



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

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

G.D. Goenka University has academic collaborations with renowned Universities and Institutions around the world.

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Front page photo: Students of GD Goenka performing
at Acceleron - The Cultural Fest of GDGU

EDITORIAL

SPRINTING AHEAD

That part of an ongoing project when all the planning and groundwork is done and things are beginning to move as planned is perhaps the most exciting phase of the project. After its debut issue received a lot of appreciation and kudos, GD Goenka UniBuzz Magazine is all set to return. It was a pleasure bringing out this issue, as not only was the expectation up, so was the number of contributors and enthusiasm.

With G.D. Goenka University printing ahead on its charted path, there was no dearth of opportunities and events to cover. In the span of the six months that this issue covers, the University buzzed with activity. It hosted its own cultural-fest, organized an International Conference, a seminar on Governance, won awards, sent out its students for study tours in India and abroad, hosted international faculty on its campus and had its students winning laurels at numerous competitions and participating in multifarious activities. This issue brings it all to you.

G.D. Goenka University is following a rather unique approach to teaching and learning. It's a well thought-out, well-planned strategy based on the principle of trans disciplinarity. How this strategy was conceived is the subject of an exclusive article by the Vice Chancellor.

As promised, UniBuzz will continue to deliver on its editorial objective of providing striking visuals and imaginative design with journalistic sound writing. We look forward to receiving your comments, feedback and contributions.

Enjoy the Buzz...zz..

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

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THE UNIQUE APPROACH TO LEARNING AT GDGU: HOW WAS IT CONCEIVED?

In recent times, the employability of graduates from Institutions/ Universities offering professional education has generated much discussion and caught the attention of policy makers on one hand and the management and teachers of these Universities on the other. This was primarily due to the shift in the focus from employability to employment forcing the students as well as institutions to target solely on number of jobs (not necessarily quality jobs) and in the process ignore basics of education.

Another phenomenon that has evolved in recent times and has made an impact on the job scenario is the technological advancements leading to re-distribution of jobs. Professionals with certain technological and behavioural skills became more sought-after and those without the desired skills are either losing jobs or remaining underemployed. For example, a modern car company is least likely to hire a professional associated with the industry some time ago. They hire engineers, social scientists, environmental scientist, psychologists and other similar type of people. As per McKinsey Global Institute Report 2012, in the near future, India will have a 58 ml surplus of low-skilled labor and at the same time a shortage of 13 ml medium skill workers. Traditional Pharma jobs are becoming stagnant but opportunities for biologists and biotechnologists in energy and nutrition are on the increase. New areas like big-data, cloud and mobility will make-up for low-end IT jobs. Remote healthcare is likely to create new class of professionals in between nurses and doctors. The industry in 2013 was worth \$55bn, employing 6ml people. Technology will expand education and will create a need for more teachers and more training for them and their role will be different from that in the past.

Any new-age insitution / university needs to adopt an academic philosophy, which is distinct and addresses the above-mentioned issues being faced by higher education institutions in India. It should be comprehensively articulated and should be in line with the current trends in higher education the world over. They need to prepare the students for the real world without compromising on the contemporary domain knowledge and at the same time developing certain critical skills in them. These skills are; critical thinking, inter-personal communication skills, soft skills, team work, ethical behavior, research orientation, sound reading habits, integrative and comprehension skills, application in real life, learning by intuition, observation and reflection, environmental awareness, familiarity with global trends and ability to sense the future.

It is practically impossible to teach all of the above modules separately in traditional ways. On one hand the challenge is to assimilate expanding bodies of knowledge and on the other students need to be given time to reflect and learn by interacting with people from different disciplines so as to come closer to real life. At GDGU, we have adopted a different approach to learning that moves away from domain knowledge being imparted in watertight compartments. The approach adopted is inter and trans disciplinary wherein a student, no matter which program he/she belongs to, has the opportunity to work on solving real life problems

