong Polytechnic University.

Having joined NIFT in 1995, Dr. Gupta pioneered the development of a uniquely integrated curriculum blending Design with Technology. He conceptualized a web-based Design Center for forecasting and disseminating Fashion Trend Information over a nation-wide network for the Ministry of Textiles. He led NIFT's initiative of integrating Indian supply chain through a mega fashion event named DSyN. Later as the Head of Academics he spearheaded NIFT's efforts for a Deemed University status.

He is widely travelled and has vast experience in networking on cooperation and exchanges with international institutes of repute. He was a UNDP fellow to Fashion Institute of Technology (FIT), New York. He was involved in the key initiative of bringing fashion schools worldwide under the umbrella of the International Foundation of Fashion Technology Institutes (IFFTI). He has lectured at London College of Fashion (UK), at Polytechnic University (Hongkong), at Ryerson University (Canada), at Bunka University (Japan), at Donghua University (Shanghai), at ESITH (Morocco) beside making networking visits to Royal Melbourne Institute of Technology and Sydney Institute of Technology in Australia; Domus Academy in Milan; Chelsea school of Art & Design, Central Saint Martins College of Art & Design, Nottingham Trent University and Royal College of Art in UK;

Nationally he has been invited to speak at many prestigious forums. He has been a prolific author, editor and consultant to national and international organisations. He has over 100 publications, over 30 presentations in national/ international conferences and seminars. He has also been a member of committees & bodies at national / international level like ASSOCHAM, CII, IFFTI, BIS, NISTI besides being on the editorial boards of scientific journals.

GDGU IS MAKING NEWS!



Our University is committed to the pursuit of excellence in education and quality of life. The university strives to instill the best knowledge and experience through an innovative and strong approach that maximizes students' potential. G D Goenka University's commitment has been recognized by its peers as well as by others across the nation.

The University received the Rajiv Gandhi Excellence Award for "Emerging University of the year" in 2013, crossing 500 enrolments in its 1st year of inception.

Shri Bhupendrasinh M. Chudasama, Hon'ble Minister of Education, Govt. of Gujarat presented the Education Excellence Award 2013 to Prof. (Dr.) Raj Singh, Vice-Chancellor, G D Goenka University during the award function in Ahmedabad.

G D Goenka University has also been conferred with the "Education Excellence Awards - 2013" by the Associated Chambers of Commerce and Industries (ASSOCHAM) & The Education Post. The award also felicitated G D Goenka University with certificate of 'Best Upcoming University in North'.



Tête-à-tête: A DAY IN THE LIFE OF PROF. RAJ SINGH



Tête-à-tête is a series that will try to cover a day in the life of a member of our 'University Family'.

In the maiden edition we have tried to cover a debonair persona, which has the capacity to mesmerize nearly anybody. This is reflected through his intellect, words, spontaneity and humor. A visionary in the true sense he is a person who could inflict the others and leave them enriched and awestruck.

Well, through the article we have tried to know our Honorable Vice Chancellor, a little more. We thank him for his time and sharing his views on various aspects. Saurabh & Neetu, two of our management students were the privileged ones who got an opportunity to converse with him, through which they got an insight into not just a typical day of his life, but his vision, thoughts, beliefs, interests etc.

There was an array of questions designed to understand him a little better and the conversation began with Saurabh asking:

How do you start your day?

"Every day is a new day, I channelize all my positive thoughts while embarking for the day's work. The profession I am in is not by compulsion but a well thought choice! As a teacher, I believe, it is our students for whom we exist. Contributing towards their development and moulding their future is something that motivates me and gives me immense satisfaction.

Tell us something more about the profession you have chosen?

"I have dedicated my youth and my life to this profession. My family has 18 teachers.... from a teacher in a school to Vice-Chancellor of a University. We all are committed to the cause and essence of this profession i.e. bringing change through human development! I feel honored and proud of the fact that it is one of the best professions one can be in and I am associated with it".

Three things without which you can't leave your home

"Well, I am a technophile, I believe technology has brought the world closer and has brought many changes. So, I would say:

1. My laptop
2. Mobile, which even if I leave, I go back home to fetch it!
3. My important documents like cheque book, copy of passport, pan card, ATM card etc."

What do you consider as one of your weakness?

"I consider myself fortunate and blessed for what I am today, but I started working at a very early age i.e. after my Pre-University! As a consequence, I lacked the opportunity for general readings like fiction etc. Therefore I sometimes feel a little left out when it comes to discussions pertaining to it. Well, this is something today's youth should benefit from, they should be grateful and count all their blessings for the exposure and opportunities they

get!"

Who would you like to contribute your success to?

"I owe my success to the great organizations I have worked for. To start with, Indian Air force, which inculcated in me the attributes that I most value viz. Punctuality, Value for time, Perseverance, Organizing and completing the task undertaken & taking pride in what you are and what you do! I would also like to extend my gratitude to my teachers and seniors at ICFAI for moulding me into a teacher and an academic administrator and contributing towards mollifying my intellectual yearnings.

Late Mr. N J Yasaswi, CA by profession and one of the founders of ICFAI made me cognizant of the importance of speaking skills and discover an orator in me. The founder of Amity group who brought out in me the leadership and administrative capabilities, and the list is in

exhaustive".

Well, you contribute so much! It is intriguing, how do you get the time to do all this?

"Get time...well, one needs to make time? I make time, quality time, to reflect! My team at the University led by Deans has taken quite a bit of the workload. They are so diligent and efficient that I feel less burdened! Also, I don't leave anything pending ever. I get time to browse and scan the global environment, courtesy technology! It is important for me to have an overview of the pedagogy and changing trends in education to be able to bring the best to the University, which I can primarily do because of the time that I make!"

You seem to be appreciating technological advancement. What role does technology play in your life?

'By the virtue of my

profession, I am able to exploit technology to the fullest and gain maximum from it. I can claim to be a global citizen, as I continuously get updates from around the world. I am well aware of its potential and it prompts me to explore more! My children help me use the latest technologies and I take pride in being able to use all the latest gadgets flawlessly even after not having studied computers! I also have had life experiences where, through technology we managed saving someone's life.

I also have a large network of contacts globally. Well, you will be able to better understand if I say, I have more than 4000 contacts on LinkedIn alone!"

So I am all in deep approbation of it!

Share some tips on how you manage so much? Do you not feel stressed?

"As soon as I enter the office, I make a "To do list/Check list". I jot down all the activities that I have planned for the day in my diary and it serves as guide, a reference point and reminds me to close things according to the priorities set".

"I generally, complete majority of the things in first 15 minutes, assign responsibilities and try to engage in things that are important and need my involvement".

"I treat stress as a challenge, my professional and personal experiences have been invigorating, they have always added some learning. After a quick analysis, I exactly know how to deal with them and find a solution within no time, this way it makes me emancipated within no time!"

What are your interests and Hobbies?

"I am a fitness enthusiast, I used to play badminton and exercise religiously though it has reduced lately. I relish a pure vegetarian and healthy diet".

Another interest that is driving me is, helping my family to establish a primary school in a rural area. The school will follow CBSE curriculum teaching will be in IB

style. It is an initiative straight from my heart, and the compassion and zeal, motivates me to work 7 days a week for it".

How do you motivate people?

"I guess, that is my forte! I have managed to ensure that all the members who came on board, whether faculty members or the supporting staff, when the university started, have remained with us till date! I usually deploy technical approach towards it called the 'Pigmalian Effect', which talks about engaging people in things which they are capable of doing. Just nominate and assign and one will be amazed to see what all they can bring to the table! I am sure presently there is a lot of pressure on the faculty members, but I am also convinced that they are fully engaged, in developing themselves and they are enjoying it.

Keeping them motivated requires frequent meetings and follow-ups to ensure all is shaping up in the right direction. I always start things with a personal touch making them comfortable and understanding their problems, this helps me understand them as a person! I want to see the happiness emanating which helps winning 90% of the battle, professionally I love to help them realize their potential and choose their growth paths".

Four things I have set for them in the current academic session:

1. Publish a research paper.
2. Develop a new course.
3. Conduct/present a seminar to colleagues in the school.
4. Pursue online courses for self-development.

