

MAGAZINE OF THE
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OF THE **GD GOENKA**
UNIVERSITY

GD GOENKA UNI-BUZZ

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SPORTS

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BUZZING HIVE

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Ms. Esha Jain

EDITORIAL

ON THE UPWARD SPIRAL

"Yours is the voice that can help ignite the contagious upward spiral of confidence that our country desperately needs" said Howard Schultz, the CEO of Starbucks in his Letter to America in September 2011.

He was referring to the broaden-and-build theory of positive emotions according to which positive emotions broaden the scope of attention and cognition, and, by consequence, initiates an upward spiral towards increasing well being. Many things in nature grow in spirals, from ferns to seashells to whirlpools. They can be as small the double helix of a protein molecule, and as large as the spiral arms of the Milky Way. The upward spiral is universally recognized as a metaphor for growth.

We at GDGU are on an upward spiral! Classes are filled with talented students, the faculty has high standards and expectations ;an enthusiastic and motivated leadership is in place supported by a body of parents who trust us to deliver. The Campus is buzzing with activities that are stimulating and enriching and are achievements and accolades are piling up.

This issue of UniBuzz chronicles parts of our journey into this self-reinforcing process. As usual, we would look forward to receiving your comments, feedback & contributions.

Enjoy the Buzz..zz..

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

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PROF. (DR.) RAJ SINGH
Vice - Chancellor

THE FIRST YEAR
AND BEYOND...

G D Goenka University has entered its second year and so has Unibuzz. I congratulate the entire editorial team! While the first year of GDGU saw many landmark events, the second year appears to be even more exciting, not only in terms of new programs and events, but also in terms of changing environment of higher education in India. The launch of four new schools led to starting of new programs in 2014-15, and thus a more diverse portfolio of programmes has made it possible for students to undertake interdisciplinary studies even more vigorously and meaningfully.

The first mega sports event 'Sportopia' was held in November 2014, which surpassed all expectations in terms of participation and excitement it created on campus. More than 40 universities and institutions participated in 200 matches held over two days. This annual event will only grow bigger and better in years to come. The student strength crossed 1000 mark and the number of faculty members is about to touch 100 with many more highly qualified and experienced faculty members joining the University.

One of the recent developments that took place in the regulatory environment of higher education, is the implementation of mandatory credit system and introduction of interdisciplinary courses with a view to enhance employability. While the public sector universities have been caught unaware as well as unprepared, nothing needs to be changed in the present system at GDGU. We had implemented this system from the day we came into existence. This has only confirmed and authenticated our futuristic approach to quality education. While traditional universities will be seen struggling and even resisting the change, we at GDGU will only consolidate and refine our systems further.

The approach to education that we adopted from the inception has led to certain fascinating and encouraging outcomes in the form of innovative projects like Aakar 3D Printer, LED project, robotics and many others. Faculty members and students have undertaken an ambitious project of setting up a lab with equipments and instruments developed in-house. This may well be a pathbreaking initiative.

Numerous industry visits, seminars, conferences and many training programs for students and faculty members were organized. Almost 200 research papers and case studies were written and published by faculty and students in India and abroad. About dozen students of GDGU went to University of California Riverside for an exchange

program, strengthening our resolve of globalizing.

Excellent physical and academic infrastructure and implementation of efficient and robust systems from the start gave us the courage and conviction to present ourselves for inspection by the UGC and become by far the youngest University (less than a year old) to do so successfully. The dawn of 2015 witnessed, on one hand the launch of PhD program in all disciplines; which any research oriented University dreams of, and on the other hand our Dean of School of Communication was selected to be the only Indian in the 6-member team of trainers to train middle level journalists in the Asian region.

As we progress into 2015, we find ourselves more confident and excited to pursue our journey of innovative and quality education. We are in talks with many leading global Universities for academic collaborations and during the year, we shall be announcing new and innovative programmes to our present and prospective students. We will also be working to increase the number of foreign students at the campus to create a truly multicultural environment. Our management, my colleagues and I are committed to work towards making GDGU one of the most sought after and respected institutions of higher learning not only in the country but internationally.



SPORTOPIA



Sports is an important constituent of higher education in most premier education. Sports help add vitality to life on campus and help the student develop the important soft skills in terms of team spirit, sportsmanship and the ability to handle failure.

The Board of Student Activities of the G.D Goenka University organized its 1st Annual Sports Meet 'SPORTOPIA' on 20th and 21st November 2014. It was the grandest and the most awaited event in the University calendar. Given the excellent and extensive sporting facilities at the university campus, the event offered a bouquet of ten sporting events including field events like Cricket, Soccer, Volleyball, Basketball and Kabaddi and indoor events like Squash, Table Tennis, Lawn Tennis, Pool and Swimming. Invitations were sent out to over 60 institutions in Delhi NCR and neighboring states. SPORTOPIA received participation from more than 1000 students from over 25 Universities/ Colleges including Delhi University, K.R Mangalam University, Amity University, Manesar, Amity University, Noida, A.RJ Satya University, Galgotia University, UILMS, ITM University, KIIT Group of Institutions, IMS Unison University, Dehradun, Dronacharya Government College, IBS, NGF, Palwal etc.

The event was flagged off at a glittering inaugural ceremony with Prof Silvia Elvira Piardi, Director of Politecnico Di Milano as the Chief Guest. The ceremony commenced with the arrival of the Chief Guest and a foot-tapping number by the GDGU music team, which had the whole auditorium singing with them. Dr. Sanjay Gupta, Dean Student Welfare and Chair, Board of Student Activities welcomed the participating teams. The most solemn part of the ceremony however was the oath of fair play administered by the Honorable Vice Chancellor, Dr. Raj Singh that was taken not only by the participating players but also by all the Deans, faculty members and all GDGU students. The Chief Guest Prof Silvia Elvira Piardi thereafter declared the Meet open, amidst

thunderous applause, release of balloons and confetti blasts.

The events started with great enthusiasm and excitement among students. Many of the participants were state and national level players. Over a 100 matches were planned and played over the 2 days. There was a draw of lots for fairly deciding the opponent teams for all the games. It was amazing to see new faces playing in the same court and sharing great sportsman spirit. As the students' wild cheers rent the air, the players, with grit and determination, raced to achieve victory and glory for their respective universities/institutions.

A significant feature of Sportopia was the presence of African students on the teams of at least two universities, ApeejayStya University and G.D. Goenka University during basketball

and volleyball matches. These students brought firepower, skill and stamina to the game, winning admiration of spectators and participating teams, where they dominated, bringing in subtle changes in the way these games were being played.

The most awaited event Cricket, saw players from Dronacharya Government College as the winners, while Amity University, Gurgaon as the runners up. For Pool the winner was Ashwin from K.R Mangalam University with Rohan from IMS Unison University as the runner up. For Table Tennis Singles we saw Ghanshyam Rai from IMS University and for Doubles Siddharth Saini from GD Goenka University as the winners. Lawn Tennis singles was won by Ashish Yadav from Amity University, Gurgaon. Swimming and Squash again saw GD Goenka University players as the winners. For Kabaddi and Basketball, players from Noida College of Physical Education and Pearl Academy, Delhi were the respective winners.

All the teams commended GDGU for conducting a very transparent, well organised event where there was not a single dispute in over 100 matches played.

The Vice Chancellor congratulated all the players by awarding them with cash prizes as well as certificates. He encouraged the students to be part of extra-curricular activities, a variety of which are already being pursued at GD Goenka University, the cradle of excellence. There were also participation certificates for all the players. Dr. Sanjay Gupta, Dean, Student Welfare was very happy with the splendid achievement and extra ordinary commitment of the Faculty team members as well as the student volunteers. He also took the opportunity to thank all the Deans for their splendid support extended in making the event a grand success. The Meet was declared closed and all gathered dispersed with the expectations of yet another exciting, closely-contested Sports Meet the



SOME OF THE COMMENTS

"We congratulate you for organizing such a great event. The facilities and hospitality was appreciated by one and all. The co-coordinators and organizing secretary really did a commendable job. I wish you will take this event a step ahead in future. All the best for your upcoming events."

Sandeep Kumar Bhardwaj
 Director of Physical Education & Sports Sciences,
 KIIT Group of Colleges

RECEIVED FROM PARTICIPATING TEAMS:

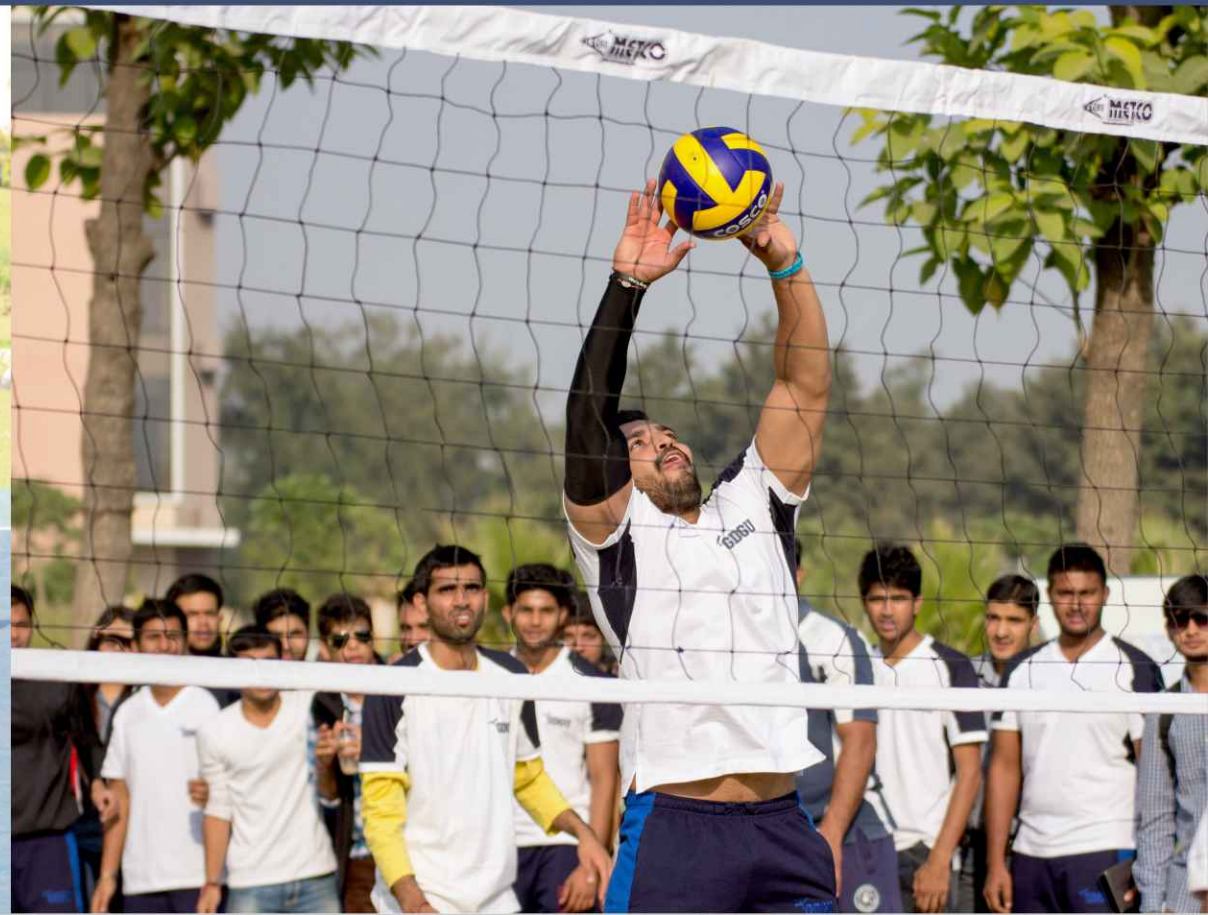
"We would like to thank for your invitation to SPORTOPIA 14. It was a great exposure for our students because these kind of tournaments are very rare to find in Delhi NCR/Gurgaon. As per the experience with regards to the organisation, it was a wonderful and well planned programme in all aspects, whether for officials, facility, infrastructure, drinking water, food, registration. Facilitation of programme was perfect.

As your University organized it for the first time, I and my sports team must congratulate you for your efforts. It was two days so, I won't comment on your schedule and fixture, but overall it was really a beautiful experience. These kind of events are good for building relationships."

Rakesh Kumar
 Sports Officer, Amity School of Liberal Arts

"We at IMS Unison University would like to express our sincerest thanks for inviting us for Sportopia at GD Goenka. It was indeed a great and enjoyable experience. We especially appreciated the efforts and hard work that were all put together for the success of the event. We look forward to Sportopia continuing progress. Thank you for all your efforts, and those of yours staff. It enhanced the sportsmen spirit among all the players present at Sportopia 2014."

Brij Chand
 IMS Unison University





NATIONAL UNITY DAY CELEBRATED WITH MUCH ENTHUSIASM

The Government of India has decided to celebrate the birth anniversary of Sardar Vallabhbhai Patel (on October 31) every year by observing it as the National Unity Day. As a mark of honor for his contributions, GD Goenka University celebrated the National Unity Day with great fervor. The occasion provided us with an opportunity to reaffirm the inherent strength and resilience of our nation to withstand the actual and potential threats to the unity, integrity and security of our country. The students & staff were able to recognize the importance of synergistic effort in human activities so that the impact of joint effort is more than the sum total of the individual efforts. The Students & all staff members (Teaching and Non-Teaching) of GDGU were involved in spreading the message of National Unity, Safety and Security.

Vallabh bhai Patel took charge of the task to forge a united India. Using frank diplomacy, Patel's leadership persuaded almost every princely state to accede to India. He is rightly called the maker of United India. When the British government decided to confiscate all the land of farmers, he forced the British government to amend the rules and brought together the farmers and encouraged them. This is how he got the title of 'Sardar'. In 1942, he took part, in the Quit India Movement, under the

leadership of Mahatma Gandhi. With great wisdom and political foresight, he consolidated the small kingdoms. Sardar Patel's untiring efforts towards the unity of the country brought success. Due to the achievement of this massive task, Sardar Patel got the title of 'Iron Man'. He is one of the most prestigious leaders of the world who became immortal, by uniting a scattered nation without any bloodshed. On 15th December, 1950 he died of a cardiac arrest. In 1991 the grateful nation conferred upon him the honor of Bharat Ratna.

The University organized a number of activities on the occasion. A Documentary Film on the life of Sardar Patel was screened at multiple venues so that all students and faculty could watch the same.