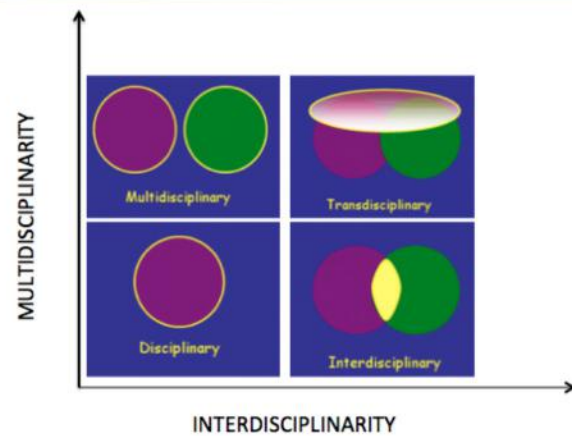


PROF. (DR.) RAJ SINGH
Vice - Chancellor

using her knowledge of various disciplines possessed by the group members. Our distinct program delivery revolves around case-based teaching with emphasis on research orientation and harnessing power of technology. A compulsory inter-disciplinary project is undertaken along with students of other schools/ programs, a course or two from a basket of skill-based courses from other disciplines (this may lead to second specialization, if sufficient credits are earned from one cluster), extensive interaction with the industry through live projects and consultancy assignments, global exposure through exchange programs with the partner foreign universities/ institutions. While working on the compulsory inter disciplinary projects students are mandatorily required to work with under-privileged starata of the society or interact with organizations working with persons with special needs with the objective of students' character building. These projects are assigned 3-4 credits and the assessment is based on the output in the form of a project report, a working model, a film and/ or a presentation-cum-viva voce. The project-based course essentially has (but not limited to) the following:

ILLUSTRATIVE SNAPSHOT OF A INTER-DISCIPLINARY PROJECT CARRIED OUT AT GDGU

Development of a destination on an active tourism map
The project looks into detail of discussing the fundamental requirements that a destination must have to be popular and compare these essentials to a renowned destination on active tourist map, for this case the team studied Dubai for its Tourism & Hospitality element. An insight was gained into the traits that made it popular among masses. The source of primary information were the major tour operator companies and reviews from both individual & group travelers were also taken into account. Finally, the students came up with their interpretation of what makes Dubai a tourism heaven.



The diagram illustrates the differences between various approaches to teaching and learning (courtesy of www.hent.org/)

- Inputs on good verbal and written English communication.
- Soft skills that are learnt and sufficiently demonstrated during the project work and its assessment
- Team work wherein he/she works and interacts with students of other programs/ disciplines
- The project work involves field-work, voluntary service and understanding of the social context
- Final deliverable are in the form of a written report, model, concept or a file giving complete account of work accomplished and the learning derived. This is followed by a seminar and/ or viva-voce conducted by an independent panel of experts
- The topic of the project necessarily involves knowledge of concepts from more than one disciplines and their application to solve real life issue/ problem that helps in developing problem solving skills in the students
- Demonstration of time management, data handling ability, meeting time lines, critical thinking and analytical skills
- Evidence of extra general readings and research undertaken
- Each school develops a number of such projects/ courses for students to choose from. A project idea is presented and peer reviewed to ensure that it meets the criteria and has

learning outcomes compatible with the objectives. This list keeps on expanding as we move forward.

- Each project is anchored by one faculty and he/she is required to associate at least two more faculty members with him/ her who should be from diverse disciplines.
- It is desirable to call an external expert to interact with students undertaking a particular project or similar projects.
- Some projects even involve developing new business ideas and business plans for the same.
- Maintaining a project diary/ file is mandatory to monitor the progress on regular basis.
- Students are expected to be prepared at all times to participate in relevant competitions held throughout the country and abroad.

Sometimes, design of these projects leads to theme based progression as we move from one semester to another. For example in a 3-year program; the initial two semesters could impart knowledge to support the semester project (Say, human senses and environment in the context of the discipline concerned), third and fourth semesters may focus on stretching the course learning through the project (say, immersion and interactivity) and fifth and sixth semesters could focus on integrating the knowledge of previous semesters and advanced skills imparted during these two semesters (say, integrated delivery).