"I believe, this will update them, help us in implementing our learning approach, enhance their skill sets, and make them cognizant of the latest and modern trends, all facilitating attaining their personal and professional goals leading to personal and thereafter organizational success.

I strongly believe teachers and

academicians can address the dilapidated education system of the country, which needs a revolutionary change, the problem has to be addressed at the grass root level! We have seen the brain drain from the country and have seen bright capable children being absorbed in esteemed foreign universities but denied admissions in their own country. This is primarily due to a rigid system, which is so closed to any kind of changes. We need to be the catalysts to initiate and sustain the change.

Well, many a time I am a bit nasty at pushing things, but this is only due to my passion for learning and to ensure a promising and bright future for the University which never sets or dies!"

Sir, please share a message for the students?

"Dear Students,

We as teachers exist and have grouped together because of you!

The past has been different from present and the future shall be entirely different from the present! I believe in the utility of learning experiences of the past, the foundations of future. The future is yet to come and it is in your hands! Do what you must, with all your heart and tenacity. Make a sincere and genuine effort to produce the best in you, for a better YOU and a better nation.

Your endeavor should be to prove your credibility and be an asset to your loved ones, mentors and the entire University, Make US Proud!"..."

GREY MATTERS!

A COLUMN SHOWCASING RECENT PAPERS OUR FACULTY HAS WRITTEN WHICH HAVE BEEN CHOSEN AND PUBLISHED BY JOURNALS OF REPUTE.

"Fused Converter Topology for Wind-Solar Hybrid Systems", Tripti Saha, Sushma Kakkar, Deependra Kumar Jha, Published in Proceedings of The IEEE PES Asia-Pacific Power and Energy Engineering Conference 2013 (IEEE PES APPEEC 2013), 8 – 11 December, 2013, Hong Kong

Abstract: A hybrid energy system combining Photovoltaic (PV) and wind power for grid connected power generation is proposed in this paper. Hybrid system is generally configured using separate boost converters for PV and wind system. In this paper the hybrid model is configured using Cuk-SEPIC fused converter which can supply the load separately (PV/Wind) or together (hybrid mode) depending on the availability of the two energy sources. The hybrid energy system is connected to grid through three phase inverter and is controlled to make the injected current into grid sinusoidal. The performance of the system is analyzed using MATLAB/ SIMULINK.

"A Multi-Agent Based Self-Healing Smart Grid", Ruchi Gupta, Deependra Kumar Jha, Vinod Kumar Yadav and Sanjeev Kumar, Published in Proceedings of The IEEE PES Asia-Pacific Power and Energy Engineering Conference 2013 (IEEE PES APPEEC 2013), 8 – 11 December, 2013, Hong Kong

Abstract: In this paper, the concept and system structure of a self-healing smart grid is presented. The self-healing smart grid is controlled by multi-agent system (MAS). The self-healing system has three layers viz. fault identification layer, fault diagnosis layer and corrective action layer. Three case scenarios are taken into consideration; when the producer goes down, when the grid goes down for a certain time during the day and, when the grid goes down during the evening peak. Self-healing characteristic provides a greater degree of automation to implement strategic improvements in the systems' security, reliability and availability.

"Critical Success Factors - A study of SMEs in India" presented by Tanuja Kaushik and Kakoli Sen at the "International Conference on Research in Marketing" (ICRM 2013)

ICRM is a Refereed International Conference jointly organised by IIT Delhi, Curtin University Australia and XLRI, Jamshedpur, held at IIT Delhi on December 21-22, 2013.

Abstract Small & Medium Enterprises are acknowledged of being the drivers of an economy and promoters of its development. SMEs in India as well play a vital role in the economic growth, which is quite visible with its steady progress over the years. This sector is considered as the back bone of Indian economy providing employment to 40 % of the total workforce, contributing 45% of industrial output and 40% of India's export and also contributing 17 % of the GDP

While the SMEs contribute to the growth prominently, they are also affected greatly by changes in the environment causing uncertainty of a high scale. SMEs follow one-business pattern which makes them vulnerable in the changing economic cycles. While SMEs are now seen as an important ingredient of the growing Indian economy there is increased focus of the Indian government in supporting the growth of the SME's in India. However government support alone cannot be credited for the success of Indian SMEs. Islam et al (2011) opine that it is not just any one factor but a combination of both external and internal factors that affect a firm's success.

The objective of the study was to identify and examine the critical success factors of

small and medium enterprises (SME) in India. An empirical study was conducted with a sample of 300 respondents from SMEs in the Delhi NCR. Data were obtained by a questionnaire survey from owners, managers and staff members of 60 SMEs. The top factors that emerged as critical for the success of an SME were Business and Management skills, Leadership and Support from Top level management, Quality consciousness and Vendor Customer Relationship.

"FHSM: Fuzzy Heterogeneous Split Measure Algorithm for Decision Trees" Shalini Bhaskar Bajaj. Accepted for presentation at IEEE IACC 2014

IEEE 4th International Advance Computing Conference 2014

Abstract Classification is the best way to partition a given data set. Decision tree is one of the common methods for extracting knowledge from the data set. Traditional decision tree faces the problem of crisp boundary hence fuzzy boundary conditions are proposed in this research. The paper proposes Fuzzy Heterogeneous Split Measure (FHSM) algorithm for decision tree construction that uses trapezoidal membership function to assign fuzzy membership value to the attributes. Size of the decision tree is one of the main concerns as larger size leads to incomprehensible rules. The proposed algorithm tries to reduce the size of the decision tree generated by fixing the value of the control variable in this approach without compromising the classification accuracy.

INTRODUCING BSA THE BOARD OF STUDENT ACTIVITIES

Student activities at GDGU are organized under the agies of BSA or the Board of Student Activities. BSA is an organization formed to facilitate students' overall development. The endeavor of BSA is to provide opportunities for the development and growth of the students' overall personality, creative ability and initiative; and to encourage active student participation in the campus life as well as to recognize their social responsibilities; To take initiative, have empathy for their batch mates and a sense of ownership in all the activities of the BSA

The BSA acts as an apex student body, responsible for overseeing all student related activities, off and on campus, providing a range of learning experiences to students, and encouraging them to acquire life skills and employability skills.

The Dean of Students Welfare, Dr. Sanjay Gupta, with nominated Faculty & Student conveners, manage the day-to-day affairs and overall coordination. The constituent members of the Board as nominated by the Vice Chancellor are:

FACULTY CONVENER, BSA
Ms. Surbhi Pratap

RECREATIONAL, CREATIVE AND LITERARY ACTIVITY SOCIETY

COORDINATOR Dr. Meenakshi Lakhwani	DRAMATICS CLUB Ms. Akanksha Sharma	DANCE CLUB Ms. Shipra Kataria	FILM APPRECIATION CLUB Mr. Sachin Saraswat	MUSIC CLUB Dr. Meenakshi Lakhwani
	PHOTOGRAPHY CLUB Ms. Leesha Aneja	STUDENT PUBLICATION CLUB Ms. Nidhi Banerjee		LITERATURE CLUB Ms. Anindita

SPORTS & ADVENTURE SOCIETY

SPORTS AND ADVENTURE SOCIETY COORDINATOR Dr. Sandeep Nagar	CRICKET CLUB Mr. Devender S Kharb	ADVENTURE CLUB Dr. Sandeep Nagar	SOCCER CLUB Mr. Mohit Bhardwaj	BASKETBALL CLUB Mr. Mohit Bhardwaj	SQUASH CLUB Mr. Man Singh
	TENNIS CLUB Mr. Devender S Kharb	TABLE TENNIS CLUB Mr. Mandeep Singh	BADMINTON CLUB Mr. Rajneesh Kler	VOLLEY BALL CLUB Mr. Man Singh	

ACADEMIC ACTIVITY

COORDINATOR Dr. Samar Sarabhai	MANAGEMENT CLUB Dr. Kakoli Sen	DESIGN CLUB Ms. Sonali Pal	ENGINEERING CLUB Dr. Shalini Bhaskar Bajaj	HOSPITALITY CLUB Mr. Syed Najmus Saqib
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CSR ACTIVITY SOCIETY

COORDINATOR Ms. Sonali Pal	SOCIAL RESPONSIBILITY CLUB Dr. Keerti Jain	GO GREEN CLUB Ms. Koshalpreet
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CULTURAL SOCIETY LIST OF UPCOMING EVENTS

The Cultural society is the one that exhibits talent in various fields. The students enthusiastically participate in these clubs to develop their overall personality.