After the documentary, a Run for Unity was organized round the extensive GDGU Campus. More than 1500 students and staff members participated in the Unity Rally. The Hon'ble Vice Chancellor Prof. Dr. Raj Singh flagged off the Run and led the rally along with all department heads, dignitaries and students. After the run everyone joined at the auditorium where light was thrown on the life history and some of the works of Sardar Vallabh bhai Patel. Honorable Vice Chancellor then administered the Rashtriya Ekta Diwas Pledge to all the university students as well as the staff and faculty.

This event came out as an inspiration for all and a promise that all shall work towards the unity, integrity and security of the nation.



ELIXIR 2014 INTERNATIONAL CASE CONCLAVE MAKES A DEBUT AT GDGU



Elixir: An International Case Conclave, organized by School of Management, GDGU is aimed at providing a platform for presenting cases and creating a repository of cases that will benefit all the stakeholders in future. The conclave started with a formal welcome address by Dr. P. K. Goel, Dean, School of Management and the lighting of lamp by the dignitaries. Honorable Vice Chancellor Dr. Raj Singh briefed about the evolution of case study methodology and highlighted its pertinence in up gradation and attainment of knowledge in his welcome address. After his address, the book of proceedings. The released; release was done by the chief guest, Dr. Veeresh Sharma, Professor, MDI, Gurgaon, Dr. Nagendra Chowdary, Head Economic Times Cases, Dr. Raj Singh, Vice Chancellor, G.D. Goenka University, Dr. P.K. Goel, Dean, School of Management and Dr. Samar Sarabhai, Professor, School of Management.

The keynote address for the conclave was delivered by Dr. Veeresh Sharma, who emphasized on Case study as an effective method of teaching in B-Schools as it helps the students in learning by doing and equi-finality which eventually leads to simulation and implementation of ideas. During this session, the guest of honour Dr. Nagendra

Chowdary shared his varied perspectives related to case study pedagogy. He elaborated how case study can develop skills such as intuitive thinking and analytical abilities.

The entire day was dedicated to four technical sessions. In these sessions, very engrossing and interesting cases, such as Challenges of ERP Implementation, Financial Story of Middle Class People, Home for the Forgotten Ones, Prerequisites of Team Success, Business Process Re-Engineering, Women and Work Life Balance, Maximizing Employee Performance, Out of Box thinking by Recruiting Differently-abled People and The Investor's Dilemma were discussed.

In the valedictory session the conference report was presented briefly explaining the conduct of the entire day and sharing the insights gained. After the report presentation, Dr. Raj Singh and Dr. B.V.L. Narayana addressed the gathering emphasizing on how case methodology is the dearer method of learning. Dr. Narayana congratulated the University for the Success of the event. Elixir concluded with Prof. (Dr.) P.K. Goel extending the vote of thanks.

REDSET 2014

RECENT DEVELOPMENTS IN SCIENCE, ENGINEERING AND TECHNOLOGY



School of Engineering of GD Goenka University organized their first Conference on Recent Developments in Science, Engineering and Technology – 'REDSET-2014' in October 2014, on the theme "Societal and Environmental aspects of Interdisciplinary Scientific Research". The conference received an overwhelming response to its call for papers, receiving 122 proposals, which had to be carefully scrutinized and reviewed by the experts to select the final 71 papers for presentation and inclusion in the proceedings of the conference.

Inauguration of REDSET saw a sprinkling of stardust with the presence of Prof. (Dr.) R K Shevagaonkar (Director, Indian Institute of Technology, Delhi) as Chief Guest, Mr. Krishna Kant (Head, EMC Academic Alliance – Southeast Asia, Russia & ANZ), Mr. Rakesh Verma (Vice President & CTO, Samsung Heavy Industries India) as distinguished keynote speakers, Prof. (Dr.) Raj Singh (Vice Chancellor, GDGU) and Prof. (Dr.) DK Jha (Dean, School of Engineering, GDGU and Chairperson REDSET 2014).

The Conference Chair Prof. (Dr.) DK Jha welcomed the participants at REDSET as a competent forum for researchers from academia, industry, research and government organizations. Prof. (Dr.) Raj Singh, presented his views on the current technologies from a bystander's perspective. Relating to the theme of the conference he discussed the impact of technology on society and environment. He concluded his speech by wishing success to the conference and unveiling of the conference proceedings.

Prof. (Dr.) R K Shevagaonkar, addressed the conference on the mutual interdependence of Science, Engineering & Technology, which are the keywords of the conference theme. He also highlighted the significance of

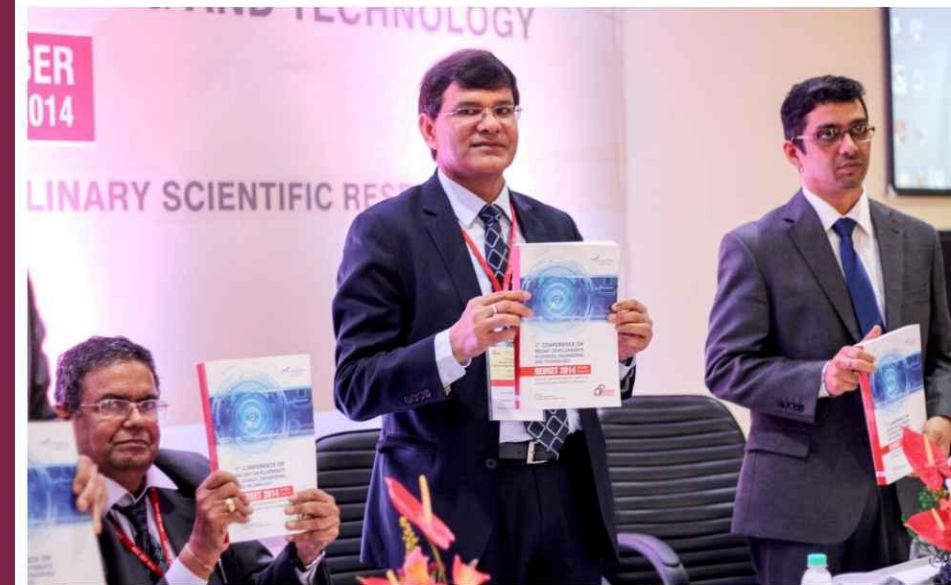
interdisciplinary research as most of the modern day problems cannot be resolved effectively by one particular discipline. Of the two keynote speakers, Mr. Rakesh Verma, talked about offshore engineering solutions provided by Samsung Heavy Industries India; and, Mr. Krishna Kant talked about the opportunities in the field of Big Data and Cloud Computing. He also explained the related security issues with the help of a case study from banking sector.

The eminent guests released the book of proceedings during the inaugural ceremony.

Conference was attended by a large number of delegates as it brought together leading Researchers, Entrepreneurs and Academicians from various parts of the country. Parallel sessions on relevant disciplines were organized in which contributors presented their research papers. Overall 12 sessions were organized over 2 days. There were prizes for the best papers of each session and the best paper of the conference. The best paper in student category was jointly awarded to Mr. Varun Sharma (IIT Delhi) and Mr. Vikrant Yadav (NIT Kurukshetra) whereas; the overall best paper award was shared by Ms. Divya Singh (University of Delhi) and Mr. Prateek Kala (GD Goenka University). Each winner received a certificate of merit, a cash prize and a trophy.

The first day concluded with mesmerizing cultural performances by Kingdom of Dreams, Chankya & Nishant Project and the students of GD Goenka University. The second day started with an entertaining and informative keynote speech of Prof. (Dr.) D.P. Kothari (Educationist; Former Vice Chancellor, VIT University Vellore; Director i/c IIT Delhi; Principal, VNIT Nagpur), where he talked about the current scenario and future scope of renewable energy in India.

In his concluding address at the valedictory session, Prof. (Dr.) Raj Singh, thanked the guests and delegates for their participation and contribution in making this conference a success. He also thanked the members of the organizing committee who were well supported by the faculty and students of School of Engineering. The conference concluded with an announcement that the next version of REDSET i.e. REDSET 2015 will be an international event.





FRESHERS' PARTY

GD Goenka University organized a sumptuous freshers' party for the new batch on 26th September 2014. Continuing with the proud tradition of the university, senior students and new faces of the university mingled with each other with music, smiles all along, resounding laughter- yes it is party time! The very purpose of Freshers' Day party was to welcome newcomers in a friendly atmosphere and to encourage their creative impulses and to boost their confidence. All the events were artistically and beautifully presented in colors as well as style. The audience was kept enthralled for hours by mind-blowing performances of dances, songs and mimicry. There were hit dance numbers and various music styles which entertained all.

The main challenge of the event was selection of Mr. and Ms. Fresher. The Mr. and Ms. Freshers' Competition witnessed an entry of more than 75 contestants, both boys and girls. The auditions were taken and the finalists were chosen on different criterions like looks, intelligence, clarity of thought, dressing style, attitude and confidence. Twenty finalists were selected for the main event. These finalists appeared for the final round at Freshers' party and were judged further on their performance in different rounds like ramp walk, talent show and then the final "Question-Answer" round by the honorable judges Mrs. Saroj Bhogal, Mrs. Suneet Soni and Mr. Anubhav Sharma.

Mr. Aryaman Vaidi from School of Management and Ms. Priyanka Ghosh from School of Fashion and Design, were the

winners and became Mr. and Ms. Fresher of the university. And the winners for Mr. and Ms. Talent were Mr. Rudra Sahai (School of Architecture and Planning) and Ms. Karishma Chandok (School of Management). The winners were awarded with a trophy, a sash and a gift hamper. The event ended with pomp and show and both students and faculty had great fun. Freshers' loved the welcome given to them and appreciated the whole-hearted efforts of their seniors and the university. It is said that a good start signifies a great end, and the freshers' could not have asked for a better kick off.

"The magic in the air tuned into the chords of pulsating rhythmic hearts and bonds for the year that lay ahead."



NEWS- X CHANNEL CONNECTS WITH GDGU CAMPUS

The students of G D Goenka University got an opportunity to be a part of two live TV discussions on crucial social issues under the project 'Campus Connect' which was broadcast on News X channel. The whole discussion was shot live on the campus with our students and faculty actively participating in the debate.

The first issue was 'The social ill of racism' with expert panelists including the activist Binalakshmi Nepram; BJP delegate Deepti Rawat; Prof. Vivek Kumar, a Dalit ideologue from JNU and our own Professor Dr. Sudeep Sharma. Students got to analyze the subject and consider methodologies to handle the threat along with Anchor Athar Khan.

The second issue for discussion was rather light 'Do Indians have a sense of humor?' The master panelists included three famous and well known humorists-Neeti Palta, Vikramjit and Sanjay Rajokra along GDGU's Prof. Chhabhi Mishra, Dean of School of Architecture & Planning who gave the scholarly viewpoint. The members examined age-old partiality to our overall population to chuckling and cleverness. Various viewpoints appeared on why it is actually basic to keep up an amusing inclination and overlook a few things. Laughter is a definitive anxiety buster and students concocted clever understandings of cleverness. Eventually everybody arrived at an accord that cleverness ought not to be in awful taste and ought not to harm other's estimations. In the meantime, it is vital to relinquish trifling contrasts and create some reproaching toward one's cleverness to commend our characteristics without limitations.



G D Goenka students have the required confidence in giving satisfactory presentation to enthusiastic and fiery reasonable dialogs on fascinating issues. While composed correspondence can be beaten with practice and diligence, television is a fluid medium where spontaneity and prepared wit are required. The ability to think and respond quickly and conform to the stream of the verbal encounter is a skill exceptionally required in present times. The students indicated experienced appraisal on camera and through the experience, were urged to dig into their own particular mind and discover answers to behavioral downsides of general public.





UDYAMI BAZAAR DOBAARA 2014

A LESSON IN ENTREPRENEURSHIP

Festivals are all about abundance and extravagance. At GDGU, Udyami Bazaar, an annual event where students learn to rightfully earn their goodies through a practical lesson in entrepreneurship, precedes the vibrant festival of Diwali. They set up stalls of various goods and treats, using their ingenuity and skills and sell them in a profitable way. This not only unleashes their creativity but also teaches them the importance of earning money through hard work and perseverance.

At Udyami Bazaar 2014, the students put together a plethora of creative ventures that culminated in a colourful fete called "Udyami Bazaar Dobaara". Catchy posters were displayed all across the University campus. Stalls ranged from 'Quenchers' to 'Farzi Café', from 'Funk the Junk' to 'Pink Box Chocolates' and 'Love Lock'. There was a large variety evident from the range of stalls, giving a peep into the brilliant minds of the future entrepreneurs of our country. The Funk from Junk had students collecting Trash – wires, Bottles, packaging materials, Bottle Caps etc and turning them into nice funky products in the university labs. The proceeds from the stall went to Kashmir Flood Relief. One stall called "Quenchers" served a variety of mocktails. The students' group went to a microbrewery to learn some tricks of the trade. The Crazy Candy Floss stall was one of its kind at the Bazaar where they combined their efforts with social entrepreneurship. Through such activities, students learn things like starting a business, various problems faced and how to tackle them, using marketing strategies and other promotional techniques to attract customers, maintaining accounts.

Student's efforts were rewarded by the University in the form of awards given for "Best Managed Stall", "Most Popular Stall" and "Most Creative stall." Here's to many more Udyami Bazaars in years to come!



A WORD FROM DIRECTOR ADMISSIONS, GDGU

Coming from an Industry background I joined the G.D. Goenka Group of Institutions in 2007 and have been very closely associated with the admission process right from inception, and was very privileged to also associate myself with the admission office for the G.D. Goenka University in 2013 onwards.

I have felt very strongly about informing the students about effective career planning during the admission process. It is important a student plans ahead for ultimate success. Some of the important factors which students need to keep in mind are:-

- Understand where are you at present
- Decide where you want to go
- Make the changes necessary to get there

Some of the important features to consider would be:-

- Get Involved
- Follow your passion
- Dare to try something new

It is also important to be able to access your skill sets:-

- Look at your academic Strengths
- Reading, writing, speaking and listening
- Maths
- Creative thinking
- Problem solving and decision making

Some of the pertinent points to consider and being key to your success would be:-

- Knowing what you want begins with knowing yourself. There is no substitute to "knowing yourself".