These projects are in addition to industry based projects/ assignments that faculty members may give to students as part of courses taught by them. Also, there are some indirect but important academic benefits that are derived from such projects like,

- The students are able to see the application of their domain knowledge in other disciplines, which motivates them to know more about these disciplines and thus develop confidence in themselves
- It helps them identify their interest and aptitude better so that they can make the right choice for specialization to be pursued or a secondary stream of electives to be studied.
- It may also prompt students to go for lateral movement if they identify that they had made a wrong choice in the beginning.
- Also, it partly shifts learning outside the classroom bringing contact hours to more realistic levels leaving time for reflection and self-study.

The University is committed to providing its students a learning experience that is stimulating and producing professionals that are competent to work in the ever-changing environment with ethical behaviour and a desire for continuous learning. The distinguished team of faculty members, state-of-the-art physical and academic infrastructure to support the learning, research orientated practical teaching and remaining abreast of the global business and technological trends will lead to employable and entrepreneurial young professional that will contribute to nation building and help India regain its past glory of academic excellence.

KUDOS!!

G D GOENKA UNIVERSITY RECOGNIZED AS INTERNATIONAL LEAGUE INDIAN UNIVERSITY

G.D. Goenka University, Gurgaon has been recognized by Skilltree Knowledge Consortium as Skilltree Great Place to Study 2014-16 in India. In the annual award function held on June 24, 2014 at House of Commons in London, the award was presented to Dr. Raj Singh, Vice Chancellor of the University by Mr. Bob Blackman, Member of Parliament of England. The felicitation ceremony was held in the evening at Madame Tussauds London wherein the trophy was presented by Bollywood Actor Upen Patel, in the presence of Lord Swaraj Paul and Lord Dholakia and hundreds of other guests from the world of academia and industry.

Dr. Raj Singh, Vice Chancellor accepted the award on behalf of the University and in his acceptance speech highlighted the journey of excellence of G D Goenka Group and said that what makes GDGU as a great place to study is that the campus houses students from over 45 nationalities which is an authentication and acceptance by the global student community. It has some of the best minds as faculty members and has academic collaborations with some of the best Universities and Institutions like Politecnico Di Milano, Le Cordon Bleu and CILT London, UK. The group has one of the most successful collaborative programmes with the renowned Lancaster University, UK.



Dr. Raj Singh, VC, GDGU, receiving the certificate from Mr. Bob Blackman, M P, House of Commons



Trophy from Mr. Umang Patel, Actor in London

GD GOENKA SCHOOL OF FASHION & DESIGN RECOGNISED AS THE BEST EMERGING DESIGN SCHOOL OF THE COUNTRY

Accolades motivate, recognitions propel! Velocity doubles with a strong thrust of zephyr, leaving the atmosphere mesmerized. Our own, GD Goenka School of Fashion has been awarded the Best Emerging Design School in the country at 'The Edutainment Awards' on April 26, 2014 Saturday at the Merriott, Mumbai. The school was felicitated with the gold trophy making it the Top Spot for design education.

The awards, which were held in the heart of Mumbai, were based on a comprehensive evaluation and rating of media, design and communication institutes in India. The jury was headed by Dr Bhaskar Das, Group CEO, Zee Media Corporation Ltd. and comprised other eminent personalities like Gokul Krishnamurthy, editor, Campaign India; Lajwanti D Souza, managing editor, Pagalguy; Sanjeet Saha, Star TV; Nikhil Garth D'rozario, film producer; Brian Tellis, director, Fountainhead Events; Rajesh Kejriwal, founder, Kyoorius Group; Anand Gurnani, Animation Express, and Pranjal Khindadiya, head, Sony Pictures. Renowned colleges such as St Xavier's, IIMC, Jamia Millia Islamia, SNTD University, SIMC, Loyola, Jain University, FTII, Sophia, NID, NIFT and WWI among others participated in the awards.





participated and bombarded the evening with live music. Magnetic Fashion show accentuated a strong measure of glamour setting the mood to welcome anxiously awaited star night. Fag end earmarked live performance by Punjabi music artist, Deep Money. His catchy numbers and the zealous stage performance coerced everybody to take on the floor wanting more!!

Students were overwhelmed with joy at the grand success of the event, accelerated and charged to welcome Acceleron 2015!!

The cultural gale has begun giving a strong impetus and shall accelerate in years to come!!!

ACCELERON

THE CULTURAL GALE!!