The cultural domain of our university is segregated into several heads which are as follows:

Name of the Club	Competitions to look forward to
Dance club	Free style dance Choreography
Music club	Solo and group Rock band Instrumental solo
Photography club	Photography Competition with Publication club- "My University" Art arena Movie competition
Dramatics club	Mono acting Theatre play Street play
Literary club	Quiz Debate
Publication club	"Make a wish"- Xmas tree Photography Competition-"My University" The word maker- "The best writer" "Numerophile"-Sudoku Competition Caricaturist/ Cartoonist competition

BSA is now planing the annual fest of GDGU. christened **Acceleron**, the fest is scheduled to be held on 6th -7th March, 2014

AN ARRAY OF ACTIVITIES MAKING HEADLINES

THE GRANDEUR WELCOMING OUR FRESHERS!



"Reva – The New Beginning" as the event was named, truly underlined the essence of the first fresher's party hosted by GD Goenka University. It was an occasion of informally welcoming the first batch of students to the University with great zeal and jubilation.

The party was organised by the Dean-Student Welfare through its Board of Student Activities (BSA) on 15th October, 2013. One of the highlights of the party was its interesting theme of 'Ink & Pink'. There were events like the talent show and titles such as Mr and Ms Pink, Mr and Ms Talented, Funkiest hairstyle etc were awarded to students. Professor Arturo (Dean of Politecnico di Milano), Ms Vibha Rave and Ms Suneet Soni, were the respected members of the jury and Dr. Raj Singh, VC presented the awards to the winners.

Out of the six competitive and talented candidates of the talent show round, Akansha and Parth from the School of Engineering were the winners, proving their edge over the others through their entertaining performances. On the other hand, Jayant Lamba and Naina from the School of Hospitality bagged the most prestigious title of the evening, Mr and Ms Fresher's respectively after giving a tough competition to the 70 aspirants, out of which 10 entries were shortlisted for the final round. The 10 finalists had to impress the jury with a ramp walk and by wittily answering a series of interesting questions.

All the winners were conferred with the Wool Mark t-shirts of cool-wool technology (the latest advancement) that were manufactured in Hong Kong. Moreover, the students collectively presented the jury members with saplings as a token of respect and appreciation. Professor (Dr) Raj Singh, shared a few words with the gathering and was overwhelmed by the success of the show. He also, at the end, thanked the authorities, the faculty members and the students who worked behind the stage for putting up the grand event. Nitu and Saurabh from School of Management along with Vikrant & Saatvika from School of Hospitality were also accredited for hosting the event.

The students then had a blast dancing to the music played by the DJ. The first fresher's party of G.D Goenka University garnered an overwhelming response and I'm sure all of us look forward to the forthcoming Fresher's in the future years with greater enthusiasm.

TEAM BUILDING AT DUMDUMA LAKE



With the motto of 'A good practical knowledge is the best recipe to learn', each student from the Management school got great opportunities to learn from the out of classroom activities.

Various Learning Behavior Psychologists have emphasized the significance of practical exposure; the VAK model demonstrates the same. Understanding its importance, the university has been proactive in providing its students the best possible. First was the visit to Dumduma lake, a well-constructed park and picnic spot where students from BBA COURSEWORK were taken to understand the significance of team spirit & team building through fun filled games. Games like tug of war, passing water, memory game, dough ball etc. served as the medium of understanding, planning and executing – which is the best way of increasing cooperation among peers and how team work is important in the business activities. The visit was quite successful and a great enjoyable learning experience for all the students.

The students were then taken to reputed industries where they could see the real life production and functioning of the elite firms of the country.



To extend learning beyond the classroom teaching, it is important to make students interact with the industry experts on the latest technology. Esteemed guest lecturers and subject-matter expertise enlightened the students with information about the current trends, and disseminated information with the objective of enhancing the knowledge of our students. The next big trend sounds tenuous, but it's not so fuzzy when you view the value proposition from the perspective of IT professionals. Cloud computing is all the rage. As a metaphor for the Internet, "the cloud" is a familiar cliché, but when combined with "computing," the meaning gets bigger and fuzzier. It consists of hardware and software resources made available on the Internet as managed third-party services. These services typically provide access to advanced software applications and high-end networks of server computers.

Mr. Ashutosh Tiwari and Mr. Diwakar Bhagat from Web Tek-Labs (IBM Training partners) delivered a lecture on Cloud Technology. About 120 students of Computer Science and Engineering and Mechanical Engineering enthusiastically attended the Cloud Technology seminar. Mr. Ashutosh Tiwari started with an introduction to Cloud Technology followed by the various services provided by the cloud technology such as infrastructure as a service; platform as a service; and software as a service. He also discussed the reasons of popularity of Cloud Technology. The entire event was coordinated by Dr. Shalini Bhaskar. The students were also given inputs on Java programming language and its importance and reasons of its popularity among the IT companies. Mr. Ashutosh Tiwari discussed about how complex web applications can be designed using Java.

INTERFACING ANDROID WITH ELECTRONICS A LECTURE BY MR VINAY CHADDHA OF GVC SYSTEMS

Mr. Vinay Chaddha an electronic hobbyist, entrepreneur and the founder of GVC Systems Pvt. Ltd, enjoys converting ideas into sellable commercial designs. He has more than three decades of experience of working with electronics and micro controllers. The Guest Lecture was attended by around 100 engineering students and faculty members from School of Engineering.

Mr. Vinay Chaddha demonstrated the automated traffic light controller device that can be controlled by an android mobile phone via Bluetooth. He also demonstrated how electronic devices can be interfaced with Arduino Microcontroller using C coding and discussed how different types of Android Apps can be built. The main purpose of the entire session was to familiarize the students about interfacing Android-driven devices with Arduino microcontrollers via Bluetooth. This can be used to interface basic electronic devices like LED, electric bulb, fan, DC motor etc. The session was very informative and a great learning experience for the students of engineering, especially from electronics and computers stream.



GUEST LECTURE ON HOUR OF CODE BY CSTA

A session on "Hour of Code" was organized in association with CSTA (Computer Science Teachers Association) Hour of code is a worldwide initiative by CSEdWeek and code.org to introduce computer programming to 10 million students and encourage them to learn programming. This initiative has also gathered tremendous support across the technology world, with more than 100 partners including Apple, Google, Microsoft, Disney, and others.

The objective of this session was to give students a taste of coding through an hour-long program.

The session was attended by more than 80 students of Computer Science Engineering programme. Ms. Shweta Mongia and Ms. Shipra Kataria coordinated the entire event under the guidance of Dr. Deependra K. Jha (Dean, School of Engineering).

In this session, students got to learn the basics of computer programming and computational thinking by doing some creative activities and interesting puzzles including Light Bot, Angry Birds etc. by programming visual code blocks. Through these puzzles, students got a good understanding of several programming concepts like Repetition, Conditional logic, Computer Drawing, Handling keyboard Input, Creating apps etc. and computational thinking like Problem Decomposition, Pattern Recognition, Abstraction, Algorithmic Thinking and Automation.

SURYA STEEL AND PIPES FACTORY VISIT



BBA students had the opportunity to visit Surya Steel & Pipes factory at Bahadurgarh, Haryana And Ultra Tech Cement Industry Kotputli, Rajasthan. The students of BBA along with Dr. Samar Srabhai, Dr. Tanuja Kaushik & Ms. Nidhi Banerjee, visited Surya Steel Plant where they saw variety of products ranging from Steel rolls being processed into metal sheets of different dimensions and metal pipes used for multiple purposes. They were told about the various processes from production to processing and finally storing including the challenges faced by them. The officials present there took the students around the factory, covering every detail-showing where the pipes were washed, cleaned and finally stored. The trip was very educative and informative. They had lunch with factory workers followed by a Question and Answers round which helped them in understanding other initiatives of the company, including promotional activities and supply chain management. All in all it gave them a deep insight into how a factory is run.