A college degree alone does not guarantee employment:-

You need

- A personality
- Communication Skills
- General knowledge skills

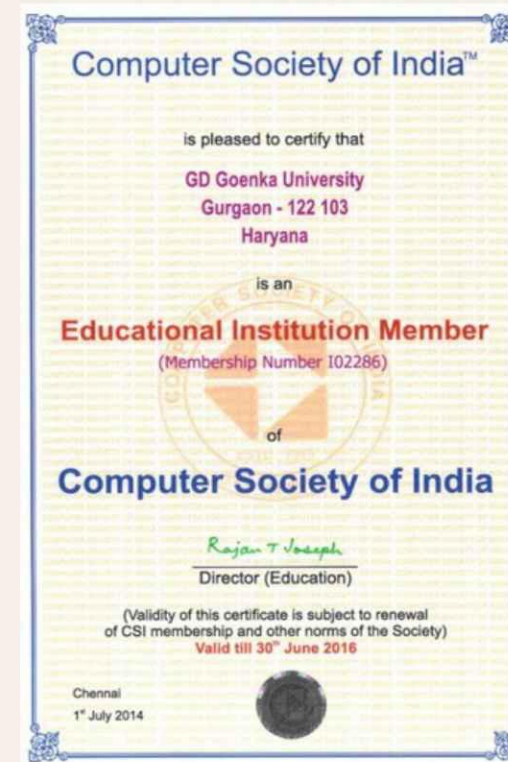
The more you know, the greater your Marketability. It's your future; you need to make your own career decisions. So go ahead and do your research and choose carefully and thoughtfully.

Ronald Paul

KUDOS!!

GD GOENKA UNIVERSITY BECOMES AN ORGANIZATIONAL MEMBER OF INSTITUTION OF COMMUNICATION ENGINEERS AND INFORMATION TECHNOLOGISTS (ICEIT)

ICEIT is the professional society for advancement of Information and Communication Technology (ICT). The Institution assists ICT professionals in formulation of ideas, creation of knowledge communities, development of techniques and technologies and implementation of effective solutions for better industrial productivity, spread of education and transparent and efficient governance. All members are bound by code of conduct and professional ethics as propounded by the Institution.



GD GOENKA UNIVERSITY BECOMES AN INSTITUTIONAL MEMBER OF COMPUTER SOCIETY OF INDIA (CSI)

Formed in 1965, the CSI has been instrumental in guiding the Indian IT industry down the right path since its formative years. Today, the CSI has 72 chapters all over India, 511 student branches, and more than 100000 members including India's most famous IT industry leaders, brilliant scientists and dedicated academicians.

STUDENT CHAPTER OF INSTITUTION OF ELECTRONICS AND TELECOMMUNICATION ENGINEERS (IETE) OPENS AT GDGU

A student chapter of IETE (Institution of Electronics and Telecommunication Engineers) has been created at GD Goenka University with 50 students of Electronics and Communication Engineering & Computer Science.

IETE is India's leading recognized professional society devoted to the advancement of science, technology, electronics, and telecommunication and information technology. Founded in 1953, it serves more than 69,000 members through 61 centers/ sub centers located in India & abroad. The Institution provides leadership in scientific and technical areas of direct importance to the national development and economy. Government of India has recognized IETE as a Scientific and Industrial Research Organization (SIRO) and also notified as an educational Institution of national eminence. The IETE conducts and sponsors events like - Annual Quiz, Technical Seminar, National or Zonal Technical Paper Contest, inter college events etc.

ACADEMIC LEADERSHIP AT GDGU PRESENTING OUR DEANS - II

GD Goenka University has added schools of Law, Architecture & Planning, Communication, and Humanities & Social Sciences in the last year. The Deans of these schools not only lead in their own domains but also lead a passion for learning. Meet the new deans...



Prof. (Dr.) Subhash C Gupta
Dean, School of Law

Dr. Subhash C Gupta is a recipient of WORLD 2000 MILLENIUM AWARD conferred by World Institution Building Program – an affiliate of UN, ECOSOC, UNDP, UNCED, and UNICEF. He is a Ph.D. in Law from Barkatullah University, Bhopal, India. His education in Delhi University includes LL.M and LL.B from Campus Law Center, MBA from Faculty of Management Studies, MA in Political Science, Post Graduate Diploma in Law of International Law, and Post Graduate Diploma in Law of International Institutions. In addition, he has a Post Graduate Diploma in Labour Laws from Indian Law Institute, New Delhi. He also completed a course on International Humanitarian Law & Refugee Law organized by UNHCR, and a course on Contemporary International Issues organized by the JNU.

Dr. Gupta's publications include Encyclopedia of Intellectual Property Rights, 2008; Handbook of Global Legal Policy, Marcel Dekker Inc., New York, 1999; India Disaster Report, 1997, OXFAM India Trust; Capital Punishment, 2000; Capital Punishment in India, 1985; United Nations Organization, 1996. He also wrote a regular column "From the Court Room" in Indian Management.

Dr. Gupta's expertise is in law and procedure related to alternate dispute resolution methods. He is Governing Council Member of the International Center for Alternative Dispute Resolution (Ministry of Law, Justice & Company Affairs, Government of India) and a panel arbitrator at Sharm El Sheikh International Arbitration Centre, Cairo, Egypt; Centro de Arbitraje de Mexico, Mexico; and Chicago International Dispute Resolution Association, Chicago, USA, to name a few.

Dr. Gupta is very widely travelled and has participated with paper presentations in several international Conferences in USA, UK, Switzerland, China, Germany, Korea, Malaysia, Sri Lanka, and Nepal. Dr. Gupta has been Group "A" Panel Advocate in the Supreme Court of India, and Senior Arbitration Counsel of the Government of India. He was involved in drafting of several laws, particularly the Disaster Preparedness and Emergency Management Act, 1993, and the Transplantation of Human Organ Act, 1994, for the Government of India. Before joining the G D Goenka University, Dr. Gupta was Director of the University Institute of Law & Management Studies, Maharshi Dayanand University.



Prof. (Dr.) Chhabi Mishra
Dean, School of Architecture & Planning

Prof. Mishra holds a Bachelor's Degree in Architecture from Sir J.J College of Architecture, Mumbai and a Master's Degree in Landscape Architecture from University of Wisconsin, Madison, U.S. She has a strong research and design background and has worked on several projects in the field of Architecture and Landscape Architecture for 20 years in U.S and 13 years in India. As a Landscape Architect her experience in the U.S. with SmithGroup JJR, Ann Arbor, Michigan, pioneer in Campus Planning and Landscape architecture firm in the world included, planning & design; project management in Campus; Master Planning for Education and Healthcare. She worked on projects in property development, parks and recreation, cities and communities with several other Landscape Architecture firms, as, Bosse and Turner, J. Robert Anderson, and City of Austin, Planning Department. She is trained in therapeutic/healing garden design from Rusk Institute of medical Sciences, New York.

Prior to her U.S experience; she worked for 10 years in India in Mumbai with renowned architects as Charles Correa and Consultants, Yashwant Das and Lalita Das, Premnath and Associates, Chandrashekhar and Bhagat, and as the Project Architect for a U.K Aided Healthcare project for Rural Odisha. Prior to joining GD Goenka University as the Dean of School of Architecture and Planning, she worked as the C.E.O./Design Principal with SK Das Associated Architects (SKDAA) and led the Landscape Design and Master Planning projects in the area of mixed-use, housing, hotels, spas and resorts in India.

Alongside professional practice, she taught in several Colleges of Architecture as a distinguished visiting faculty and external juror and represented the Council of Architecture for inspections and faculty selections. Her current area of interest in research is Conflict Resolution in public realm for individual and collective identity and social well-being through Landscape Design, Urban Built Environment and Sustainable Social Practice, and Urban Artefacts as mirrors and mediators in contested cities.



Mr. Sunil Saxena- Dean,
School of Communication

Sunil Saxena, is an award winning media professional with over 37 years of experience. He has worked for 27 years as a print and web journalist with leading media houses in the country and has over ten years' experience as an Academician.

Prior to joining G.D. Goenka University, Mr. Saxena was working as Director, Amity School of Communication and Dean Students Welfare at Amity University Rajasthan. He has set up two schools of journalism. The prestigious Asian College of Journalism on behalf of the Indian Express Group, India's first converged multimedia school: The International Media Institute of India, which was in Noida on behalf of the International Center for Journalists, Washington. He has had two stints with The Times School of Journalism.

As a Media Trainer, he is on the Asia panel of Paris-based WAN-IFRA Academy and conducts workshops for Indian and South Asian journalists. He has a rich experience as Editor and Journalist. He headed the Express News Service in the south. Before that he was the Editor of The Pioneer in Lucknow and also worked for India Today, The Times of India, India Week and Northern India Patrika. As the Vice President, Express Network Private Limited, he set up 12 news sites in five languages. He also handled the Express group's foray in mobile space, and led its technology initiatives for almost a decade.

He was awarded the Nasscom Social Innovation Honour in 2011 for piloting Gaon Ki Awaaz, India's first mobile-based audio news and information service for and by villagers. The project also won him two South Asian Awards.



Prof. S.K. Saluja
Officiating Dean:
School of Hospitality

Prof. SK Saluja has over 33 years of rich experience in the Hospitality Industry and Academics, having worked with the Oberoi Hotels, one of India's finest premier hotel chains. He completed his B.Com (Hons.) from Delhi University and subsequently did his Hotel Management from Institute of Hotel Management, New Delhi. He is also an alumnus of the Oberoi

School of Hotel Management.

Prior to joining G.D. Goenka University Prof. Saluja has served as the Director, Amity School of Hospitality, Amity University and as Officiating Dean – School of Hospitality, Galgotias University. He has served in Delhi Institute of Hotel Management as a lecturer and also in the National Council of Hotel Management & Catering Technology as Executive Officer (Studies).

Prof. Saluja has to his credentials the honor of commissioning a novel concept 'Edutel' (Educational Hotel in the Campus) at Chandigarh Institute of Hotel Management, where he served as a Principal for four years, and also commissioned a volume Catering Unit serving 18,000 quality meals per day under mid-day meal program of Government of India while serving as an in charge of the mid-day meal programme during the same tenure.

During his tenure, Chandigarh Institute of Hotel Management, Chandigarh was conferred National Award for Excellence in Hospitality Education 2007-08 for 'Best Administrative Services' and National Award for Excellence in Hospitality Education 2008-09 for 'Best Operational Performance'.



Prof. (Dr.) Kakoli Sen
Associate Dean, School of Humanities & Social Sciences

Professor (Dr.) Kakoli Sen has had a multi-faceted career profile that spans 19 plus years of academic & corporate work experience in the areas of Marketing, Customer Relations, Teaching, Training, Academic Administration & Program Management. She holds a Ph.D. from Banasthali University, Masters in Human Resource Management, Diploma in Training & Development and PG Diploma in Journalism and Mass Communication.

She has worked with an early e-commerce Service Provider in India under JV with Radiant Systems Inc., USA and as a group head in the operations process of an International Cargo company. She has worked with leading institutions such as Educomp, IILM, IIMT and also worked on the teacher training programmes and talent management initiatives with Intel Inc. and IBM.

She has been actively involved in conceptualizing and designing academic programs and monitoring quality delivery at several academic and training organizations. In charge of providing leadership to integrate student life and build an environment conducive to holistic development, Dr. Sen has planned and implemented several student centric initiatives including international study tours and social sensitivity programs. As the head of International Office, she has led successful collaborations for Student Exchange Programs with Leeds University, Sheffield Hallam University and Royal Holloway University of London, UK among others. Dr. Kakoli has also been in charge of the Industry Mentorship Programme (IMP) where corporate mentors were associated with students for a seamless transition of students from academics to the industry. She has also conceptualized and implemented the Foundation Management Programme with IBM where she has successfully empanelled IILM as a global training provider with IBM. She was the Founder & Associate Editor for the IILM Quarterly Magazine – The Edge and the event Director for Inter College cultural festival for years.

An active researcher, she has been working in the areas of Entrepreneurship, Women Leadership in Higher Education and Employee Engagement and has presented papers in national and international forums, Conferences and Journals. She has presented papers at prestigious platforms such as IIM Bangalore, IIM Kozhikode, IIT Delhi, MDI, IMT Ghaziabad, AIMA and others. Her papers have also won best paper presentation awards and have been incorporated as part of the Postgraduate essential readings. Her case study has also won 3rd prize in National Case Competition by Sri Ram Centre for Industrial Relations. She has publications with the Emerald Publication Group, UK and has contributions to book chapters. She is Ph.D. thesis examiner for a few universities and is on the editorial review committee for European Conference for Management, Leadership and Governance (ECMLG) and several other journals of repute. A member of National HRD Network, Dr. Sen is also on the IGNOU panel for video-recording of OB & HRM lectures for MBA.

TECHNICAL EDUCATION WEEK

@ SCHOOL OF ENGINEERING

School of Engineering organized its first ever Technical Education Week wherein a host of activities were organized to ignite young minds and enhance their knowledge, skill and attitude. The week started off with a lecture on Smart Magnetic Multifunctional Materials in Micro-Nano Regime by Prof. (Dr.) Ratnamala Chatterjee from IIT Delhi. This was followed by a workshop on Creo Parametrics 2.0, which is an industry standard on 3D CAD designing. Designing objects and their parts in 3D is an essential part of almost all engineering domains, making this workshop highly relevant.

The two day Workshop on CREO Parametric 2.0, organized in association with CAD Folks, Gurgaon started with a session in which the students learnt to how to sketch using different sketching tools, how to modify sketches using trimming, move and resizing tools. Later they progressed to solid modeling, where they learnt about various features like extrude, revolve, holes, ribs, chamfer etc. Next day was devoted to sheet metal design in which students were first explained about creating different sheet metal shapes and features like holes, rips, notches and punches; and later about the assembly in which they learnt top-down assemblies, moving components, removing components and explode view. At the end of the second day CAD folks team conducted a quiz for one hour.

Next on the agenda was a tutorial based workshop on Python Programming for Scientists and Engineers covering python packages like IPython, Numpy, Scipy, Matplotlib and Sympy. It is an essential quality of a good engineering graduate to be a good programmer and to understand how computers integrate and communicate with various machines. Moreover, Python has now become one of the most popular programming languages of the world. The week came to an end with an open ideas competition on green and clean environment. The competition invited students from all schools and college/university to come up with innovative and interesting ideas on managing waste in their locality or generating energy using waste materials. Young students came up with exciting ideas which led to the creation of making our planet a healthier and better place to live.

STUDENTS STUDY TOUR TO UNIVERSITY OF CALIFORNIA RIVERSIDE

A group of engineering students visited University of California Riverside in August for a two week intensive course on "Contemporary Business and Technology in the United States". The students not only had the opportunity to have an enlightening educational experience with eminent professors like Mr. Grant Doster, Mr. Patrick Millsap, Mr. Farrokh Moshiri, Mr. John Epps and Mr. Luiz Guzman, but also had the opportunity to make two site visits to "California steel" and "Cryoquip" companies which make steel related products and heat-exchangers respectively.