A caravan full of fun, frolic and exuberance kick started in the month of March, leaving the entire university charged and in awe. The magnum of zest & gusto allured many colleges in NCR to be a part of it, earmarking the emergence of grandeur!! The whirl left no one untouched and the cultural domino effect surfaced. Since its conception, christening, finally organizing and its culmination the whole university stood by hand in hand setting the right spirit, an impetus which geared everybody to be a part of this mega event.

The initiative of the Board of student activities (BSA) and the volunteers who put up the scintillating show on 6th and 7th March, 2014 needs to be applauded for all their diligence and commitment. It is going to be an annual endeavor of the university to bring all together and play the unison of happiness, days full of fun & frolic with lot of activities showcasing their talent, initiatives, knowledge etc. A platform that will provide exposure to students, inject competitive spirit and leave them feeling empowered and motivated.

Acceleron 2014 took place in the sprawling greens of our university. The whole university seemed to be enjoying festivities- well decorated premises, floral décor, and mysticadornments. The red carpet stretched inviting and directing participants, teams from varied backgrounds to their respective postings.

This maiden annual fiesta, a cultural bonanza was formally inaugurated on 6th March, 2014 by the First Counsellor (Economic, Commercial & Cultural), Embassy of Italy, Mr. Carmelo Barbarello, who enunciated the significance of culture in our lives. He addressed the gathering and expressed his interest in exploring and strengthening cultural and academic ties between Italy and G.D. Goenka University. Prof. (Dr.) Raj Singh, Vice-chancellor (GDGU) also encouraged the Goenkans to imbibe the true spirit of excellence and unity by underlining the importance of cultural fests in academic life of a student.

Dr. Sanjay Gupta, Dean SoFD, Board of Student Activities (BSA), welcomed the 600 strong contenders from over 30 universities and colleges that had come to participate in the fest. He extended a warm welcome to the university fraternity and thanked them for wholly supporting and organizing the fest.

The students of G.D. Goenka University initiated the event by performing Ganesh Vandana, seeking blessings from the almighty. The fest comprised of various competitions and sections- music, theater, photography, dance, painting and workshops. The event was a good mix of learning and fun activities.

In organizing the events, over 30 faculty members and over 140 students of GDGU were involved. More than 800 visitors from other colleges came to the campus over 2 days. There were 169 teams from 35 colleges making a

total of 591 participants for 21 events. The cultural events included group dances, music bands, fashion show, street theatre, admad show, art, debate, quizzes, robo race, LAN-gaming, mono acting and face painting competitions. The teams from different college's viz. Delhi University's-Dayal Singh, Khalsa, Gargi, PGDAV, Venkateshwara etc. and other universities like Appejay, Manav Rachna International University, Shaheed Rajguru College of Applied Sciences for Women, Institute of Home Economics(IHE), IMS-Design and Innovation Academy, Gurgaon Institute of Technology and Management (GITM), and Amity University participated.

A bountiful participation from all especially by the photography enthusiasts gave an opportunity to look through their lenses and admire their talent, organized by photography club. Students performed on various dance styles like western, folk, free style etc. Bands from different colleges





GOOD GOVERNANCE ON THE MINDSPACE OF GOENKA STUDENTS

Good Governance is the backbone, a pillar, a foundation on which our current social, economic and political scenario grows and advances. In a country like ours, which is one of the largest democracy in the world, having an incredibly huge young population, its significance becomes manifold. Governance is mercurial—a domain that touches our lives irrespective of age, class, gender, ethnicity or religion. It is a responsibility, the concern as well as a collective effort of all citizens to ensure fair, secure and good environment conducive for all to grow, develop and lead a happy life. As a part of cultural fest, G.D. Goenka University (GDGU) hosted a Panel Discussion on Good Governance.

The esteemed panelists were decorated Gen. VK Singh, former Chief of Army Staff; Prof. Raj Singh, Vice Chancellor, GDGU; Ms. Meenakshi Lekhi, eminent lawyer and spokesperson of ruling party; Ms. Shalini Singh, distinguished journalist, Hindu and Prof. P.K. Goel, former bureaucrat and Dean of School of Management, GDGU. Mr. Kalyan Chatterjee acted as the moderator.