EK JODI KAPDA - AN INITIATIVE BY CSR CLUB

The CSR club at G D Goenka University initiated an activity named 'Ek Jodi Kapda'. This drive ran for about 20 days wherein all the faculty members and students were requested to donate old clothes, which were collected for distribution to underprivileged through the DLF Foundation, philanthropic wing of DLF Limited.

Everyone at the university actively took part in the drive and contributed a good mix of clothes, shoes, bags etc. The collection was handed over to Roopee Sahaee, Deputy Manager, CSR, DLF Foundation by the Hon'ble Vice-Chancellor. The donations were further given to Goonj Foundation of Delhi which segregated the clothes, shoes and other items as per the requirement of children/women/elders/youth. The clothes will be distributed to community members who have been contributing their time for the upliftment of their villages and community on the whole.

The CSR club at G D Goenka University would be working closely with NGOs in the coming future. Faculty members and students are part of the club and will be thinking of ways to help the society. These activities would also encourage students to actively take part in the development of society and inculcate in them a sense of responsibility and sensitivity.

SESSIONS WITH DR. HADEN from LE CORDON BLEU, AUSTRALIA



G D Goenka University recently collaborated with Le Cordon Bleu Australia to offer courses in hospitality. Dr. Roger Haden, Manager-Educational Leadership, Le Cordon Bleu Australia was here on a visit to G D Goenka University to strengthen the partnership between the two institutions. There was an interactive session organized for the students of School of Hospitality with him.

In the session he was able to establish an instant connect and made his participants very comfortable, he conferred compared the food industry now and the food industry a few decades back and how things have taken a new turn only to offer more opportunities. After working in the food industry for about thirty years one could easily see his passion and enthusiasm. Dr. Haden's speech exuded immense knowledge and experience. His thought-provoking talk instilled a holistic approach and made the students ponder how food and hospitality has a larger responsibility – of nourishing people, educating people, bringing a smile to one's face, changing a person's mood and more. The students were in reverence of his insight and his persona.

INSTILLING FINANCIAL & ECONOMICS GEN THROUGH QUIZ

With innovative learning at the essence of the show, an economic and finance quiz was organized for the beginners to check their familiarity with economic concepts. The enthusiasm of the students to participate was overwhelming, and tinged with a sense of competition that was healthy at its best. The idea was put to fruition on 25th September 2013 through the concerted efforts of Mrs. Ripsy Bondia and Mr. Rajneesh Kler with able help from students of MBA programme.



MAX- IMISING LEARNING THROUGH MR. RAJAT KAUL'S VISIT



Mr. Rajat Kaul, "Max the Killer" from the famous Anil Kapoor's '24' Series was in GDGU campus recently. He interacted with the SOFD Communication Design students, sharing his experiences. Mr Kaul talked about the importance of patience, retakes, and the second idea. It was an absolute delight to have him on the campus.

TEXTURES- A WORKSHOP BY PROF. ARTURO

Prof Arturo Dell'acquaBellavitis- Dean, Scuola di design, Politecnico di Milano University in Milan, Italy, conducted a one-week workshop at G D Goenka University. The objective was to make students of fashion & Design understand texture, how to create and apply texture. Students from different areas apply textures differently. For example an interior designer would use it in furniture, fashion student in garment, communication designers would use it in the website, campaign etc. Prof Arturo also explained to them the importance of planning and producing at industry level and not just focusing on one single piece as usually is the trend.



EXPERIENTIAL LEARNING THROUGH A VISIT TO ULTRATECH CEMENT

The students from BBA Visited Ultratech Cement Industry. The students escorted by Mr. Rajneesh Kler and Ms. Ramandeep Kaur left campus with great excitement of seeing the real working of one of the leading conglomerates of the country. On reaching the site, they were provided with safety equipment comprising of head gear, eye gears and gloves. After the visitors' presentation on the organization and its safety guidelines, they were taken to the monitoring and visual room which looked no less than a digital modelling of the entire functioning. The office incharge informed them about the production process, the raw materials used and the means of extracting them. They were then introduced to the huge machines which were so properly designed that even the smallest of activity could be monitored. The entire industry runs on the self-generated electricity by steaming process. The factory even runs round the year producing approx. 1000 tons of different type of cement (OPC43, OPC53 and PPC) each day. It employs 320 permanent workers and 700-800 contract workers. The entire visit was an enriching and knowledgeable experience.

The journey for the students of the school of management has been mesmerizing, exciting and the visit to industries along with experiential learning loaded with information has been able to instill an impact in the minds of learners.

GUEST LECTURE BY MR. SANJEEVA SHIVESH

The BBA and MBA students were in for a treat when Mr. Sanjeeva Shivesh honoured the students with his thoughts. A stalwart in the field of entrepreneurship and innovation, Mr. Shivesh is the founder of many starts ups, with his mind set on his current project - iSEED. The listeners were brimming with confidence as the speaker provided them the motivation to reach for the stars. His mantra is simple: innovation and hard work. He signed off with the glorious opportunity of a challenge in the form of the iSEED- National Youth Idea Challenge, where the young & blooming minds can share an idea and its benefit to the real world.

ENVIRONMENTAL SENSITIZATION THROUGH DASTKAR GREEN MELA



SOFD students' very first out of campus visit was to Dastkar's Green Mela. The aim of the visit was to appreciate and develop sensitivity towards integration of environmental requirements into the design of industrial products and creating awareness and understanding of handcrafted processes & materials with context to Indian art & culture

There was something for everybody. Product and Interior Design students were amazed to see an array of products which were hand crafted from leftover materials. They saw sturdy coffee tables and lampshades made of newspaper, wallets made of left over wafer, chips and juice packets and office stationary made from tyres. Fashion students were excited to see many varieties of cotton, wool, silk and fancy blends in interesting weaves and some simple but impactful silhouettes of garments. Communication Design students were captivated by the huge fabric posters, innovative visiting cards and brochures on display at each artisan stall.

AS YOU WILL- COLLABORATING WITH FASHION DESIGN COUNCIL OF INDIA



SOFD, G D Goenka University was the academic partner to Fashion Design Council of India -Wills Lifestyle India Fashion Week (WLIFW) 9th Oct - 11th Oct 2013. Each student of SOFD was a part of WLIFW in some manner or the other. The aim of this collaboration was to improve the students comprehension of the global fashion market scenario with focus on apparels, experience the interrelationship of different facets of the fashion industry and assess, interpret and evaluate information about contemporary fashion designers

Student Volunteers were selected through a highly competitive process of interviews conducted by the FDCI management. Students were exposed to backstage and front stage management. They also manned the designer stalls, and directly communicated with buyers and clients, understanding the nitty-gritties of the fashion business. Students were also in contact with International buyers and observed their interactions with other buyers, and designers. Students learnt time management and importance of deadlines. Students also got the opportunity to be the official photographer for the shows. Mr. Sunil Sethi, President of FDCI spent quality time with the students, much to their delight. The trend forecast seminar at the Fashion Week was also organized by the GDGU through Politecnico di Milano. Dean of their School of Design, Arturo Dell'aqua presented the report from the ramps of Milan and the design forecast.



'TIE TUESDAY'- LET'S TIE A BOND

Tie Tuesday, organized by GDGU Fashion Club on 8th October '13 was an impromptu idea of adding zing to the daily routine of college life, where students, faculty, staff had to adorn ties in a creative manner. The students of SOFD were on a look out for the most creative interpretation of the theme. Mr. Nitesh Bansal, Registrar, G D Goenka University was declared as winner and was presented the prize by GDGU Fashion Club.



GREETING THE HELLO..WEEN WAY



Halloween is a holiday celebrated on the night of October 31. The word Halloween is a shortening of All Hallows' Evening also known as Hallowe'en or All Hallows' Eve. To lift the spirits of students, SOFD Fashion Club organized a Halloween Face painting competition on 31 October '13 and the results were absolutely overwhelming. The participants applied in pairs i.e. the make-up artist and the person who got his/her face painted. Over 20 teams participated and the Dean SOFD, Dr. Sanjay Gupta, awarded the winner.