The site visit to California steel was extremely intriguing for students as they could see the methodology of galvanization of steel in bulk along with the procedure of making pipes from crude material. Students took far reaching notes and communicated with their teachers at the site. They particularly noted an interesting fact that managing a scientific process is as important as the scientific work itself. The entire plant was generally overseen by just 1000 individuals while it would have taken more than 5000 individuals in a comparative plant in India. Another site visit to Cryoquip was likewise fascinating from the perspective of the management of a small organization like Cryoquip, making quality products, conveying on-time and having devoted clients for the same reason.

The lectures were also very interactive and our students were praised by all instructors for being very responsive and alert towards the subject under-study. They were very eager to understand the way business is done in United States and compared it with the Indian business environment. Students also liked the instructors as all their sessions were very interactive. Students were usually divided in groups and asked to discuss various topics and come up with conclusions. Students usually presented their conclusions by giving a short presentation. The course ended with a final presentation from all students and all of them were evaluated for the content and delivery; and later presented a certificate for successful completion.

Over the weekend, students could also get an opportunity to visit Disneyland, Universal Studio's and Los Angeles where they visited Santa Monica Beach, Hollywood and Farmers Market.

Overall it was a very useful visit as the students learned a lot about American business culture and society. They visited advanced technology based companies which exposed them to a very efficient scientific working environment. Interaction with other students from Japan, Korea and Iran exposed them to their contemporaries from other parts of the world which in turn made them appreciate the work-culture and ethics from different societies.



ENGINEERING STUDENTS GET INDISPENSABLE INDUSTRY EXPERIENCE

As a part of Academia-Industry interaction initiative, the School of Engineering organized multiple Industry visits to give vital exposure to students of various specializations on their representative industry segments.

VISIT TO WELSPUN POLYBUTTONS PVT. LTD, GURGAON

The visit started from the raw material wing of the industry where polyester resins is stored, followed by the R&D section where raw material quality is checked as per ISO and BIS standards. The next was mixing section where raw material is mixed with all other ingredients,



followed by the section where the mixture is cast in the form of sheets and rods using centrifugal casting. In the turning and cutting section casted sheets are converted into button shape using punching machines. Thereafter turning is done on the buttons after hardening to give some specific design. Finally, the logo is engraved on the buttons using laser cutting technique. The next destination was polishing section where all the buttons are polished using ceramic stones. After achieving the desired surface finish, the buttons are sent to sorting and packaging section where the entire batch is sorted via manual as well as automatic processes to remove defective pieces and are packed for shipment thereafter.

It was indeed a wonderful visit where students got a good industry exposure through learning of various mechanical engineering processes like centrifugal casting, rod casting, hardening, drilling, turning and laser cutting. The students thoroughly enjoyed the visit and returned to the campus with great learning experience.

VISIT TO MULTISOFT SYSTEMS, NOIDA

Multisoft Systems provides services in Education, Consulting and Development of various Software, Tools and Technologies, addressing the growing needs of the IT market. They have successfully completed eight years in the industry and have their own Research and Development Centre along with state-of-the-art infrastructure.

The students were introduced to the roadmap they can follow right after their graduation. The initial focus was on the GATE exam which is the next big step for almost 80% engineering graduates. The GATE exam opens



doors to higher ranked Government/Private colleges for admissions in M.Tech. as well as job opportunities in PSEs. PSEs are public sector companies that have comparative advantages and have been given greater autonomy to compete in the global market so as to support them in their drive to become global giants, that include BHEL, GAIL, NTPC etc. The requirements for recruitment in different companies as well as colleges were discussed. The projects and activities that the students should take up were also scheduled in the session. The students were also briefed about the scope of various fields like Big Data, Networking, and Cloud Computing. The session was very interactive. All the queries that the students had regarding their career and the fields they want to specialize in were answered. The students got to learn about the industry and its functioning.

VISIT TO SIEMENS, CHANDIGARH

The 'edutainment' trip to SIEMENS, Chandigarh proved to be a good experience, which provided exposure to the students to industrial life. The students were benefited in terms of the technical details provided by the company on an important part of training policy and various career opportunities in automation field. The students were given a tour of the factory and a seminar session on core concepts related to Automation, its reflection with current industry needs, highlighting the different areas of its work and the career opportunities related to the field of automation.



VISIT TO COGNITEL, GURGAON

The visit of Computer Science Engineering students to Cognitel was enlightening and gave the students a feel of the R&D work being carried out in the field of IT industry, especially in mobile communication system and ICT. Cognitel Training Services is a focused Telecom and IT services company with specialization in Consulting, Research and Training. The Company is headquartered in India with presence in Kenya, Indonesia and Romania. Cognitel is the authorized learning partner of Huawei in India & Asia.

The students were presented basic information on the working of the ICT industry and its implementation; how to earn a living in the ICT industry; and the two domains of the ICT industries viz. Service Providers & Global vendors. Students were then taken to the establishment where small equipment and machines needed in ICT industry were housed and explained their working. In the closing session, students were given information about CBAP certification that would be helpful to them in future from placement point of view. This visit gave students an idea of existing opportunities and work culture in the ICT industry.



VISIT TO INDU CASTING INDUSTRY AGRA

A group of Civil and Mechanical Engineering students undertook a tour to Indu casting industry at Agra in "edutainment" mode. At Indu Casting Industry students saw the actual Induction Furnace where pig iron was being melted at around 12500 C for casting various components of tractors, and pump parts. Students also learned about product lifecycle i.e. product concept, product design and product development. Students gained an insight about various types of casting processes specially die-casting. Students also visited quality control dept. and material testing lab. Interesting examples from material testing enabled students to understand various critical parameters about casting process to make machine parts.

While at Agra, students also visited Sikandra (Tomb of Great Emperor Akbar), Tajmahal, Darbar Hall, Anguri Bagh, Sheesh Mahal etc. These visits were particularly fascinating & useful for students from civil engineering as discussions about Mughal architecture and their building materials as well as building design had direct relevance to civil engineering studies. Students noted that modern material and designs derive heavily from our ancestors and learning lessons have been carried forward silently for many centuries.



VISIT TO AIRPORT AUTHORITY OF INDIA (IGI AIRPORT), NEW DELHI

Students of Electronics and Communication Engineering (ECE) undertook a one-day visit to Airport Authority of India, Indira Gandhi International Airport, New Delhi. The students were informed of the various departments and their functioning; the technicalities involved in each department and the various problems they encounter and resolve. The presentation was followed by a visit to the ATC (Air Traffic Control) tower and the Equipment Room where they were informed about the management and control of airplanes both on-field and in-air by the ATC personnel. The students were excited to see live monitoring and broadcasting of the signals in connection to the airplane movement control.

It was indeed a great learning opportunity for the undergraduate students. They benefited immensely in terms of the technical details provided by AAI and the knowledge of various career opportunities in AAI. At the end, the students were given information on how to join AAI and what all the organization demands from (and offers to) them.



WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS AND TECHNOLOGICAL INNOVATION

Keeping in line with the demand of industry interactions for students and educators, School of Engineering organized a one-day workshop on Intellectual Property Rights and Technological Innovation. Some student projects at GDGU have matured to levels that will require IPR protection in near future. This workshop therefore was a timely intervention for students and faculty members to get briefed about how to protect IP generated as a result of their hard work.

The event kicked off with a welcome address by Dean, School of Engineering Prof. (Dr.) DK Jha who emphasized the importance of designing a product through research and owning its Intellectual Property Rights. Mr. Vivek Dahia, Principal Associate, Groverlaw gave a brief over-view of intellectual property right domain i.e. trademarks, patents, copyrights, industrial design etc. Mr. Bastiaan Koster, the President of International Federation of Intellectual Property Attorneys (FICPI), who is a Patent Attorney and Trademark Specialist from South Africa, talked about the international aspects of the patenting

process and the issues involved. Mr. Shigeo Ammano and Mr. Sidharth Srivastava of Lumax Mannoh Allied Technologies Ltd. talked about live problems faced while making gear shift systems. The different systems adopted by the industry at present were demonstrated along with complete problem statement.

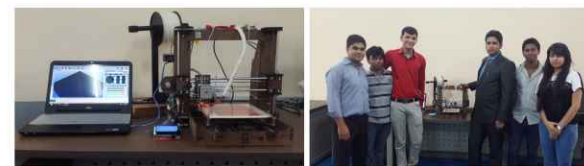
Students particularly from mechanical and electronics engineering discipline were excited as they can now explore innovative solutions to live (actual) problems from the industry! Students also appreciated the idea of engaging industry in the research activities, as they will learn the aspects of industry standardized research processes.

GDGU STUDENTS CONSTRUCT A LOW COST 3-D PRINTER

A group of passionate first year B. Tech. Students (Abhinav Arya, Arun Kumar Tayal, Karan Amla, Rahul Biswash and Nikita Ahlawat) made a low cost 3-D printer named AAKAR as part of the unique concept of project based learning through Inter-Disciplinary Projects in each semester of GDGU.

3-D printing is a cutting edge technology which is slated to be the future of manufacturing and rapid prototyping. Printing a product, rather than machining it from a material block, leads to many advantages like saving material, time, labour and thus reducing the overall cost. At present 3-D printer "AAKAR" is capable of printing small objects using PLA (Poly Lactic Acid) which is a bio-degradable plastic material.

Apart from the 3-D printer, students have also built robotic platforms which are capable of moving on a variety of terrains. Future plan of the research group includes making drones for agricultural and waste management as well as using them as sensor beds for scientific studies like monitoring water and air pollution. A variety of sensors will be developed in-house, to cater to the needs of projects related to these areas. GD Goenka University aims to be a leader in the area of research based learning to promote meaningful engineering education and enhance employability of engineering graduates.



SOE STUDENTS DESIGNS BRICK FROM CONSTRUCTION WASTE

Engg student designs brick from construction waste

Gurgaon: Arun K Tayal, a second year student of mechanical engineering at a city-based university, has been lauded for designing a brick by using construction waste, at a cost of just Rs 45. The brick was presented at a national level conference in GD Goenka University campus, Mansarovar last week, Tayal said. Mohitab Alam, a professor from Jamia Millia Islamia, who had chaired the conference, said, "It is a good idea to recycle construction waste for constructive purposes." The idea had come to Tayal, a resident of Palwal, when he noticed a lot of construction material go waste in the city. "I devoted nearly a month to this project. First I collected waste from a construction site and then my professors helped me in processing it," he said. "Wasted plaster of paris, wooden shovelling, plaster wall putty and clay floor pol- ish collected, were grinded together and then pure plaster of paris, black cement, fevicol, latex and water were added as binding agents," said Anindita Roy Chowdhury, one of his professors, who helped him on the project. "Wasted glass pieces were placed inside a glass mould and the mix was poured into it. It was then left to dry for the brick to take shape," she added. The brick costed Rs 45, but it could have been cheaper, Tayal said. "Mass production of such bricks will bring down the cost significantly. The strength of the brick is 8.5 kN-Newton. Our aim is 20 kN-Newton," he added.

Students and Faculty of School of Engineering, GDGU are poised to seek solutions for sustainable development by using principles of reuse and recycle. Arun K Tayal, a budding Mechanical Engineer from GDGU got this idea when he saw a lot of construction material go waste in the city. Arun collected construction site waste like plaster of paris, wooden shredding, wall putty, wasted glass pieces, clayey floor polish; and then processed it into a designer brick. An electrical circuit embedded inside the brick has been used to light up LEDs to add glitter to the designer brick which could be used to add aesthetic value to walls in domestic household, restaurants and clubs. This work was presented in the National Conference, REDSET 2014.



COMMUNICATION STUDENTS GOT AN UNDERSTANDING OF THE BUSINESS OF NEWS

The daily papers are the least expensive in India. They are sold for as low as Rs 3.50 per copy whereas it costs Rs 1.20 to print one page. If one was to pass the actual cost to the consumer, a 32-page daily paper ought to cost around Rs 39!' said Mr. Avnish Singh, Group Assistant VP (Advertising) of The New Indian Express and Distributer of Sunday Standard and Dinamani to the students of the School of Communication.

Mr. Singh, who was talking on the theme "The Business of News" informed that the print media grew 6% last year and that print media is the biggest commercial grosser – that gets more ad income than TV. He told the students that the daily paper is the main stay of print media that has two type of consumers - One that purchases daily papers to get news; and the other that purchases daily papers to get data about items that he needs to buy.

He likewise depicted the two instruments that are used by the advertisers of daily papers. The primary instrument is flow as inspected by the Audit Bureau of Circulation (ABC). This figure gives the span of a daily paper to potential publicists. The second instrument is Indian Readership Survey (IRS). The IRS gives bits of knowledge into a daily paper's readership. The advertisers take in the age, salary, expert foundation and so on, of readers and utilize that learning to distribute their promotions.

He said the readership propensities and in addition the peruser's profile is changing the nation over. This is putting a lot of weight on daily papers to change themselves. A lot of weight is generally postured by changing innovation and the new dispersion stages that have developed, and are advancing.

The students posed a few queries, amid and after the discussion, to clear their questions about the business of news.

VISIT TO DELHI HAAT FOR MAKING A PHOTOGRAPH PORTFOLIO

The School of Communication students took a field trip to Dilli Haat to create a photograph portfolio to deliver a four-page tabloid daily paper. The students utilized the whole evening clicking pictures of food and art stalls for their flip book, meeting society artistes and sightseers, and composed news reports for the same. Ms. Shweta Mahato of BJMC discovered the field trip "an incredible learning knowledge." Ms. Palak Mahajan of MJMC discovered the outing just as helpful. "Each shot we took had an interesting story to tell," she said.



CHANGING FACE OF INDIAN MEDIA AN INTERACTION WITH ADITYA SINHA

The students of the SoC had an intense interaction with Mr. Aditya Sinha, a senior writer who was the Editor-in-Chief of DNA and of the New Indian Express. Mr. Sinha, who led a discussion on "The Changing face of Indian Media", told the students that daily papers would need to make a course adjustment in the coming years. They will need to end up more specific and more concentrated as against the mass-based strategy that they have as of now

Mr. Sinha also focused on the use of technology. He said journalists would always be there to tell news stories. What was more critical was to take in the technology to tell the stories digitally. He additionally warned the students to stay far from copyright infringement. "Today, it is not difficult to cut and glue from the net. However the value that you need to pay for written falsification is high. You will never have the capacity to stroll with your head high."

His parting advice to the students was, "There are no alternate ways in media. You need to strive to climb high in news-casting."