Speaking first, Prof. Raj Singh set the agenda for good governance in academics and institutes of higher education. He highlighted the role of good governance facilitating expansion of social opportunities, empowerment, employment and efficient delivery of services.

Prof. Goel, taking cues from his long experience in Railways

put the accent on and cited examples of good governance in public services. He vociferously expounded on the benefits of IT and mobile telephony in today's context and how these technologies can be used to maximize the benefits of public policies and remove poverty.

General VK Singh's talk was interposed by numerous anecdotes from his long career in the Army, which all converged in highlighting how good governance in various areas made a difference in the lives of people and how it can change the entire scenario of a country.

Ms. Meenakshi Lekhi talked about another aspect of good governance i.e. securing Justice and women empowerment. She also took up the issue of how different political parties must be sincere in not only formulating but also implementing the policies and schemes and review them pro-actively & periodically. Last but not the least, Ms. Shalini Singh threw light on her long struggle with corruption in public life and how good governance would have helped reduce such incidences. She advocated and urged the young students to be fearless and not to succumb to any external pressures.

The panel discussion ignited a lot of interest in the students, there was an array of questions from the participants continuing even after the session had ended.

TITIVATIONS AND ADULATIONS!! BSA EVENING

An academic year full of action and jubilation needs to be venerated! 2013-14, saw the birth of various Societies and Clubs under the umbrella of BSA. It was responsible for many events which brought forth talent and showcased intellect, sportsmanship, creativity along with team work etc. It was instrumental in organizing nearly 20 competitions & events besides the annual cultural fest, Acceleron! Over 150 students participated and contributed towards these activities, all of which contributed not only in making GDGU campus a happening place, but also towards their holistic development.

Awards are a way to recognize, motivate and set the right fervor! BSA evening was organized especially to mark and recognize the diligence that went into creating a munificent, extraordinary array of magnetic events. It felicitated all those students who worked behind the scene in putting up the show. The certificates of significant/outstanding contribution were distributed by

the honorable Vice Chancellor in front of all the students and faculty, leaving awardees feeling proud and charged!

The event was hosted by BSA, Dean BSA addressed the gathering and expressed his heartiest congratulations to all the students and university fraternity for carrying out the in house events and fest under the aegis of BSA, successfully. His talk included all the exemplary accomplishments and achievements which had a great deal of determination, hard work, and commitment. Dr. Raj Singh (Vice Chancellor, GDGU) also commented that, "This is a fantastic opportunity to formally celebrate the abundance of talent that exists within the College in a diverse range of areas". He personally congratulated the winners by giving certificates to them. Everybody present applauded and extended their congratulations! It was a glorious evening which brought smiles on many faces.



AN ADVENTURE CAMP IN THE LAP OF UTTRANCHAL

An adventure seeking group of 40 students along with two equally enthusiastic faculty supervisors took an exploration trip to, Ayyar Jungle, Uttarakhand. The mission being camping for two nights at the popular hill station in Uttarakhand-Nainital. Students took a bus till Nainital, from where they walked uphill towards the camp for about a kilometer. Ayyar Jungle camp is located in the deep forest of Ayyar, named after a rare breed of tree which is found in abundance there. Students reached the camp at 11:00 hrs from where the 2 day expedition began.

The Adventure camp organizers were hospitable and warm. After having the refreshing welcome drinks on arrival and resting, the first action began—A trek of 8 kilometers! This was taken up only after an amateur lesson, and knowledge being disseminated by the trainer who also guided the students in their entire trek which took approx 2 hours. In awe of the splendor of the hills which were enticing, students captured the scenic

beauty of magnificent Himalayas.

Students also learnt coordination and collaboration through group work as there was an array of difficult physical tasks like climbing a big rock, going down a steep slope etc an integral part of the trek. After reaching the final point, students were excited to find 3 more trainers who already had ropes prepared to climb up a cliff. The students managed rappelling successfully and learnt the art of using ropes to come down from difficult heights. A safety demonstration led to student attempting and taking turns to finish the task. They learned the skill of using knot making and handling ropes in the right fashion.