Understanding of Colour is inherent to study of design and fashion. The Fashion and Design Club held an exclusive seminar on COLOUR on 15 October '13 by Ms. Janet Best, Color Management Specialist. Ms. Best, C.Text ATI, C.Col FSDC, is a world renowned color management specialist with many feathers to her cap as the manager for color with Marks and Spencer, an active member of the Textile Institute, Society of Dyers and Colorists and the Color Group of Great Britain, featured as the Fashion color specialist for BBC Radio 4 program "Technicolor". She talked about the colour psychology for fashion and Business & Color Trend Forecasting. The seminar was also attended by the students and faculty of management along with those of design. Members of the North India section of Textile Institute (NISTI) also attended.

LEARNING ART & DESIGN - THE NISHRIN PISHORI WAY

Design and art was the topic of a recent industry interface at GD Goenka University, Gurgaon, when, Nishrin Pishori, Head (South India)- Couture and Business Development at Tarun Tahiliani and Associate Prof. at National Institute of Fashion Technology was the guest lecturer. Ms. Nishrin Pishori who holds a Design degree from Fashion Institute of Technology, New York has more than 20 years of experience across the wide spectrum of fashion brands. Ms Pishori shared her design philosophy "Art and design are not mere words but emotions that manifest my being." She talked to students about the difference between art and design and the possible limitations to the field in the real world. She concluded by advising students, "There is no substitute to hard work." She wrapped up her presentation by fielding a host of questions from the students and faculty.



AN INSIGHT INTO SUPPLY CHAIN MANAGEMENT- FRESH AND HEALTH ENTERPRISE LTD. VISIT

The students from MBA accompanied by, Dr. Kakoli Sen, Dr. Tanuja Kaushik and Dr. P.K. Goel, Dean, School of Management, were taken to Fresh and Health Enterprise Ltd (FHEL) on 17th October 2013, to learn about their Supply Chain Operations.

FHEL has a world class infrastructural facility for procurement and storage of perishable items, primarily apples and pears-a great opportunity to understand how items from Srinagar are transported to Delhi in safest conditions and how they are controlled. The students also learnt how these items are separated, diversified, stored and finally supplied to the customers. Mr. Naresh Java, CEO of FHEL explained to the students how the organization was started with limited capital, how all the functions and organizational structure were made, how the choice of technology was made, challenges faced by them etc. The key features of FHEL as explained to them were the sorting and grading from trucks and sorting using cameras conveyor belts for standardization, followed by controlled atmosphere technology which involved controlling the temperature, humidity etc to delay the ripening of products. It was a great learning experience of how perishable items move from farm to fork.



A 5 STAR LEARNING VISIT TO THE TAJ GROUP OF HOTELS

The students from the School of Hospitality were introduced to their conceived terminus through organizing a visit in a five star hotel. Even though there is a lot of time left to finally start working, learning through seeing and absorbing the nitti-gritties of what shall be, was an opportunity unmatched.

The best in the industry that a colossal brand was chosen to ensure the students get the best through none other than the Taj group of Hotels. The students were divided in two groups; one group went to Taj Mahal Hotel, Delhi and the other to the Hotel Taj Palace, Delhi.

Mr. Sachin Saraswat and Mr. Vishal Apte accompanied students to Taj Palace and Mr. Syed Saqib went with the other group to Taj Mahal Hotel. The students entered from the staff entrance and were shown a presentation facilitated by the training department.

They were taken around the hotel and were shown the operational departments namely Food & Beverage Services-beautiful banquets, amazing gardens etc. The Food & Beverage Production with kitchens of various restaurants of the hotel. The most outstanding restaurant being the Orient Express, which has set benchmarks and standards for the other restaurants, right from its time of inception and continues to impress guests even today. The Room divisions and Support functions etc all with the intent to contribute in enhancing the knowledge base and seek a deeper understanding of learnt concepts. It was indubitably a great experience for students and would ensure that they are more able to relate classroom learning with their experience going forward.



UDYAMI BAZAAR AN ENTREPRENEUR CLUB INITIATIVE

As they say, the practical aspects differ from the theory. It was on this very saying that the exercise in the form of Udyami Bazaar was crafted. The Entrepreneurship Club under the supervision of Dr. Kakoli Sengupta, ingeniously gave the challenge to the students to come up with an idea, innovate and be able to market and sell. Students in groups from all schools participated to set up stalls at the Udyami Bazaar. As would've been expected, the enthused students left no stone unturned in their endeavor to come up on top and grab the prizes.

A COLORFUL SYMPHONY DIWALI EXHIBITION AND SALE

GDGU's CSR initiative, "PRAYAAS" held Diwali Exhibition and Sale which brought together Handcrafted products by artisans supported by various NGOs and Self-help Groups. Student volunteers managed the whole show from contacting the NGOs to installation of stalls. The exhibition was a great success.

G D GOENKA UNIVERSITY AT GLITERATI, CYBER HUB, GURGAON

संडे को निकालेंगे निर्भया के लिए मार्च

रैपिड मेट्रो और साइबर हब मिलकर कर रहे हैं आयोजन



चरिष्ठ संवाददाता | गुरुगोब

निर्भया के सपोर्ट में एक बार फिर साइबर सिटी उतर आई है। पिछले साल यहां महिलाओं को मदद के लिए दायिनी हेल्पलाइन 9266861111 शुरू की गई थी, वहीं इस बार स्टूडेंट्स, आर्टिस्ट, ऑथर, विशेषज्ञों के साथ आम आदमी को एक मंच देने के लिए साइबर सिटी और रैपिड मेट्रो ने मिलकर-आर्ट एंड लिटरेचर फेस्टिवल को नुकसान की है। इसके तहत 15 दिसंबर रविवार को निर्भया के सपोर्ट में डीडी सिटी सेंटर मॉल में सिनेचर कैंपेन चलाया जा रहा है। इसमें बहू संख्या में लोगों के जुड़ने की उम्मीद है। कैंपेन दोपहर 3 बजे से शुरू होगा। इसका मकसद रप फ्री नेशन और मेच दी गलं चाहलड है।



लगगाई शानदार प्रदर्शनी

रैपिड मेट्रो के डीएलएफ फेज-3 स्टेशन पर स्टूडेंट्स ने पेश किया नुक्कड़ नाटक

रखी गई है। इसी थीम पर साइबर हब में विभिन्न एंजावरमेंट, रेगुलैटिंग ऑफ रिऐल्टी, लीडर पैराडिऑम इन चैलेंजिंग टाइम्स आदि पर डिस्कशन का आयोजन भी हुआ। यहां डिस्कशन में डॉ. शिखा शर्मा, शेफ कुन्नाल फार्, ऑथर अनुजा चौहान, फेमिनिसट उर्बेशी बट्टालिया, फार्मस सीईसी डॉ. एस. वाई. कुंरो, ऑथर बेबी इल्टर, पोएट अदिति जिंदल, राइट नवीन गुलिया, ऑथर निनोद नाथर जैसे बुटालिया, फार्मस सीईसी डॉ. एस. वाई. कुंरो, ऑथर बेबी इल्टर, पोएट अदिति जिंदल, राइट नवीन गुलिया, ऑथर निनोद नाथर जैसे

पुर्वी नाथ ने कहा कि यह एक स्टेप है, जिसके जरिए अब 2020 में गुरुगोब को फ्राम प्री सिटी देखा जाएगा है। जबकि रैपिड मेट्रो के एमडी संजीव राय ने कहा कि यह एक ज्ञानकर एवेंट है, जिसमें लोग मिलकर अपने विचार एक दूसरे पर जाहिर कर सकें।

शुक्रवार को हुए कई आयोजन

फेस्टिवल के तहत शुक्रवार को कई आयोजन हुए। कमिन्टर आलोक मिश्र, एसीसी उषा कुंडू भी इस फेस्टिवल की थीम सपोर्ट और विभिन्न एंजावरमेंट शामिल हुए। रैपिडको हरियाणा के कर्नल

लोगों ने हिस्सा लिया। इसके अलावा इसमें पुलिस कमिन्टर आलोक मिश्र, एसीसी उषा कुंडू भी शामिल हुए। रैपिडको हरियाणा के कर्नल

Gurgaon hosted its first Art and Literary festival, Glitterati, on December 13 - 14, 2013 at Cyber Hub, presented by The Times of India. The festival was an initiative of Real Estate Development Council (REDCO) Haryana. The event included theatre and street play, exhibitions of art, photography and sculptures; live art and art auctions; workshops on personal styling, fine dining at home, art appreciation, cartoon-making and creative writing.