STUDENTS GET INSIGHTS INTO THE MIND OF A FILM MAKER



The School of Communication had an interesting evening with filmmaker Ms. Tanvi Talwar, who along with her companion Mr. Rajat Kumar held a workshop on Filmmaking. The workshop began by screening of the film "Between the Two", a film on transgender that has been screened at a few film festivals all over the world. The 19-minute film had three characters - a eunuch, a female to male transgender, and a female student filmmaker. The three meet as equivalents in the film and talk about their perspectives about what being a woman means to them. The uncommon film with an irregular subject set the tone for the dialog on sexual orientation and Personality. For the students it was an extraordinary learning experience. It provided for them a chance to impart their perspectives on an issue like transgender, which is typically brushed away from plain view.

MEDIA BEES HOVERING ALL AROUND THE GDGU CAMPUS AND BEYOND

VISIT TO A RURAL SCHOOL WITH A DIFFERENCE

The media mirrors what's happening in the society. Then again, there are times when the mirror passes up a great opportunity for what is happening in the field. In an endeavor to sharpen the student's grasp of rural realities, SoC organized a visit of BJMC and MJMC students to a provincial school - Paramlakshya World School on the Haryana-Rajasthan fringe, around 80 kilometers from the G.D. Goenka University.

This was a school with a distinction, while its students belong to villages found around the school yet their teaching is such that they can be compared with students studying in the finest city schools. The Principal of the School made a presentation clarifying how the school is attempting to change the lives of rural students. It was an eye-opener for our students. For over three hours, the BJMC and MJMC students communicated with the students, teachers, staff and parents. They utilized feature and still cams to record these minutes, minutes that indicate how change can be realized in rural India. These were later used to make a film, and to bring out a tabloid paper.



WALL OF EXPRESSION AT SCHOOL OF ARCHITECTURE

Architecture is creative expression of ideas through the built environment. To explore their interpretation of Architecture, students of Architecture adopted the walls of their design studios to express their feelings. Since "walls" are an important component of any building, they became the natural canvas for paintings.

Each student came up with a reference of a building profile that fascinated them the most, painted them on the wall and the montage so created turned out to be an array of buildings from all over the world. To see the collage of so many amazing buildings together at one place is a visual treat. The wall is an expression of the calibre of the students of the institute without saying a word. Students also wrote down their ideas about architecture as a learning platform and display in speech blurbs as an illustration of their 'thoughts'.



SOAP BOX : ARCHITECTURE STUDENTS CONNECTS WITH LEADING PRACTITIONERS FROM INDUSTRY

SoAP makes sure that its students are exposed to various theories and thoughts associated with planning and design of architectural entities in practice. Renowned practitioners are invited to enlighten the students with their experiences.

The three day workshop at SoAP included a presentation on "Origami in Nature and in Architecture". During the workshop students participated in creating various forms with the help of origami which is an art related to forming figures by folding paper. At the end of the workshop, a large scale dome with origami was created which displayed their efforts in a creative manner. The workshop ended with the exhibition of all their work, which was visited by the Vice Chancellor and Deans of several other schools of the University.



SoAP FIELD TRIPS LEARNING THROUGH EXPERIENCE

The School of Architecture and Planning incorporates the field trips as an integral part of the course work for the students.

Off-campus study/field trips are an important part of the program, which involves taking students to visit sites of great significance and to study historic and contemporary architecture, gain experience that is simply impossible in a closed classroom environment. Field trips are extensions of not only the design studios but also lectures where students interact with faculty and learn outside the classroom. They are assessed on their work, which often include, drawings, observations through photographs, write ups, sketches, verification of theories, critical inquiry, and debates, etc.

There are several learning outcomes of field trips. The students learn to work in a team, analyze structures of monuments with respect to human scale and proportions and various representation techniques. They also develop observation and memory skills, enrich and imbue student's learning through active hands on experience and enhance students' knowledge and provoke critical thinking, historical empathy and sustained interest in the subject.

The students undertook field trips to following places in New Delhi

VISIT TO NATIONAL GALLERY OF MODERN ART (NGMA)



The visit to National Gallery of Modern Art (NGMA), gave the students an opportunity to study the work of great artists like Amrita Shergill, Satish Gujral, Haris Bert, Abanindranath Tagore, M.F. Pithawala among others. The students were very excited and thrilled to see the architectural character of the building, were exposed to the classroom design principles and observed their implementation in gaining practical understanding.

Craft museum at Pragati Maidan offered a refreshing change from the hustle bustle of the hectic city life of Delhi. It gave the students an opportunity to be a part of vernacular environment that has been painstakingly created to imitate typical Indian villages. They came to know how beautiful structures could be created from simple materials like thatch, bamboo and bricks.

VISIT TO DELHI HAAT



Delhi Haat, situated in the commercial center of South Delhi, opposite INA market provided the ambience of a traditional Rural Haat or village market, one suited for more contemporary needs. Here the student sees a synthesis of crafts, food and cultural activity, which gave them an exposure to a completely different space. They were also given an assignment on comparative study between Delhi Haat and Safdarjung Tomb on the basis of elements like scale and proportion, materials, textures and landscape.

VISIT TO SAFDARJUNG TOMB



At Safdarjung Tomb, the students were asked to delineate a plan and elevation of parts of the tomb in groups which increased their ability to apply and practice what they had learned and unleash their individual potentials. They also gained an understanding of materials and construction techniques in the historical context

HOSPITALITY STUDENT KEEPS ABREAST WITH FAST GROWING HOTEL INDUSTRY

The team of hospitality anticipated that in order to compete in this fast growing hospitality sector, it is important to keep abreast of modern scenario of the hotel industry. To make our students compatible to assimilate the same, SOH organized five visits by reputed Chefs where students were involved in sessions as well as made to participate in the preparation of various Bakery & Confectionery items working along with professional Chefs.



CHEF THOMAS BLANCHARD, ELLE N VIRE, PARIS

When it comes to baking or patisserie, French chefs have had an edge since ages. Gorgeous gateaux, mesmerizing macaroons, tantalizing tarts and eclectic eclairs- these comprise the delectable dreams of a true foodie. The French add their finesse and expertise to all these products. The hospitality students got an opportunity to attend a Live Confectionery Show by French Chef Thomas Blanchard, from Elle & Vire, France.

Chef Blanchard has had an extensive experience, mastering the art of patisserie. He has in the past been the Executive Chef of the famed bakery and confectionery chain, L'Opera, known for bringing authentic and high-end French pastry and bakery products - pastries, macaroons, croissants, baguettes and many other legendary products.

Chef Thomas Blanchard demonstrated and taught the students how to make the perfect Croquembouche, Yule Log and Gâteau Monte Carlo. The session took place at the state-of-the-art demonstration room of the Main Kitchen Lab at the School of Hospitality. A Croquembouche is a French

dessert consisting of choux pastry balls piled into a cone and bound with threads of caramel. In Italy and France, it is often served at weddings, baptisms, and first communions. The Yule Log is a log-shaped Christmas cake, also known as chocolate logs or Bûche de Noël. The yule log is related to Christmas and Yuletide traditions. Normally one sees these made with dark chocolate but Chef Thomas Blanchard created a breath taking white chocolate yule log. The Monte Carlo he created was also unique as it was not an overly sweet cake but delicious and well balanced.

The students were inquisitive and asked many questions during the almost 5 hour long interaction, taking important tips and points. The first-hand interaction would go a long way in enhancing their understanding of French Bakery and Confectionery, a discipline that takes years to master. The tasting session had everyone praising the fantastic creations and the students expressing desire to become proficient at the art of Patisserie.



CHEF OLIVIER MAHUT, LE CORDON BLEU, PARIS

Hospitality students got a taste of 'Le Cordon Bleu' brand of baking and confectionery in a Live Session with world renowned Chef Olivier Mahut from Le Cordon Bleu, Paris.

The School of Hospitality at G D Goenka University has an academic collaboration with Le Cordon Bleu, Paris. Under the aegis of this esteemed collaboration, faculty from Le Cordon Bleu visits the School from time to time, to impart and share latest developments in the culinary world. Apart from reinforcing traditional methods of cooking and baking that have earned Le Cordon Bleu a reputation that is unmatched anywhere in the world, the visiting chef instructors also instill new-age wisdom and know-how. These sessions not only expose the impressionable students to a wealth of culinary techniques, first hand, but also give them an idea about the finesse and precision aimed at by the maestros of gastronomical world.

Chef Olivier Mahut demonstrated the making of 'Mini Choux et Eclairs' and 'Tarte aux Fruits' in his vibrant and exuberant style. 'Clients often give you only one chance. They have a lot of choice these days. You have to make sure that he keeps coming back for more' Chef Olivier said, emphasizing the standards that have to be maintained to get loyal customers. 'Adapt your recipes to suit the client's taste. Ask them a lot of questions. Adapt to the environment and innovate' is the mantra



he gave to all his students.

Laying emphasis on hygiene and balance, Chef Olivier went on to create dishes that were truly exemplary and culinary masterpieces. Alongside the class, he gave many valuable tips on planning, research, focus, improvisation and competence that would be very useful to students in their careers. Chef Olivier gifted two beautiful books to the School library that would go a long way in providing ready reference to all students for years to come.

Dr Raj Singh, Vice Chancellor, GDGU had his words of appreciation for the visiting chef and words of motivation for the students. At the end of the session, Certificates from Le Cordon Bleu was given to all the participants. Shubhendu Chowdhury, Hub Manager, and Snigdha Moitra, Marketing Manager, Le Cordon Bleu also distributed many goodies from Le Cordon Bleu to the enthusiastic students. The star students who had assisted Chef Olivier Mahut in the demonstration even got autographed Le Cordon Bleu aprons that are sure to acquire pride of place in their kitchens and their hearts. The students were jubilant after the interaction.

When asked to give one final principle to follow in their culinary careers, Chef Olivier Mahut spoke like a true Frenchman and said, "Cook and bake with love. That is the only principle I follow." That advice sure got a thunderous applause from the students and faculty of School of Hospitality.

CHEF MARY CECH, USA LIVE BAKERY SESSION



Another interesting event - A Live Bakery Session was organized with Chef Mary Cech, an award-winning pastry chef and author of two cook books from USA. Her first book 'The Wine Lover's Dessert Cookbook - Recipes and Pairings for the Perfect Glass of Wine', was released in 2005 and subsequently 'Savory Baking' was released in 2009, both published by Chronicle Books.

Mary's dynamic career has taken her into the nation's finest kitchens, including Charlie Trotter's, where she served as pastry chef for two years helping the Chicago restaurant raise its level of excellence from a 3-star to a 4-star rated restaurant. She was the opening pastry chef for both the five-diamond resort Grand Wailea in Maui and the famed Cypress Club Restaurant in San Francisco. Mary has won prestigious recognition twice as one of the Top Ten Pastry Chefs in America by Chocolatier magazine and was named Pastry Chef of the Year by Chefs in America.

Chef Cech introduced SoH students to the art of bakery by holding demonstrations and giving them a hands-on experience. The students under the chef's supervision prepared a lot of mouthwatering dishes such as Fruit & Veggie Galette, Peanut Butter Torte, Chocolate Torte with Peanut Butter, Pistachio Wafers, Prune Upside-down Gingerbread and Prune, Walnut, Apple Tart with Crumble Chili Grilled Eggplant Tartlet.

SoH was also host to visits of two more celebrated Chefs. Chef Mohib Ul Farooqui, Alumni of Le Cordon Bleu Australia & Trainer of Taj Aurangabad conducted Food Production Practical classes with PGDCA students. Also, Executive Pastry Chef Harmender Mathur, The Lalit, New Delhi conducted Bakery & Confectionery Practical classes with PGDCA students.

INNOVATIVE COOKING TECHNIQUES AT ELECTROLUX INNOVATION CENTRE



Students of Hospitality had a great opportunity to visit Electrolux Innovation Centre in Gurgaon where they were shown the huge kitchen of around 1700 sq.ft. and introduced to all latest equipment that can serve the best of cooking by the reputed Chef Anil Kumar of Electrolux. Students were taught about Sous Vide cooking and the latest Cook Chill technology. Sous Vide is a very slow method of cooking, which is done in a special bag and inside boiling water. With modern methods and equipment the same can be done inside the oven and at the same time the food can directly go from the frozen state to the oven using the Cook Chill method. Chef Anil Kumar prepared an array of food including vegetarian and non-vegetarian versions, which all students and faculty of School of Hospitality liked and enjoyed.



SOHSS ORGANISES TALK BY NOTED FRENCH SOCIAL ENTREPRENEUR PASCAL FAUTRAT

It is important to create diverse experiences for Humanities & Social Science students, that help them make informed choices about their careers and also to explore uncharted territories. Today when most youngsters dream of a well-paid, corporate job or going abroad to greener pastures as the most promising career option, there are others who have interest in giving back to the society and doing something meaningful in India. Social Entrepreneurship is a field meant for those who are passionate about bringing a change and working towards the alleviation of weaker sections of society.

There couldn't have been a better guest speaker than Mr. Pascal Fautrat to inspire a whole new generation about this field. Pascal is a Psychologist and a Social worker by profession and qualification. He has worked in France for the Ministry of Justice, posted in Parisian suburbs taking care of children in need of shelter, care and protection. Has also worked with juveniles in conflict with the Law. He settled down in India in 2006, and started the Tara Homes for Children that are an exemplary institution in terms of providing an atmosphere of caring and learning to underprivileged children.

In his engaging talk organised by SOHSS, Pascal spoke at length about how his interest in psychology led him to delve deeper into delinquency. He highlighted that psychology comes into play in myriad fields, right from ergonomics to designing of a website.

Pascal spoke about what it takes to set up an NGO, giving it a foreigner's perspective. Peppered with humorous anecdotes about the pronunciation of his name to attuning himself to the local culture, language, food and habits, Pascal managed to also evoke the latent empathy in the audience, making them look inwards and question themselves as to what have we done for the underprivileged.

He ended his talk with a few tips on what a foreigner can expect while setting up an NGO in India.

SOHSS STUDENT VISITS



SoHSS strives to inculcate a spirit of compassion and higher values amongst its students as learning is not all about the written word or taking exams but also in sharing, caring and spending time with others. To know the pain of the lesser privileged, to understand the challenges of the weaker sections of the society and to share joy and happiness with a feeling of selflessness is highly desirable today. Keeping these ideals in mind, a visit for students to Archbishop Alan de Lastic Memorial Children's Home was organised.