In the evening, students trekked back to the camp from a different and more challenging route. After reaching the camp, they had a sumptuous dinner prepared by the camp staff and later joined the camp fire. Here, students played various games and enjoyed while

making friends with each other. At about 22:00 hrs, students returned to their tents calling it a day!

Next morning, students crossed the embellished green valley after breakfast. Here, they learnt to cross a valley using ropes and harnesses. It was great fun to perform in the early hours with sun rising and fresh breeze blowing through. After coming back to the camp and having lunch, students visited Mall Road at Nainital city, they shopped, did boating in lake Naini, visited temples around the lake etc. Everybody returned back to camp by 20:00 hrs, had dinner and went in for a very log camp fire till 23:00 hrs in the night. Many new talented singers and dancers were discovered as students came out of their shell with friends cheering them on.

With wake of dawn, everybody packed their bags and with a heavy heart bid farewell to the trainers & staff, driving the serpentine path down the hills to return home.

DESIGN STUDENTS STUDY TRADITIONAL INDIAN CRAFT CLUSTERS FOR SOCIALLY RESPONSIBLE SOLUTIONS



As a part of the program, the students undertook a two-week study learning about traditional Indian craft clusters. The objective of this project was to make students aware of their social responsibility and contribute their bit towards society. The project helped to sensitize students towards traditional crafts & craftsmen and their life styles and develop cultural awareness through cluster identification and archiving the evolution of specific craft. It also helped them to initiate their journey in the world of crafts.

Different groups chose to work on specific crafts from different states.

A group of 20 students set off on a journey, to various cities and villages. They explored the cultural heritage, lifestyles of craftsmen, focusing on regional crafts. Finally, this group got divided into 5 subgroups covering the diverse crafts listed below:

Block Printing: They discovered the art of block printing at Sanganer, which is a small town situated 16 km from Jaipur. Sanganer is famous for its extremely popular and unique block prints, which are also exported by the signature style known as Sanganer prints. The team of craftsmen who supported the students were Mr. Ram Naresh, Mr. Brij Mohan and team.

Blue Pottery: Blue Pottery is considered as the conventional specialty of Jaipur. The students worked with the artisans at Jaipur Blue Pottery Center and Niraj Blue Pottery discovering and learning the trifles of the famous craft.

Durrie Making: This project was an amazing opportunity to understand the craft of Durrie making at a very indigenous level. The group visited Banskho, a small village. Banskho is located 60 km from Jaipur is a remote location which is not mentioned on the map. About 60 % of the local population

works on this craft. The design students could get their creativity out of the box and explore the age-old craft.

Gota Patti work: The students studied the Gota Patti also known as metal-work embroidery at Jaipur. They learned how the artisans translated traditional motifs inspired from nature and the surrounding architecture onto garments. Working with the artisan students understood the techniques and developed new range of designs.

Semi Precious and Precious stone cutting: On the study tour to Jaipur the students absorbed the art of stone-cutting and polishing. Working with the craftsmen they gained knowledge about various forms of precious and semi precious stones. While exploring the beautiful city and architecture they went around a wholesale market named Chameli Street - famous for stones. It was a great exposure while learning the basics of the craft. Also worth

mentioning is Meenakari art where they learned about coloring and ornamenting metal surfaces.

ChitraPothi: SOFD students learnt the ancient art of ChitraPothi from Orissa at the Crafts Museum, Delhi. ChitraPothi or Pattachitra is a miniature art form, which is the pictorial representation of religious stories written on palm leaves. During their study the students suggested new ideas to use the art and make products and accessories providing new dimensions.

Block Making: They worked with veteran master craftsman Mansoor Alam Khan, who is the recipient of many national awards on block making. The students got an insight on the art of block making and transformed simple wooden blocks into artistic blocks for block printing.

Cane work: The students worked with the artisan named Kalita Kumid from Assam who is currently working in Delhi at Crafts Museum. The students with their new design ideas spent time in developing new products using techniques like coiling and weaving.

Wood Carving: Wood carving is a traditional craft practiced all over India. For the students of SOFD, it was an eye opening session to realize and admire the talented craftsmen like Ustad Hasin Ahmed working under difficult circumstances. They also helped in breaking the general perception of one of Asia's largest market - Kirti Nagar (New Delhi). The current



research work provided an opportunity to take a deeper look into the realities where wood craftsmen worked to keep the craft alive.