G D Goenka University was the educational partner for the event. As part of the association, the university conducted workshops and street plays on both the days. The School of Fashion and Design directed the Personal Styling workshop which focused on styling tips based on the body type. It was an interactive affair wherein the participants actively took part. "It was an informative session. I was able to identify my body type and now I would style accordingly," said Sonali, a participant.

The street play performed by students of G D Goenka University's dramatic club based on Women's Empowerment and Safety. The student performers enjoyed themselves tremendously and were proud to be performing for a cause.

Muskaan from SOFD said, "It was our first performance in public and we directed it ourselves. The entire experience is really amazing. We plan to do many such more plays in the future." The play received a great response from the audience and was a success. "The show was remarkable and very impactful. It was very well directed and performed. I am truly inspired," shared Astha Aggarwal from the audience.

The School of Hospitality conducted a workshop on fine dining experience at home, 'Entertainment @ Home'. The core idea was to provide the students an avenue, a platform to showcase their skills at a public forum and instill in them the confidence of public speaking skills. The presentation revolved around dining etiquettes, matching of cutlery, crockery & glassware with right course of the menu. A demo session was included to help in better understanding the table layouts and the art of napkin folding. All in all, as it was planned the students got their skills set seasoned for the many future assignments.

Ms. Koshalpreet Kaur, Assistant Professor, SOFD and Faculty Coordinator for the event added, "The event was a success. We are proud of our students for putting in so much effort. We hope to continue being the educational partner for Gliterati in coming years and grow with it."

VISIT TO A CHEF'S PARADISE - INA MARKET

Gourmets delight, a hub of exquisite food articles is all converged at a singular place called the INA Market. It is not just a ritual but the final destination for the ones who want to convert their culinary skill, art and passion into a much applauded delicacy. The students of School Of Hospitality were taken to familiarize with various ingredients and understand the plethora of options available at their disposal.

The students were taken to Delhi Haat where they congregated for a briefing by Chef Vishal Apte before they entered the market. They were greeted with the fragrance of a typical food mart which was enough to guide and reiterate the directions of what could possibly be discovered!

The multiplicity of food items were waiting to caress their sense organs. Awestruck, they discovered various fruits and vegetables which probably they had only heard of. For e.g. there was an assortment of mushrooms. They also were introduced to butchery, different cuts and types of meat, different types of sea food fish, prawns, crab and squid. Along with all this, there were many shops of dry fruits, clothes and shops selling street-food etc. There were also many dealing in imported products. You name a food item and they would have it!

Lunch was had at Dilli Haat, a place where all the cultures of India meet offering food, arts and crafts of their respective states. The students enjoyed the Indian unison together.

All in all it was a great experience and they were able to not just enjoy but also assimilate what they experienced.



HACKTRICKS A WORKSHOP ON ETHICAL HACKING

Hacktricks, a Workshop on "Ethical Hacking" was coordinated by GD Goenka University in association with Techfest - IIT Bombay and Wegilent NetSolutions on 25th and 26th October, 2013. GD Goenka University is one of the 40 zonal centres across India who led the event. The Workshop was attended by 64 passionate members from GD Goenka University as well as from other universities/institutes. Ms. Leesha Aneja and Ms. Shipra Kataria coordinated the whole event alongside Dr. Shalini Bajaj (Associate Professor, CSE) and Dr. Deependra K. Jha (Dean, School of Engineering).

Mr. Hashim Shaikh, Cyber protection analyst from Wegilent Net Solutions was the resource person who orchestrated the sessions on both the days. In this workshop, students were told how to safeguard from hacking of email accounts & social networking website accounts. Assorted cases were covered such as Networking, goals of security, phishing, email spoofing, Windows Security, SQL injection attacks and countless extra interesting cases that were connected to hacking.

Mr. Hashim introduced the students to the basics of hacking and briefed them about networking and hacking. He also covered Google hacking, a computer hacking method that uses Google search and other application to find protection holes in the configuration and computer program that website uses. He further clarified the concept of SQL (Structured Query Language) and methods of attacks through SQL and its prevention. It was an interactive session where the resource person patiently answered all the queries of the students on hacking.

On Day 2, Mr. Hashim disseminated a few key subjects connected to hacking like Phishing and viruses (Trojan in particular). Additionally he clarified briefly the methods used in fake calls, e-mails and SMS's.

The session culminated in evening with a contest that encompassed an examination. The result were shared across mail to the winners by Wegilent Net Solutions. Towards the end, Dr. Shalini Bajaj (Associate Professor, School of Engineering) felicitated the resource person, Mr. Hashim, by giving a memento as a token of appreciation on behalf of GD Goenka University.



ASPIRING ENTREPRENEURS GUEST LECTURE BY MR. RAJAT DOGRA

The hoard of aspiring entrepreneurs at the School of Hospitality and the School of Management were fortunate to be a part of an enriching session of dialogue with Mr. Rajat Dogra, CEO and Co- Founder, Epicurean Hospitality Services Private Limited. The pioneer in catering services shared his experience on the setting up of a business employing more than 300 employees. The students, prompt with questions to their guest, were humbly advised to stick to basics to get them past the difficult situations.

A STUDENT'S TALENT ABODE

COLLEGE

When we climb another step on the ladder of life, towards college, our state of mind is that of complete confusion.

When leaving loved ones behind and going to a far off place, amidst new and different people, the kid that was asleep inside our hearts is awakened. The child then reminds us of the fear that we had faced when stepping into school. We develop the same emotions- fear of not fitting in, terror of losing loved ones and a sense of responsibility for our own lives.

In the beginning, the world feels full of people, enjoying, laughing, living life and uniting for on-going activities.

We tend to live in the moment taking all the little joys deep inside, avoiding the questions asked by our confused, worried and rational minds. As time passes we begin to look past the huge cloud of people and observe the true colors of life, sometimes light sometimes dark.

We realize that what we had perceived as the obvious truth was in fact the half-truth. People have many faces and we make the innocent mistake of believing everything shown to us. We make the mistake of completely trusting the new members of our life...

WE FEEL ALONE AND SCARED

Only after learning from these mistakes do we realize that the journey of life is filled with mistakes. Slowly and steadily we choose and trust the people who then trust us back and become our dear ones. We join them in their journey and they become a part of ours.

When we look at the past and compare it to the present, we realize who our close friends are and will remain throughout this stepping stone of life..... COLLEGE.

Saatvika Handa
SoH

POSSIBILITY

I walk in my reverie, In silence and in song,

Open to all possibility, No hiding space for the wrong.

Doubts will undoubtedly enter

The living quarters of my mind, Crowding my thoughts into surrender,

Leaving no place for the sublime

Cornered into submission, So I will desperately feel at the time,

No alternate direction but concession,

Lured to abandon all possibility to shine

Such is a place of quiet loneliness,

Though humming with debris inside,

Cacophony intermingling with hopelessness,

A soul caught within a swirling tide.

But traces of wisdom glimmer amidst the din,

Patently simmering under an icy reality,

Waiting for eyes to open and peer within

As shadows transform into luminous possibility.

Sanchi

SoFD

CHANGES

Changes can be good...

Changes can be worst...

Changes can overtake your original self...

Changes can make you miserable...

Changes can make you forget yourself...

Changes can hamper friendship...

Changes can hamper relationship...

Changes can CHANGE YOUR LIFE...

Just don't let these changes overtake your personality... otherwise facing your own self becomes difficult....

Yugchhaya Baid

SoFD

INDIA 2020

This Season is of a different kind,

The freakish and eccentric youth has a decisive mind,

This era has called for a revolution,

India 2020 is under Construction.

India is now eager to spring forth,

And reach ultimate scales of growth.

There will be no place for dots or full stops,

The economic value and the Golden Bird will again be on the top

Justice and patriotism will be overwhelming

To start with the fight for Nirbhaya is inheriting

The losses for the mother nation will never be forgotten,

The ones who slept on thorns to ensure we enjoy comforts of cotton.

Humanity and moral ethics will pump in our hearts,

Myths, Black magic will only be jokes on witchcrafts,

Traditions and customs would stream in each one's blood,

Culture and heritage will rise... will rise again from Mud.