The students arrived at the home with personalised gift envelopes for the children in advance, illustrating them in bright colours with some goodies inside. After introductions, the two groups opened up, dividing themselves into an outdoor group and an indoor group. The sporty kinds went out in the lawns and played football and indulged in other athletic activities. The indoors group got into a drawing and painting activity. Their artistic sides showcased and appreciated and their sporty skills revved up, the children spent an hour of bonhomie and cheer with SOHSS students and faculty.

What was most encouraging was the empathy shown by GDGU students. While Ayushi and Nandita sat and got the collage done with great patience, Vishakha was the livewire, interacting with the kids with gusto. Hugo Bourdes, who hails from Cape Verde and is in the process of settling down in India, was a natural, with little boys climbing on top of his shoulders and refusing to come off! Sahil and Nikhil took care of the brats, with some handy experience of their own.

In a student's words, it was a wonderful experience, going there made me closer to the diversity of society.

LEARNING WHILE TRADING



Learning is so much more fun if done in an unstructured way and in a place different from a classroom. No matter how many lectures you give on economics and cultural diversity of India but seeing is believing. India International Trade Fair (IITF) is the largest integrated trade fair in the Indian sub-continent with B2B and B2C components. It's a consumer goods fair with Business, Social, Cultural and Educational Dimensions that are woven together where visitors and exhibitors, media persons, marketing professionals, social activists, NGO's come together to explore their objectives. A number of Government Organizations use

this platform to spread awareness about their programs and policies among the public. As such almost all States and Union Territories of the Federal Government of India participate in this event.

SOHSS students visited the fair to spend time at different State venues, and based on their topic make an assignment. The assignment topics for the two classes ranged from 'Analysis of Trade Promotion of Specialty Goods' to 'Understanding the Psychology of Buying and Differentiating Needs and Attractions in the buying Process.' Each student was given a responsibility, which they accomplished to their fullest. One of the obstacles was time. The students learnt that early planning is essential, as this helped them face the crowd as well as saved their time. The students also got a chance to witness the diverse culture of different states in India and also of the other represented countries present there.

All together it was a very enriching experience for all the students and also for the faculty.



WHEN PLAY BECOMES THERAPY

It's important for students of Psychology to be exposed to various therapy forms that would help them enhance their skills and widen their application abilities as professional Psychologists.

A workshop on Play Therapy was organized for these students. Play Therapy is a specific counselling approach in which games, toys and mediums such as clay, drawings and paint are used to help a child or adolescent to express their emotions, thoughts, wishes and needs. It helps them to understand muddled feelings and upsetting events that they have not had the chance or the skills to sort out properly.

Ms. Gagandeep Kaur, from Unique Psychological Services, who conducted the session, has her M.Phil in Clinical Psychology from IHBAS Delhi University. She is a double gold medalist with the Dr. Shankar Dayal Sharma Presidential Gold Medal to her credit. She was part of the CBSE telephonic helpline panel that runs across India. She works actively in various school and clinical settings, dealing with normal children and children with problems.

The learning from the workshop is best expressed in the words of students - "After attending the session on play therapy, I understood its importance because as you grow older, it becomes difficult to think from a child's perspective and it was in this session I realized how play therapy gives freedom to a child in exploring his or her ideas and feelings about self and others."

The main aim of the therapist is to bring in positive and healthy changes in a child's way of responding to the world. Rather than having to explain what is troubling them, as adult therapy usually expects, children use play to communicate at their own level and at their own pace, without feeling interrogated or threatened."

The session opened a new avenue for our budding psychologists, sensitising them to a professional and advanced way of handling psychological issues in children.

BUZZING WITH ACTIVITIES

The primary session of School of Law saw a genuine buzz of occasions in the scholarly passageways extending from instructive exercises, talk by the experts; preparing sessions, reenactment based activities to charitable exercises. The point of these exercises has been to furnish students with an all-encompassing perspective of legal enclosure so that when they venture out tomorrow they are professionally prepared to meet all the difficulties. The aim is to use intuitive instructional method that rises above the traditions and consolidates proficient aptitudes. Exceptional stress is given to the course of action that is connected with lawful practice.



LAW QUIZ

Quiz as a game of the psyche, tests the information as well as excites a mission for learning. For the students, the Law Quiz was a test of their insight as well as instrumental in bringing legitimate instruction outside the course books, serving as a fine platter of data and information, fortifying active learning in the scheme of pedagogy.

Four groups were constituted and inquiries were postured from the order of Law. Students from diverse courses demonstrated their soul and ability by their dynamic and passionate support. The organization was outlined not just to include the gatherings of people effectively in the competition but also faculty members which proved to be a very interactive exercise as it proceeded.

LEGAL AID SOCIETY

School of Law aims not only to nurture academic brilliance in the students but also to make them aware of socially relevant issues and to encourage active participation in legal aid services. The Legal Aid Society is a group of enthusiastic students who actively participate to serve public interest. This activity will help in providing hands-on experience to students and serve the public, especially those who cannot afford it. The aim is to make the masses aware about their rights and provide pro bono legal aid to public. In this process, the students instead of learning by traditional lectures, go a step ahead and learn by experience. This is to say, it promotes-“learning by doing”.

To lay the right foundation in the very beginning, the School of Law organized a legal aid trip to Sahjawas village where students interacted with the people of Sahjawas village and tried to get a glimpse of their problems through direct communication with them. A couple of problems that were highlighted by the villagers were discussed among students and members of faculty and an endeavor was made to try to reach a solution and to provide aid. Since it was the first visit, students realized that some villagers were finding it a little difficult to interact and share their problems so they returned back with a promise to visit regularly and build a better relation with them so that this activity doesn't remain a mere mechanical exercise.

MOOT COURT

It may be clichéd to state that Moot Courts form an integral part of the life of a law student. This activity has emerged as the right complement to theoretical knowledge in the form of a practical, hands-on learning for the students where they apply the law to a set of elaborate and definite factual situation that is provided to the students as a problem. Not only does it teach application of law, it also teaches the presentation of the applied law to a 'moot' court where they would have to argue their way out in front of a simulated Bench and get a decision in favour of the assigned client.

In view of this philosophy and to lay the right foundation, the School of Law proceeded to introduce to its students this activity in their very first semester. The students were given a problem based on the Law of Contracts and were taken through several sessions on Mooting philosophy and methodology. Detailed explanations and demonstrations on researching, drafting and argumentation skills were provided. The activity then proceeded to submission of memorials (the written submissions) and finally, argumentation.

The students generally grasped the nature of the activity very well and hard work at research was conspicuous in the case of several students. Some excellent memorials came to the attention of judges and several excellent arguments took place. The School of Law is confident of taking this activity further and ensuring that the students are in position to not only represent the University in various inter university competitions in the times to come but also, soon be on the podium!



TRAINING SESSION

Research is an indispensable part of a student's life. Moreover, it is necessary for a lawyer to be able to conduct research from the very first day when he/she enters the profession. Realizing this crucial role of research in academics, a training session was organized with Manupatra to provide training at using online legal databases, and conduct a more focused/optimized research to retrieve results faster.

A WORKSHOP BY RAINMAKER

To give that additional edge to students and to prepare them for genuine difficulties, a workshop was conducted by the firm – Rainmaker, on the topic "Law Student to Legal Professional". The aim of this workshop was to give them a better understanding on legal profession by making an interface between lawful training and experiential learning. The discussion tried to give students clarity on accessible professions and to settle on a decision for the one best suited to them through a composed vocation plan. The discourse likewise, highlighted the key part of internships in forming the future of students. It was pertinent to see that not only the approach in selecting and pursuing an internship matters, but also continued planning is essential. This session exposed the students to real life demands of the legal profession and also witnessed curiosity among students as to what essential skills they could build to have an edge over others.

VISIT TO NATIONAL STOCK EXCHANGE

The students from MBA second Year visited National Stock Exchange (NSE) to understand the structure and role of NSE, particularly with their attention/ commitment on innovative advances. The students were acquainted with Mr. Vikas Panwar who then proceeded to give a session on financial specialist training. The session began with a preparation on basic phrasings utilized as a part of administration of stock exchanging, for example, budgetary subordinates, Danger administration and observation proficiency, clearing and settlements. The session facilitated in the understanding of operations that happen at one of the greatest stock trades of the world in a fundamental far reaching way. Overall, it was an extraordinary learning experience that empowered our students to comprehend an imperative variable that helps the economy enormously.



A GUEST LECTURE BY MS. PUJA CHADHA DIGITAL MARKETING AND E-COMMERCE



Ms. Puja Chadha, General Manager – Strategic Sourcing, NetAkart.com, spoke to management students on digital marketing and e-commerce. The session started with an overview of the E-commerce sector and the various upcoming segments in the same and then went on to address Digital Marketing-its need and relevance in the current marketing scenario. Broadly the topics that were covered were Internet Industry, Digital Marketing, Web Analytics, and Networking Discussion. The session clarified the role of multi-channel E-Commerce in Digital Marketing, and also explained how a search engine works. The concepts of “push” and “pull” marketing in digital marketing we explained. The effectiveness of social media in digital marketing was also discussed. The session concluded by understanding the meaning and paradigms of Web Analytics.

The session got interactive towards the end and you could see the interest of the students as they could relate to the content of the guest lecture examples from the day-today life helped them relate with the topic.



VISIT TO HSIIDC OFFICE THE INTERDISCIPLINARY WAY

GD Goenka University College Gurgaon has a one of a kind peculiarity of Inter Disciplinary Projects (IDP) in its scholastic educational module under which students need to seek a task of interdisciplinary nature. A gathering of students from management, mechanical, civil and computer science engineering are pursuing their task on the title “Problems and Prospects of IMT Roz-Ka-Meo (Mewat): Role of HSIIDC” under the supervision of Mr. Sanjay Kumar Mangla, School of Management, GDGU.

For the same venture students guided by Mr. Sanjay Kumar Mangla went to HSIIDC Office at IMT Roz-Ka-Meo (Mewat) Haryana on 21st October, 2014. They met with Mr. Hari Kishan and Mr. Kifayat Khan, Officers of HSIIDC (Haryana State Modern and Foundation Advancement Partnership). They had a 2 hours discussion and acquired a decent measure of profitable data with respect to the present issues and future prospects of IMT Roz-Ka-Meo (Mewat). The students were additionally educated about the activities taken by HSIIDC and their future plan to create this IMT. Students learnt about the pre-requisites and role of the government in establishing any industrial estate.



VISIT TO DEDICATED FREIGHT CORRIDOR CORPORATION LTD (DFCCL)

With the liberalization of the economy and the emergence of Information Technology Industry, India has entered a new growth scenario backed by new opportunities, strong fundamentals and commendable growth in the past years. One such initiative was taken by the Ministry of Railways under the Eleventh Five Year Plan (2007-2012) to construct a new Dedicated Freight Corridor (DFC) with the focus area of upgrading of transport technology, increase in productivity and reduction in unit transportation cost. DFCCL has been designated as a “special purpose vehicle” and has been created to undertake the planning & development, mobilization of financial resources and construction, maintenance and operation of the Dedicated Freight Corridors. DFC links four metropolitan cities namely Delhi, Mumbai, Chennai and Kolkata, commonly known as the golden quadrilateral.

An industrial visit to DFCCL was undertaken by MBA Students where Mr. Alok Sharma, General Manager (Traffic Survey & Coordination) explained the various aspects of DFCCL. This fruitful experience and direct industry interface has immensely helped the students in understanding the operational highlights of the project that will back the economic development of India.

GUEST LECTURE BY ICICI DIRECT A LEADING STOCK BROKING COMPANY IN INDIA

Experts from ICICI Direct, Mr. Govind Kumar, Sr. Knowledge Manager - North and Mr. Vikas

Ram krishnan of ICICI Centre for Financial Learning and Investor Awareness gave a lecture covering topics of great interest and value to students. They shed light on the current market scenario of Indian equity market and how to invest in sound stocks. They spoke about technical analysis and fundamental analysis. They also spoke about the opportunities available for retail investors and budding professionals. They spoke about industries where stock market knowledge is used and how important it is for finance managers. Mutual funds and allied industries that depend on stock markets was another topic of discussion. They also spoke about placements and that ICICI direct/securities also hire from campus.



VISIT TO PARLE BISCUITS PVT. LTD. BAHADURGARH (HARYANA)

An industrial visit to one of the largest biscuit manufacturer of India, Parle Biscuits Pvt. Ltd., Bahadurgarh (Haryana) was organized for the management students. After arriving at the plant, animated film on history and foundation of Parle industrial facilities was shown to the students followed by the visit to the whole assembling plant. The students had an interaction with Ms. Pallavi (HR Officer, Parle Bread biscuits Pvt. Ltd.) about the assembling procedure, recruitment exercises and general administration parts of Parle businesses and learnt about the assembling methodology of bread rolls, wafers, confections and other Parle items, quality upkeep process, different showcasing systems, inventory network and logistics administration of the organization.



DESIGN WORKSHOPS WITH ADDED ITALIAN FLAIR

Once again it was time for senior design faculty from Politecnico di Milano to come and visit GDGU for holding intensive design development workshop with SoFD students. Five senior Faculty members, each specializing in specific areas relevant to the different design departments held workshops.

Prof. Gianluca Sgalippa, a Product Designer based in Milan, with over 30 years of teaching and professional experience specializing in Lighting Design and Lifestyle Furniture undertook an exercise with product design students to design table lamps based on their individual inspiration. Each student went through the design process from selecting and refining their inspiration/theme, finalizing the form, selection of appropriate materials and finishes, selecting light sources, and then actually creating a prototype. Students explored edge illumination, reflective and LED Lighting systems. Another batch of Product Design students from the first semester undertook design of candle stands in a similar manner.

Interior Design Students designed a dormitory space for a downtown location in Milan with Prof. Silvia Piardi, the Head of Design Department at Politecnico di Milano, also an architect and journalist. She has been Coordinator of the Interior Design Degree Course of the Design School, then President of the Master Degree in Nautical and Cruise Vessel Design established in La Spezia with the University of Genova. for a Cruise cabin and a dormitory for Indian exchange students at Milan respectively, under the Guidance of Ms. Silvia Piardi, students used advanced Auto Cad and Sketchup software to depict Floor Plans and Elevations of a double story building while keeping in mind space optimization for a living space. The younger interior designers worked on the design of a Cruise Cabin space in real 3D space.