Chikankari: The students went to Lucknow, the land of nawabs to study Chikankari. They learned the very famous style of hand-embroidery also

known as shadow-work. Chikankari is unique, old art which has passed through generations beautifully developed and preserved in and around Lucknow.

Thangka Tibetan Art: The students learned about the unique Tibetan art at Norbulingka Institute in Dharamshala working with the artisan Tashi Dhondup. The two main crafts covered were wood carving and silk patchwork. In a very detailed manner the group discovered how traditional crafts were handled by restoring standards, providing training, education and employment for Tibetans. This initiative bridged the gap between the old and the new Tibet.

Odhni and Bandhanwars: The students learnt about the art of making odhnis and bandhanwars with an NGO from Dhanbad by the name Ekta. They used bandhej technique to display vibrant colors. Women from villages and the students worked together mixing refreshing ideas and traditional techniques bringing out a great chemistry.

This initiative worked as a two way learning process where students learned about the crafts and craftsmen learned how to incorporate new ideas, concepts and colors to make their products more marketable.

ENGINEERING STUDENTS SPEND A DAY AT DEEPASHRAM ORPHANAGE

Students of School of Engineering, GDGU visited an orphanage in Gurgaon – Deepashram which is home to physically and mentally handicapped children.

Deepashram, established in November 1994 is a society with the State Government. At present, 42 disabled and mentally challenged person between 11-30 years of age are living in Deepashram which is run by Society of Missionary Brothers of Charity Contemplative of Mother Teresa of Calcutta.

The team reached the orphanage at around 3:30 PM. The children of Deepashram were pleasantly excited and received the members with huge smiles on their faces. They engaged in various activities like playing and interacting with them. The student volunteers interacted and helped them with their daily exercise. They also played various sports activities like cricket, football and badminton. All the children looked excited and

joyful. The team members also met the caretaker of Deepashram who was busy in helping the children to do various activities. They distributed snacks and sweets to the children and presented a draft of contributions by the students and staff of the School of Engineering to facilitate this noble cause. New clothes were also donated to the children.

It was indeed very gratifying experience for it brought smiles on children's faces. They appreciated this special rendezvous and their contribution and responsibilities towards society.



BONDING IN THE COUNTRY SIDE TRIP TO PRATAPGARH FARMS AND RESORTS

Advocating "Learning Outside Classroom" – School of Management organized an outdoor trip to Pratapgarh Farms, a warm place full of fun, frolic and adventure amidst the rolling green farmlands in the Jhajjar town, Haryana.

There were several take aways and great experiences that students absorbed -Agriculture, Vegetable Cultivation, Dairy Farming, Poultry Farming, Waste Management, Pottery, Water Harvesting, Waste Management, Vermi-composting, Farm yard manuring etc. The students were also sensitized to rural settings and assimilated village lifestyle. They enjoyed and appreciated a host of activities and rides such as camel ride, bullock cart ride, Mud bath, tug of war, blind alley games, Crossing the Burma Bridge, Trampoline jump, drawing well water etc. Students proactively participated in all the activities including rural games such as Kanche, Gulel, Kite Flying etc. The day came to an end, still charged all sat in their respective buses playing antakshri, bonded and happy!



GDGU ICON INTERNATIONAL CONFERENCE ON MANAGEMENT



REPORT

Mr. Andrine Mendez (Chief Strategy Officer, The Links India) inaugurated the conference and in his keynote speech gave an insight into the business methodologies adopted by the present retailers in which, apart from the upstream activities, a major role is played by downstream activities in which the consumer plays a crucial role. Highlighting the major modern trends in retail industry like Technology, rise of in-house brands/products, rise of the 'Yummy' (young men of the present age who have time and resources with them to spend), Flow of venture funds, alternate payment channels and to move from beyond customer royalty to personalized customer experience.

Mr. Venkat Ram (MD, British Standards Institutions), highlighted the fundamental issues faced by retail and

The Retail Industry is one of the most sought after industries, it is known to facilitate product dissemination and establish a connect between the manufacturer and the end users. The industry is constantly evolving, with the retail chains working with all their might to keep up with the rate of evolution.