Pearls and gems would begin revealing themselves,

Each country would follow India's footsteps,

Each citizen would help India put another feather in the cap,

Poverty would vanish and charity would unveil from each one's wrap.

From urban to rural each place would be a paradise,

And from top to bottom everyone would be wise,

A glorious India of our dreams,

We pledge to create it, my heart screams.

This country will be different, all will be kind,

A place with such beauty you will never find,

Be ready it is now the time for revolution,

My India 2020 is under construction.....

Saurabh Jain Barjatiya

BBA

THE Colors of My Life

The night is black,

Just like your soul,

And now because of you

I'm no longer whole,

The ocean is blue,

Just like my tears,

I'm done hiding my fears,

It runs through my veins,

The color crimson red,

Without it I would be dead,

A soft orange glow,

Like the setting sun,

In this life I'm almost done,

I contemplate living,

My pointless life

Is the shade of grey,

And I wonder if

I should stay,

I'm all alone,

My world has gone

From light to dark,

The songs of angels

Will guide me home,

The pain I feel inside,

White and pure like the snow,

Sometimes I wonder

Does anyone truly know?

Know the colours...

The Colours of Life!!

Ashima Kapoor

SoFD

“IS THE DEVELOPMENT, KILLING THE HUMAN INSIDE US?”

In this fast moving world, everything around us is changing quickly. These are my favourite words to start off any essay be it technology, talking about the future or just progress. But now when I ponder upon this and ask myself a simple question “Is anything around us REALLY changing?” Well I guess maybe. But not in a way I always thought about it. Time is moving and man is changing. He is working hard to progress and lead the race of power.

Technology is also advancing, but with that the corruption is increasing, wars and destruction is increasing and most importantly the security of women is endangered. She is losing her identity as a mother, as a daughter, as a sister or as a friend.

Now the second question which arises in my mind is, “Do we really wish to welcome this change or development at the stake of destruction of our values, ethics and identity?” In a country once ruled by a lady prime minister, a country that worships goddesses..the women of the same country are in agony in danger. On one hand we worship goddess; talk about women making progress as CEO of multinational companies or leaders etc and on the other hand the security of the women of the same nation is in danger. How long can we lock them

inside their homes? Not for long because now we cannot even ensure their safety around the people they know.

There is no point going to temples and worshipping goddesses and ignoring the violence happening with women on the roads as we walk back.. Can we simply blame the society for this or the way they dress? May be not, as the problem lies in the eyes with which we see the society. Purity starts from within! Here I would like to cite the activity where we are made to answer if the glass of water is half full or half empty? Well, it is all about the perception of the people who answer the question and make a negative or positive statement. We want a positive set of people. To bring a change, change yourself! So that one can imbibe purest of thoughts and make a difference through their actions, respect others and follow their ethics.

So to create this future, we need to take steps today! We need to respect the creator, his intentions and take initiatives to seek a better tomorrow for us in the society, our daughters, mothers, sisters and wives....lets pledge to seek and witness, think and react in a way that creates a secure, healthy, respectful and joyous tomorrow.

Akanksha Garg
SoE

SECULARISM IN INDIA

Secularism, the Indian way, is equal treatment of all faiths by the state. Unlike the Western believes of secularism that envision a separation of faith and state, the concept of secularism in India envisions agreement of spiritual regulations as binding on the state, and equal participation of state in disparate faiths.

"I do not expect India of my dreams to develop one religion, i.e., to be wholly Hindu or wholly Christian or wholly Mussalman, but I want it to be wholly tolerant, with its religions working side by side with one another." So said Mahatma Gandhi.

India has been declared a secular state by its composed constitution and it is every single Indians obligation to stand by and trust in this declaration. And yet present governmental and communal events have questioned this declaration. Is India a worldly state merely on paper or does secularism truly continue in India? Or is it in the form of pseudo-secularism?

Secularism as rehearsed in India, alongside its marked contrasts and western exercise of secularism, is a challenging case in India. Advocates of secularism claim it respects Muslims of spiritual entitlements, they counsel India ought to move towards separating faith and state.

Secularism is a divisive, politically charged case in India.

The 7th design of Indian constitution locations spiritual institutions, charities and trusts into so-called Concurrent List, this way both the central power of India, and assorted state powers in India can make their own regulations concerning religious institutions, charities and trusts. If there is a fight amidst central power ratified regulation and state power regulation, central power regulation shall prevail. This principle of overlap, rather than separation of faith and state in India was most understood in a sequence of legitimate corrections commencing alongside Article 290 in 1956, the supplement of word 'secular' to the Preamble of Indian Constitution in 1975.

Secularism in India, thus, does not mean separation of faith from state. Unfortunately here it is not parallel to what it is extensively understood in the West and elsewhere; rather it is a strategy for governmental aims in a state alongside a convoluted past, and one that achieves the opposite of its uttered intentions.

Harshit Saxena
SOE

THE BOSSES QUEST

Power means different things to different people. For some, power is the ability to exert influence, others maintain that power boils down to the ability to get what one wants! Considering that we need income to obtain the things we need or want power could also be loosely defined as the ability to derive an income. So broadly speaking, Power is the ability to exert influence on an individual or an organization- to obtain a desired outcome.

Absolute power corrupts; the Chinese Communist Party has become one of the most corrupt organizations the world has ever witnessed. Their combination of absolute power and an ideology that palpably no longer describes reality is a virus that is morally and psychologically undermining the regime.

Unlimited power or money or even over-extensive freedom is bound to corrupt the minds of those who possess it. Human beings might have finite needs, but they have infinite wishes & wants. It is a tendency to give in and allow advantage of the positions to some materialistic benefits.

When you have the money, fear of losing it or tendency to earn more, makes one unconsciously or consciously go and acquire way more than one would ever need. But 'need' is no more the word here. As soon as you taste it you want the whole bite. It becomes a necessity to jump up on every possible opportunity to reap all the benefits of one's position.

Our society is becoming extremely corrupt and that is not merely political or economic corruption. This corruption is much beyond that. Now, the morals are also eroding. More like, our ethics which are dying. Soon enough, we would just be left with greed, hatred and apathy in our systems. The situation attracts revolutionaries and there arises a revolution.

Now, when the revolutionary gets the power, he enjoys and thereafter tries to hold on to it – perhaps still thinking that this is still good for his people. He will find that it seems 'right' to take those benefits (of course he deserves reward for his labor) with time we see the same cycle repeating... "I'm, the boss will not part with the power!"

And so we have the malicious pathetic cycle: “meet the new boss, same as the old boss.”

I wish people could become more humane, change their selfish demeanor, be more spiritually and positively oriented, find happiness through kindness and helping people, regard mankind, propagate brotherhood. Dread and fear the ultimate BOSS.!

Vishakha Somani
SoFD

GOURMET CORNER..... Highlighting Student's PASSION FOR FOOD

Food is one of the basic necessities and the most vital thing that plays a vital role in our existence as a temptation and curiosity for eating the desired dish. Food is not merely for nutritional worth but it has a sense, aroma, taste, appeal and various other characteristics, that charms you even after you are feeling down below the weather.

Many techniques and real passion is needed in order to design your favourite dish. Cooking methods neither have been discovered nor has it been an invention, It has come alongside as evolution, cultural, societal change and migration, like birds travel for food and shelter and similarly early cavemen additionally travel for their requirements.

However we cannot forecast how food is made for people across prehistoric times. We can merely estimate how food has evolved. Plausibly one day a piece of animal unintentionally arrived in a fire and it tasted good; the presume report can be consented as the early progress of barbeque.

After the French revolution, the food scenario completely modified and the food draws into the classification of food like different people. Food started with aristocrat's food, warrior's food, royal food, spiritual food and poor man's food.

In today's world food is something beyond our imagination. We can describe anything with the food and distinct things are made on distinct occasions and that's how the term 'culinary arts' was derived. 'Culinary arts' means the fine art of cooking alongside expert attire, skills, technique, vision and a elevated calibre of talent. The gastronomy (study of food culture) is so enhanced these dates that it has managed to a new terminology that is 'modern cookery' and 'gourmet'.