The Communication Design Group worked on an integrated project of launching a new perfume product under the flagship of GD Goenka Group of Companies. While the first semester students developed Posters for a preconceived perfume bottle, the second year students worked on a complete branding and advertising campaign for a perfume product,



starting from shape of the bottle to packaging, graphics and a billboard advertisement. The students learnt the systematic Design process under Ms. Marisa Galbiati, Vice Dean, Professor of Audiovisual and Multimedia Communication at Politecnico di Milano, School of Design. Her work encompasses strategies and scenarios of communication, from design to urban issues, from theory to practice. In particular, her analysis focuses on aesthetics and languages (photography, cinema, advertising, video, art, digital languages) and their use in different environments, from urban landscapes to brand communication.

Fashion Design Students worked on development of a fashion accessory – the quintessential shopper bag, using the creative 12-step design process. They presented their ideas and the production process through 12 simple pictures depicting their thought process. Students worked in pairs and came up with interesting shopper bags using the concepts of origami, potli, pleats and multi functional forms.

While at the same time, the first Year Fashion Design students reconstructed and De-coded-Denims in their own Traditional Indian way, under the Expert Guidance of Ms. Anna Sara Zanolla Mancini's, a young and Energetic Faculty from Politecnico Di Milano, whose research interests are in the fashion field, with a particular attention paid to the relationship between the creative and the productive process in the global context and their reflections onto the education and training system.

All the eight workshops culminated in an open exhibition where all the works of the different departments were showcased in front of the university.





FUNCTIONAL CLOTHING DESIGN, FIT & PRODUCTION

A QUALITY IMPROVEMENT PROGRAMME (QIP) ORGANIZED
JOINTLY WITH IIT DELHI

GDGU School of Fashion & Design (SoFD) joined hands with IIT Delhi for a Quality Improvement Program on the theme "Functional Clothing - Design, Fit & Production". The 5-day programme had twenty eminent speakers from around the world, specialist in their own fields, as presenters. Five out of twenty speakers were SOFD Faculty members. The Pattern engineering workshop by Mr. Umair Khan, SoFD faculty, was a huge success with many participants asking for more inputs. The program attracted 50 delegates from 20 colleges (including NIFT, Symbiosis, MS University, Anna University, PSG Tech, Bannari Amman, Lady Irwin college etc), 3 industry brands and 1 clothing association - CMAI.

The visitors included international delegates from 2 universities viz. Oklahoma State University, USA and Chonnam University, South Korea. Both these delegations met the Vice Chancellor and held talks for exchange and collaborations.

The programme covered the Fabrics, Finishes and Design issues related to functional clothing as also the Size and Fit issues. Functional clothing has emerged as a niche area of technical textiles with a high commercial potential. It includes clothing systems ranging from those used for protection, sports and medical applications to those required for sustenance of life processes as in case of astronauts or smart soldiers. Interest in this sector has grown rapidly over the past one decade and a number of products have been introduced in the international market. India is home to many specialized garments and fabric manufacturers, producing fabrics that are antimicrobial, flame-retardant, bullet-proof, abrasion resistive, UV protective etc which are the key ingredients to their producing functional clothing.

This program provided an ideal opportunity for designers and academicians in the field to learn more about the new opportunities emerging within.



CIMODE, the International Fashion And Design Congress, is one of the most prestigious Fashion and Design research platform in the world, promoting exchange of ideas between researchers, academicians, designers and other professionals in the fields of Fashion and Design. Italy being the fashion capital of the world hosted CIMODE in Poly tecnico Di Milano in early November 2014.

Selected after several rounds of review by an international screening committee, the conference gave an international platform for SoFD faculty to show their competency. The paper entitled "Influence of Indian Drapes on Global Fashion" examined the history of the saree, its evolution to its present form, being influenced by multiple cultures and civilizations. The journey of the saree, its drapes, patterns, wearing styles, fashion were analyzed. The Indian saree drapes (studied across centuries) were compared with the creations of various contemporary International designers. Famous international designers like, John Galliano for Christian Dior, Karl Lagerfeld for Chanel, Marc Jacobs for Louis Vuitton, Alexander Mc Queen, Jean Paul Gautier, to name a few,

have taken inspiration from the Indian culture by using the saree silhouette for their various collections. Certainly, it is one fashion trend that has stood the test of time and is still worn by millions of women worldwide.

It was an enriching experience for the faculty to share the podium with researchers participating from different countries such as Brazil, Argentina, Portuguese, England, Italy, and Spain etc. who shared their expertise in the field of fashion and design.



SOFD STUDENTS LEARN THE ART OF DRAPING

Draping is a key skill, which allows fashion designers to not only understand what creates a great fit and how to achieve it, but also to create high fashion couture. In high fashion, couture fashion houses, evening, and lingerie companies most garments are created through draping. When draping a garment, the designer can immediately see what her apparel design will look like on the body, and immediately correct any fit or design problems before putting anything down on paper. In addition, some apparel designs are just impossible to make via flat patternmaking and need to be draped first. And some fabrics need to be experimented with on a dress form to see how they behave. It's a fantastic way of bringing in fluidity and sensuality to plain fabrics.

The skill of draping is unfortunately not taught in many educational institutions. While fashion students elsewhere are learning only visualization & flat pattern making, Goenkans at School of Fashion & Design have surpassed levels of creativity with the art of draping. They are learning not only how to conceive but also how to bring their imagination to life. Pushing the boundaries and experiencing thrills, at the same time seeing their imagination and sketches transforming into real garments, is a conquest for new minds. The students understood the use of dress form and basic silhouettes and techniques like Twist (pinching and twisting the fabric in a swirl form) Knot (fastening or securing two corners of the fabric to design a pattern) and Pleats (a type of fold formed by doubling fabric back upon itself and securing it in place again to form a pattern) to add character to basic surfaces.



STUDENTS' INDUSTRIAL VISITS

VISIT TO DASTKAR ASIA BAZAR



Students of first year undertook their first field trip to Dastkar Asia Bazar to get an exposure to the cultural richness and diversity of south Asian countries and their handcrafts and culture. Craft is a unique strength that Asian countries share. A centuries-old common cultural heritage of extraordinary weaving, embroidery, block printing, leather and metal work, wood carving, basketry, and terracotta traditions connect together at a time when politics and land and water disputes seek to divide.

Students met and interviewed craftspeople and crafts organizations from Pakistan, Nepal, Afghanistan, Maldives, Kyrgyzstan, Tajikistan, Uzbekistan with their Indian counterparts, and recorded their talents, techniques and products through beautiful photography and project works. The Students compared the colors, motifs, patterns and materials of different countries and were mesmerized by exquisite hand crafted products.

Pakistani ajrakh block printing, and leather work found matching echoes with that of craftspeople from Rajasthan and Kutch, while phulkari, jisti, and suf embroiderers from Punjab and Barmer countered those from Sind and Afghanistan. Shiboritiedye and indigo dying from Bangladesh vied with Indian bandini and laheria. Indian ikat and Bangladesh jamdani weaving displayed the intricacy and skill of other handloom weaving traditions. Dastkar Asian Bazaar provided a small but colourful window to the world of craft and culture to the young design students.



VISIT TO NEHRU PLACE FOR FABRIC SOURCING

Students of Fashion Design got an opportunity to visit one of the well-known fabric sourcing hubs of India 'Nehru Place'. This visit made a strong impact on the students and they were introduced to a lot of new fabrics. The process of buying new fabrics made them aware about the prices in the market as well as opening them to know areas of communication. The lane in the market was filled with retail shops for students as well as designers. Most of the students went to the biggest retail store in the market - H.P Singh, who had a large variety of fabrics at best prices. The visit has also showcased the different categories of the same material. For e.g.: cotton-lycra; cotton-linen. The other new fabrics that they came across were, taffeta, buckram, polyester, suede, terricot, casement, chenille, organdy, flannel, etc. Altogether students had a great time and it was one of the most memorable experiences for all the students as they were introduced to the new world of cloth merchandising.

VISIT TO THE MANUFACTURING PLANT OF OKPLAY LTD BY PRODUCT DESIGN STUDENT

OKPlay is a well-known plastics design and manufacturing company specializing in rotomolded plastic products like playground toys for children, automotive seating, dashboards, storage tanks, and other plastic components. Product Design students undertook a visit to their manufacturing facility where they were able to see a large scale rotomolding unit in operation, apart from observing processes like injection molding and blow molding in action. They were also shown supporting departments like tool-room, finishing, packing, QC and testing to make them aware of the requirements of the manufacturing industry. The students spent half a day at the plant guided ably by the factory's senior staff. This visit helped them to put their lecture sessions in context and to appreciate its applicability.

VISIT TO STUDIO CREO

Exposure in terms of design and art is the quintessential nutrient for the design students. The education at GD Goenka School of Fashion & Design epitomizes in offering such live and exciting experiences. These experiences help the students incorporate design elements in their design exercises. Thus making them capable of taking design to the professional levels.

To add to the series of elation happening on and off campus, the students from 3rd semester Interior Design and Product Design visited one of Delhi's most creative interior and furnishing company, Studio Creo. Studio Creo is instrumental in getting upmarket Italian brands to India and making them available at affordable prices.

Studio Creo as a design house is popularly known for creating spaces for happy living. They specialize in providing tailor-made solutions to customers. situated in South Delhi. The design house provided the students a great learning platform. It is a crucial aspect for young designers to understand what makes a design commercially successful.

Students who were soon to begin with their meta design projects found it useful in understanding how a design house functions following the client briefs and budgets.

For students it was very important to understand how design process is followed at different stages and why should it have elements such as emotion and empathy.

Also for the design professionals in the making, the exposure to innovative and modern materials, modern technology gave a platform on which they could very well base their novel ideas. The internet generation gets most of the inputs online which are not enough as it lacks the basic touch and feel phenomena. Studying various finishes and finest qualities in the products at Studio Creo and the ways to achieve it gave students a holistic approach.

The day-long visit to Studio Creo turned out to be fruitful and satiated most of the queries of the young and curious minds.



VISIT TO GOLD SOUK INTERIOR DESIGN STUDENTS MAKE A SITE VISIT

Interior Design Students were taken to the site of a foot reflexology spa kiosk being made at the Gold Souk, Gurgaon by the designer Ms. Kanika Kush as part of Innovation in Material course. The brief was to use materials that depicted a forest. The theme of the spa was also based on a natural forest setting. The students received a brief about the materials being used, namely: bamboo, rope, MS, artificial grass and wood; where they would be used and what each material depicted. They understood the use of different materials, textures, lighting according to functions of space design. As a bonus, the students also got to see workers, vendors and supervisors in action at site. To further their understanding the students were given an assignment of doing a case study of the project and then design the same kiosk with materials of their choice, depicting nature.



DESIGN DIRECTIONS

THE INDUSTRY CONNECT INITIATIVE OF SOFD

In their effort to connect the design students to realities of design based industries, the school has initiated a lecture series 'Design Directions', where in, practicing designers, eminent experts & industrialists are invited to share their experiences and stories of success with the students.

The very first speaker under the series was Mr. Girish Baluja, Director of Disruptive Innovation at Global Value Innovation Center of PEPSICO. Disruptive Innovation - now that's a Disruptive tag to be given to Innovation - A term quite young to the design Industry, yet being taken on by Design Leaders. Disruptive innovation as explained by Mr. Baluja is the innovation that helps create a new market and value network, and eventually disrupts the existing market and network. He took the students on a journey of simple but impactful innovations made under the projects he is handling at PEPSICO.

The next Speaker for the Semester was Dr. Anju Khanna, Partner at Lall & Sethi Advocates, who introduced the various instruments available to designers for protecting their designs, whether they are fashion illustrations or plans for interiors or technical products. In the process she also made students aware of the issues surrounding IPR and the steps to be taken to ensure that they are not infringed.

Ms. Preksha Baid, Founder-Director of Y-Walls – a multi disciplinary Design Studio in Delhi, talked to the design students on why it is important to 'Blur the Boundaries' for good design to evolve. Boundaries represent limits and guidelines set by others or us for doing almost everything in our lives. The moment you start asking 'WHY', you start blurring these boundaries. For designers it is critical to look beyond boundaries and take an integrated approach in work. She also presented her interior design work and how she followed her design process in each case.

Mr. Gaurav Jai Gupta, the young Fashion Designer, famous for his Label 'Akaaro', shared his journey of success; his vision of simplicity and the hint

of boldness in his use of beautiful traditional weaves of India. With a focus on reviving the appreciation and desire for contemporary Indian handwoven textiles, he urges the students to believe in their traditional roots, and make Indian textiles go Global.

Mr. Anuj Prasad, Founder Director & CEO of Desmania Design - a top ranking Design Company, a full body design provider, with multiple disciplines & experience in product, graphic, packaging design and mechanical engineering. Anuj gave a very inspirational talk which gave an overview of the design industry, how it is changing, the emerging trends and what to expect in the coming future.

Mr. Samrat Som the Vice President and Head of Apparel & Accessories Business for ROYAL ENFIELD (one of India's most iconic brand) talked on 'Telling Stories Everyday - How Design help build Brands'. Mr. Som shared stories from his project at Royal Enfield and from his career path prior to joining Royal Enfield. He was with Madura Garments for 12 years as the Creative and Marketing Director for India's largest menswear brand Louis Phillip. There he created two new sources of revenue through design-marketing interventions. Mr. Som worked as a free-lance photographer and designer, bummed around in Sikkim working for an NGO, worked with one of the largest textile mills in the world, painted & sold t-shirts & shoes, worked as a market-researcher, truck-loader and a toy salesman.



GIRISH BALUJA

DR. ANJU KHANNA

PREKSHA BAID

GAURAV GUPTA

GREY MATTERS

A SECTION SHOWCASING PAPERS OF OUR FACULTY

SCHOOL OF MANAGEMENT

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SCHOOL OF FASHION & DESIGN

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2. "Funk with Function – The Versatile Seamless Knits", Sonali Pal, at National Conference Recent Developments in Science, Engineering and Technology REDSET, ISBN 9789383842896, (2014).
3. "Games people Play", Sonali Pal at "International Conference on Leadership Strategies for Management of Accounting, Finance, Marketing, Entrepreneurship, Economics and Trade. (LSMAFMET-2014).
4. "Functionality in Uniforms", DevenderKharbaj at IIT Delhi, International Quality Improvement Program on "Functional Clothing - Design, Fit & Production", (2014).
5. "Ergonomic Considerations in Indian Traditional Wear", Manish Joshi at IIT Delhi, International Quality Improvement Program on "Functional Clothing - Design, Fit & Production", (2014).
6. "Pattern Engineering", Umair Khan at IIT Delhi, International Quality Improvement Program on "Functional Clothing - Design, Fit & Production", (2014).
7. "Seamless Contours for Sportswear", Sonali Pal at IIT Delhi, International Quality Improvement Program on "Functional Clothing - Design, Fit & Production", (2014).

SCHOOL OF HUMANITIES AND SOCIAL SCIENCE

1. "Chaired a conference session on "Sustainability" track at IIM Bangalore, Biennial Supply Chain Conference 2014 dated 18-19 December, Dr. Kakoli Sen.
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3. "Home for the Forgotten ones : Story of Ravi Kalra and his mission "Dignity for all" Kakoli Sen, Dr. Tanuja Kaushik, in ELIXIR (An International Case Conclave) Proceedings, G. D. Goenka University, Gurgaon, Excel India Publishers, New Delhi, ISBN: 978-93-84869-00-7, pp. 59-61 (2014).
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BUILT ENVIRONMENT CLUB CREATED AWARENESS ON CHILD LABOR

Built Environment Club organized a Poster Making Competition on Child Labor to create awareness in the students to stop child labour. The goal was to focus on the lost childhood of a section of children who are unable to experience normal aspects like school, play and dream because they are employed as child labourers.

The construction industry is a major employer of child labour and also indirectly gives rise to children doing adult household chores like child-minding, cooking when the parents are at work. UNICEF and ILO acknowledges an estimated 168 million children aged 5-17 worldwide, were involved in child labour. Uniquely Indian, bonded child labour may be described as a system of forced, or partly forced, labour under which the child, or usually child's parent enter into an agreement, oral or written, with a creditor. The child performs work as in-kind repayment of credit. Some industries which employ child labour include: Construction Industry, Diamond industry, Fireworks manufacture, Carpet Weaving, Domestic helpers, Coal mining.

Students were given the criteria to designing on an A3 size sheet within a time limit of one hour, using only the colours: black, white and red. They were given the freedom to use any medium including pencils, color pencils, crayons, water colors, oil pastels, sketch pens etc. to express their design. The event attracted participation from various schools of the University. The venue came alive with participants, colours, paper, music and several sketching media, busy drawing. The students produced posters with thought provoking ideas.

The First Prize was bagged by Mayank Sharma of SoAP, followed by Riya Bhudhanian of SoM and Sarvatha Shukla of SoAP who won the second and third prize respectively.



'EK JODI KAPDA'

After the overwhelming response of Last Year, the CSR club has made "Ek Jodi Kapda" an annual drive in collaboration with the DLF Foundation Group. This year once again we were able to collect 14 cartons of old clothes, and shoes for the underprivileged and handed over the same to Roopee Sahae, Deputy Manager - CSR to distribute the clothes among the poor and needy. The clothes are to be used for the project beneficiaries, underprivileged people and those affected during any calamity. The scope of the collection was expanded to include pre-read books and textbooks, which are needed by the school going kids for education.

The student volunteer team worked over 6 weeks to personally inform, engage and collect the material from university staff and students. Labeled cartons were kept all across the university, and a tab kept on collecting the contents and segregating them on a weekly basis. The CSR team would like to mention a special thanks to following students: Ms. Tanya Vaishnav, Mr. Ishan Anurag, Ms. Bhavya Kapoor, Mr. Sumant.

The CSR club has received a letter of recommendation from DLF Foundation for their outstanding contribution.

HALLOWEEN FACE PAINTING COMPETITION

The Fashion Club volunteer organized celebration of Halloween with a face painting competition, nothing pretty, no butterflies or flowers or princesses, the competition was for proper frightening Halloween faces. The organizers were looking for face paint designs inspired by Halloween, scary monsters, zombies, bats, ghosts, pumpkins, webs, skeletons. The artists were allowed to use stencils, gems, lashes and glitter but no latex or prosthetics. The imagination ran wild! The students turned their surrealistic ideas into a competition. Students of all schools presented their ideas on their partner's faces, which were finally judged by a faculty team.

It was wonderful to have a competition full of ideas to inspire each other.



I WILL SOON TOUCH THE SKY

I have always believed God has its own way of examination and I know that time has come, far from home and in this completely new world. I felt like Alice in Wonderland. I remember enormous questions were hovering but all were unanswered. Curiosity was hitting hard to know about the University. Like a fluctuating bulb asking for stability. I was quite worried about the faculty and what the University would offer. I told myself not to give any more thought to it as I could not foretell my own future.

While all this was going in my mind every heartbeat was reminding me that I have to start with a new slate where I am holding a permanent marker and no more a chalk piece. But wait.. it's been couple of weeks now and the tables have turned. Why the hell was I taking it like a hurricane in my life? Here I can feel and see that students strive hard for every piece of design. The faculty here inspire us to be creative and think out of the box. Time and again I ask myself.. has it just been two weeks here?! I feel I belong here, this place is no more new to me.

The impressive facilities and new friends are soon taking over nostalgia. The lush green campus on the foothills of Aravallis when it's raining is heaven to this crowd-friendly Delhi-ite. Life here is incredible and each day comes with scope to learn something new. Being a Communication Design student, the campus serves as an iconic photography destination. People from across the world, sharing a part of their lives has added to the fun. The gusto in this ambience has evoked me to create designs with newfound imagination. My life, my thoughts have changed. I have full faith in the University I am in. With my fingers crossed I know I will soon touch the sky.

Akhyia Sharma | SoFD

FOOD FOR THOUGHT

what do you do when life's unreal? when you live backwards, and hope's a dream?
when pages turn to truths surreal, and you pinch yourself to keep the reel
from stopping in the middle of a shot? when reality goes on darkening the plot?
when you stand still, and face the song, that you're all alone? and memories haunt?
when you misbehave and fall to waste? when you stoop too low and get the taste
of self loss and self mistrust? when you prey on the remaining dust?
what do you do when mirrors collide, and replicate a blinding light?
the sun goes down before the night, and comes out just to burn your sight?
when you stand alone in corridors, and passers by just make a show
of misshaped ciphers blown in the wind, clutching at their thready strings?
what do you do when you loose the role, in your own will power and self control?
when you slide under a rocky hide, with noone left to take your side?
what do you do when you begin to like, the ordained liberation, the inner fight,
when you raise a glass to your own demise? when in the fall you make your flight?

Tarang | SoHSS

DO

Two simple alphabets place them side by side however, and they form a word powerful enough to turn a mass of people into a nation.....

DO

The last time we decided to Do or Die, It changed the map of the World, Today we reach a stage were the eyes of the world are on us again,

So what are we going to "Do"

How are we going to turn a 'Land of Philosophers' into a 'Nation of Doers', are we going to keep thinking about what we should be doing or do something about what we are thinking, are we going to simply shrug our shoulders and play our infrastructure, our bureaucracy, and our political system like always or are we going to role up our sleeves, get up and actually DO something about this.

The truth is this thinking can happen from an arm chair, but doing must happen on our feet, thinking may be a great way of getting things started but doing is the only way of getting things done and let's face it

"You are Never caught in a Traffic Jam, YOU ARE THE TRAFFIC JAM!"

We are soon going to witness the 68th Independence Day, more than half a century and we are still being called an Emerging Economy, A potential Super Power or a Sleeping Tiger, this must change, so let's stop basking upon the glorious past or day dreaming about our great future,

Let's start by Dominating Today and Dominating the whole Nation.

Well well well even,

DOMINATION STARTS WITH DO.

Saurabh Jain | SoM

EXPRESSIONS

In the moments of exquisite silence and raging ideas
In the moments of solo flights of thoughts and unique individuality

you'll be wiped off, you'll be hated

conform or you'll be eliminated

You must be like the others, you must all be the same,
you must meet the average standards

because being better, wishing to be better

would be deviation from the pre-established concepts
and the world can't stand being corrected

Words of wisdom would never comfort you

They'll suggest you less harm

For when you're slipping through the cracks and feeling blue

It's advised that you stay calm

If agitation and fear get to you

Panic will be evoked

In times like these even great men fall

The life of them, terrorized and choked

The world would be so kind enough

To let you be your own defeat

And cruel enough push you down

When you firmly ground your feet

Years of fear

Bought lies and lived deceptions.

Pointless arguments,

Fuelled egos and narrow perceptions

Humility, humanity, kindness and chivalry,

All ripped apart from their very souls, flesh and bones

Turning themselves into raging mindless drones

Truce, they've never heard or felt,

Unable to offer empathy,

Unaware and guilt ridden,

With clusters of emotions they've never dealt.

Products of society, experiments of rotting minds

Manifestations of all the ills we have to offer

Prodigies of their own repugnant kind

Vipul Ahuja | SoFD

FRENCH KISS

He was a macho football aficionado, poor in terms of wealth but rich in terms of esprit de corps and character.

She was a petite aspiring chef from an elite background. Her wanderlust led her exploring the downtown area where he lived, with only her a chic coiffure and a camera.

That unplanned and fateful rendezvous was the immediate start of a great friendship and perhaps something more.

"So you cook, right?" he asks her when they meet for coffee. They had been meeting almost every day for coffee, for lunch, for something always.

"Oui. In fact, I'm a connoisseur in the art of cooking, even if I say so myself," she replies.

"Co... no... what?"

"I'm a specialist in cooking," she laughs.

"O well, then I'm a connoisseur in football?" He asks adorably.

She laughs again, "yes."

"Cook something for me."

"Well, what cuisine do you like?"

"Uhm," he takes a minute to think. "I like jalapenos on my cheeseburgers."

He never failed to make her laugh, did he? He had this savoir-faire about him.

She takes him to her lush apartment where she starts off with the dinner preparation. As she works, she chats. "Cooking has always been my joie de vivre. I'm gung-ho about it."

"I honestly don't know half of the words you use."

"Didn't you go to school?"

"Not a fancy one like yours, food connoisseur."

"Touché," she smiles. There's silence between them as she half-listens, half-watches a catwalk on her television. "O gosh," she exclaims, "look at that fashion faux-pas. She looks like a zombie."

He barely glances at the television, choosing to focus instead on the way she works. "Kaput," he says as a matter-of-factly.

"Ooh, the one behind is nice. It captures the zeitgeist of the 19th century."

"Seriously, are you even real? I wouldn't bother learning any fancy words. I can form an understandable sentence with normal words; why go and learn all these words?"

"You have this laissez-faire attitude to life, don't you?"

"Again, what are you saying?"

She merely smiles and shakes her head. Silence settles once more but this silence had never been awkward. It had never been a bad silence. It is a peaceful silence, where they stayed connected needless of words. They are connected.

"I like the way you cut the vegetables," he says suddenly. Her smile widens. "I like the way you cook."

She raises her eyebrow. He notices but he simply continues.

"I like the way you always want to explore," he pushes aside his cup of coffee and slowly stands. "Even the darkest and the hidden parts of the city."

"What's up with you all of a sudden?" she asks, a blush forming on her cheeks.

He ignores her and continues on. "I like the way you roll your eyes when you see a fashion fa... fashion fa..."

"Faux-pas," she whispers. He's so close that they're almost touching.

He looks down at her face and leans in.

He kisses her.

"I like you."

Kamana Rai | SoHSS

FORTHCOMING EVENTS

International
CONFERENCE ON DESIGN

CODE
2015

THE ART OF ATTRACTION:
LIGHTING DESIGN FOR RETAIL
INTERIORS | 16-17 JUNE 2015

The School of Fashion and Design SoFD, GD Goenka University, India, is proud to introduce its initiative CoDe: Conference on Design on 'The Art of Attraction: Lighting Design for Retail Interiors', a conference aimed towards bringing together international experts to discuss lighting technology for the retail industry.

The conference is being co-hosted by Oklahoma State University, USA, and Politecnico di Milano, Italy.

Built environments have the ability to elicit emotional and even intellectual responses from people. The multi-sensorial character of a physical retail presence is a characteristic that an online store cannot ever match. Brands use this characteristic as an opportunity to attract customers by creating brand experiences using forms, colors, textures, and other elements inside real spaces.

Lighting plays a multi layered role in this interaction with the world, which is dominated by the sense of vision - from enabling function (in the form of ambient illumination) to providing an aesthetic medium (in form of accent lights). Retail oriented businesses like apparel, food, electronics, luxury products, and even general supermarkets need to understand and intelligently apply the principals of lighting to deliver their intended purposes.

Advancements in technology have provided the lighting designer with a complex range of lighting solutions in terms of customer demands, environmental requisites, operational efficiencies, customizability, and quality. The designer is called upon to make appropriate choices of luminaires in these situations, using criteria like colour values, intensity, temperatures, energy efficiency, and even the visual design of the luminaire. This choice further complicated by the fact that different products respond differently to the same kind of lights.

CODE will bring together the designers, developers, practitioners and implementers to share and discuss the latest happenings and trends in the retail lighting sector.

2nd INTERNATIONAL CONFERENCE
ON MANAGEMENT

GDGU ICON 2015

CHANGING LANDSCAPE OF WORLD ECONOMIES:
NEED FOR ALTERNATIVE GROWTH MODELS
FEBRUARY 19 - 20, 2015

In the last decade, the world economic stage has seen a lot of action. The recent years have provided evidence that what worked yesterday may not work today, and will definitely not work tomorrow. While on one hand, the West benefited tremendously from the cost advantages of outsourcing and offshoring, and growth became driven more and more by consumerism, on the other, Europe created jobs in overblown housing and retail booms through state welfare policies. At the same time, the world has also witnessed emergence of new economic blocks such as four dragons. These models may have worked very well for years in certain socio-economic setups however they are no guarantors of sustained future growth.

So how do we go forward? By tapping the opportunities in growing China, India and Brazil and creating yet another wave of consumerism? The purchasing power may have shifted from the older to the newer younger economies but the economies have a tendency to go through a cycle. The need is to make them robust by being able to pre-empt and manage the changes the world is going through. Alternative economics could provide sustainable economic development – good lives for all within the limits of our one planet. But the change needed might be radical and vested interests will fight it.

Against a backdrop of the erstwhile strong economies crumbling and even the new giant economies like China doing a rethinking of their very successful economic models, it is perhaps the right time for global economies to review their economic models for an all-round consistent growth. To deliberate upon this, we bring the State, Industry and the Academia together in the 2nd International Conference of the University, GDGU-ICON 2015.



G D GOENKA
UNIVERSITY
FROM FOUNDATION TO FLIGHT

ACCELERON'S

Techno Cultural Fest of GD Goenka University
12-13 March 2015

PRO NIGHT ROCK BAND THEATRE

WESTERN DANCE QUIZZES RADIO DJ

SOLO SINGING FINE ARTS FLASH MOB

FOLK DANCE ROBO WARS AD MAD

MOVIE MAKING STREET PLAY DEBATES

STAND UP COMEDY...& MANY MORE

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