Ideally a lot of words are derived from France because of the French revolution; the word gourmet way a traditional ideal associated alongside the culinary arts of finest food and drink. The food and drink that is for niche people in the Victorian period gives a form to gourmet like rich quality of spices, herbs, meats and seafood, cheeses, wines, scotch, chocolates and desserts.

Some of the finest and most accomplished chefs can merely be a gourmet if he/she can present and prepare the food in a darn manner. The guest can slumber away into his dream just by looking at the presentation of the food as the molecular gastronomy is beyond our imagination and the real gourmet can truly do this thing.

Tarun Jain
SoH

WOMEN EMPOWERMENT

Women empowerment is understood as a very narrow term in today's world. Women's empowerment should focus on the holistic manifestation of womanhood and the feminine with a goal to bring a perfect balance between the masculine and the feminine forces of the nature irrespective of gender. Thus women's empowerment should transcend the gender and reach the whole of humanity to establish a matriarchal society based on creative and generative action. Such a social order should be based on the principles of love, compassion, nurturing and with a purpose of unifying the forces of nature.

For this to happen in reality the primary requirement is the social, economic, religious and political empowerment of women. Women have to come out of their homes and actively participate in reshaping the society. When women are empowered in all spheres of life with an equal opportunity and when she has the choice and opportunity to lead a publicly active life only then we can talk about a foundation being created for a collective change in the society.

We need to understand that the more economically, socially, religiously and politically empowered the women becomes, the more confident she becomes in articulating her thoughts and more productive she becomes in her actions. This results in her getting involved in taking decisions for her family, the society, the country and the world along with her counterparts that is men.

But this is not the reality as we see today. Today's structures are still patriarchal in nature which is based on power and control. In this kind of setup there is a visible or invisible glass ceiling for women. Women cannot move up the ladder beyond a point. That's why all the major power structures in all walks of life are still controlled by men.

The consequences of these lop-sided male dominated structures are enormous to see. Womanhood and the whole of the feminine gender are marginalized in this kind of setup. Further these patriarchal structures are responsible for the division of the society and they promote highly self-oriented materialistic structures based on manipulations and never ending exploitation of natural resources.

Women empowerment in all walks of life shall bring the necessary balance that is required in nature. It will help in promoting structures which are more inclusive, progressive, creative, constructive and generative in nature and which are in sync with nature.

There is a long way still to go before we see Women empowerment become a reality. Economic empowerment of women is the first step towards this direction. The more the woman becomes economically empowered, the more progressive she becomes in the other spheres of life.

Therefore it is imperative to study and analyze the empowerment of women around the world and find out ways towards achieving total women empowerment in every sphere of life.

Somewhere we have to make a beginning and it's always better if we make the initiation with our own self. We can strengthen this mass movement for the "rise of womanhood" by bringing about the necessary changes in our own life as felt by our inner self. Further we can transmit the new thinking to others who care to listen. A small step today will definitely lead to a giant leap tomorrow.

Ashmita Viridi
SoH

HAPPINESS FROM WITHIN

She would look at the stars.
She would look at them all night,
wishing of happiness from within.
Happy she was,
in the smallest of things.
She'd smile with puppies,
and when she made someone smile.
She loved that, making smiles.
But she couldn't herself,
and no one made her.
She saw them one day,
and saw some of herself.
They would make her smile.
They made her happy.
Now she looks at stars the same.
Now she doesn't wish of happiness,
because she is finally happy.
Happy from within.

Saatvika Handa
SoH

RESOURCE M..... Student's take on MANAGERIAL TRENDS AND RESOURCES

Resource management has had a long history. Various schools of thought have covered a broad spectrum of various approaches and have created several, even contradicting concepts. It is thus highly important for the economy of a country to analyze the fundamental concepts of resource management. This would include finding answers to questions like: what concepts to be developed and how to frame an effective resource management structure? But most importantly it is necessary to develop a consistent policy on resource management for the optimum utilization of resource, both manual and material.

Resources are available either as manual labor force or as materials. Efficient resource management should be capable of integrating both, efficient utilization and reduction of wastage of the available resources. Policy makers ought to recognize and address the resources in the most optimum manner so as to have increased productivity with minimized wastages.

India is a country with abundance of resources, whether it be in terms of materials or manpower. However, proper allocation of these resources has not been done as yet. Even today, tonnes of natural material resources are being wasted each day. These resources, if used optimally, can become a source of increased production and help in the growth of the economy. The material resources have numerous uses and can be allocated in proportions required, time and again. However, we must realize that these resources are limited and thus become even more important to be used optimally.

The present day employment crisis, more or less faded, represents an excellent opportunity to discuss about the man as a resource. Because what is the man in an organization but a resource, an important one, even if

inconstant and often unpredictable. When we talk about the manpower as a resource, we refer to the work they provide, their services, etc. The ever growing population of our country along with growing education and training skills provides for a major source of manual resource for utilization by the economy. The resources available in our country is profound and thus there has never risen a situation for having to import any such resources. However, it is concerning that small and large companies have started peering man not as a capital, as human resources specialists would prefer but as a machine, annulable and replaceable, moveable anytime and in any condition.

Due to the interdependence of population, economy and material resource consumption, as the utilization of one changes, the effects can be seen on other factors as well. For example, when the material resources started to decline, manpower found new alternatives for production and services and later when material resources started being utilized through different technologies, manual resources lost their value.

At present, our economy is at a state where material resources are being over utilized and even wasted while adequate, willing and able manual resources are lying idle, waiting to be utilized. The policy makers of our economy, thus need to frame policies for improving the resource management and ensuring both manual and material resources are being utilized optimally without wastage so as to have a constant rise in the condition of our economy.

Neetu Bhattacharya
SoM

NATURE PHOTOGRAPHY

Nature has never been so beautiful!

Our ace photographers from the team have contributed a visual treat to enliven and bring nature close to you.



GLOBE TROTTER - From the travel des HEAVEN ON EARTH



Talking about heaven on earth, you tend to picture beautiful scenery, sunset, clear water and a sense of peace. There couldn't be a place that describes heaven on earth better than the Maldives. With its clear waters, palm trees and white sands, Maldives is one place that can take your breath away.

Ever since childhood, you would always hear my mother saying "I want to visit Maldives before I die". Over a period of years, the more I heard that, the more I longed to visit it. However, it is simply impossible to be prepared for the beauty and serenity that embraces you the moment you take the first step in this haven. The moment you step on that deck, waiting for your speedboat to take you to your resort, you are awestruck to the extent that it is impossible to contain the excitement. A vast expanse of deep, blue, clear water, decorated with the distant islands, making the child inside smile with glee and pure happiness.

This group of islands, each resort having its own tiny paradise on a private island, welcomes you with no activity other than taking in the beauty and embracing the water. Away from the hustle and bustle of your lives, your mind silences and forgets all the worries.

It is a beautiful low-lying coral paradise, for water sport lovers and sun seekers alike. These islands are nothing but enormous life filled lagoons with bright blue-green water that invites you. The water is so clear; you can see the fishes swimming around you. It is a place like this that makes you remember the magic of touch. The moment you step into the water, you become a part of the life in that water. You swim with the fishes and fall in love with the corals.

Sleeping on cottages above the water, you fall into a trance of deep slumber listening to the waves lapping at the foot of the cottage. Waking up to the sight of the vast blue sea painted with palm trees, tinted with the white of the curtains, just makes your day.

The best part about this safe haven is the beautiful fact that every single person around you reflects the same happiness and warmth. Seeing people from all over the world, smiling and waving at each other, makes you forget the unrest in the world.

Maldives is like a breath of fresh air (quite literally, if you think about it) that you need at least once in your life because there are very few places where you can just let yourself go completely. Coming back from a place like Maldives, you are more in touch with yourself than you were before.

A trip to Maldives is truly a taste of heaven, a taste you are not likely to forget.

Saatvika
SoH

PHOTOGRAPHY COMPETITION- THEME "MY UNIVERSITY CAMPUS"

Publication Club in association with Photography Club offered students a platform to showcase their talent. A bountiful participation by the photography enthusiasts gave us an opportunity to look through their lenses and admire their talent! After an arduous effort the judges selected the following photographs:



DEV



AMIT



SHUBHAM SACHDEVA