The past trends observed in retail have been most intriguing and have ensued in a lot of research. This led School of Management to convene an international Conference on 'Changing Face of Modern Retail: The New Economic Order'. The two day conference held on 25th & 26th 2014 of April focused on the following tracks:

- *New Economic Order & Strategic shifts in Retail*
- *Evolution of Supply Chain Efficiencies in modern Retail*
- *New Market Structures & Modern Retail*
- *E-tailing, Technological Advancements & Changing face of Retail Business*

It provided a platform for distillation of various thought processes by bringing together business leaders, professionals, academicians, scholars and policy makers to put forth their views on future prospects of the industry and strategies which retailers can adopt for better sustenance, growth and most importantly to connect with the customers in a better way. The conference had an overwhelming response and many fruitful discussions were undertaken.

The unveiling of the book of proceedings was also released on the occasion.

noted that the success in retail industry depends upon efficiency of retail outlets in terms of scale and speed and the retail industry should focus upon the long term customer retention and ethical supply chain policies. Prof. Badal Mukherji (Prof. Emeritus, JNU), ruminated the past trends and discussed the new trends seen in the form of huge malls culminating into extraordinary bankruptcy of stores and gain of real estate. Prof. Rajnandan Patnaik (Professor Strategy, IMT Nagpur), explained the present picture of Indian retail and also explained the importance of government policies on the retail business.

These sessions were followed by the Concurrent Sessions

The session themed E-Tailing, Technological advancements and changing face of the Modern Retail saw discussion on

many new technological advancements and their impact or expected impact on retail. Also what was discussed was the consumer behavior associated with the advancements and what should retailers have in mind before venturing into e-commerce.

The session on New Economic Order and strategic shifts in modern retail threw light upon the impact of the new liberal economic policies on retail. Following, this the new era of consumer awareness and how it has changed retail was discussed. The importance of infrastructure was emphasized and means for proper setup of the same were given. Organized retail and the difficulties faced by a firm in the sector was also a part of the session. Finally, a paper comparing Indian and Malaysian retail sector was also read.

The next session themed; Market dynamics and changing consumer behavior in modern retail had, discussion centered on signifying importance of customer satisfaction and boosting self-marketing. The improvement in customer experience was explained by all presenters differently from having cult follower groups to simply having a store managed by good representatives. Various shades of marketing were seen-An honest product markets itself, the importance of social media in the marketing sphere and finally parameters judging customer experience in on-line retail were chief proponents.

Mr. Anand Bahl (Ministry of Economic Affairs), gave a keynote speech on "Role of Public Policy in augmenting retail". The very pertinent point made here was-view points by layman or most of the present debates in the country on FDI in retail are not based on evidence and analysis. This image about the negative effects of FDI in retail has mainly been created by the lobby of the middleman. The global evidence suggests that the prices drop. He also discussed the growing importance of lobby groups like CII (Confederation of Indian Industry), FICCI (Federation of Indian Chambers of Commerce and Industry) and ASSOCHAM (The Associated Chambers of Commerce and Industry of India) and think tanks like NCAER (National Council of Applied Economic Research) while formulating the new policy.

Mr. Pankaj Rai (CEO at Quality Austria Central Asia Pvt. Ltd.), started by discussing retail data of India. He highlighted that India is contributing 40% GDP on retail whereas only 8% is being used in organized retail so the major focus which lies in front of India is to invest judiciously in 'organized retail.' Highlighting upon the key challenges in the area of retail he gave certain strategies that retail firms can adopt. Mr. Deepak Khanna, an adept speaker further discussed the Median house hold income to get a clear picture of income earned by a family. Further he analyzed median Income. Towards the end, he introduced the customer life cycle concept and how reverse logistics comes into play.

The plenary sessions set the conducive environment to conduct concurrent sessions where following tracks-



Human Resource Practices & challenges in modern retail, new economic order & strategic shift in modern retail, Marketing dynamics & changing consumer behavior in modern retail were held. Discussions took place on the mindset of the customer affecting retail along with, how downward vertical extension affect a luxury brand. Mystery shopping as a concept was elucidated upon. Following this, we had a talk on the IRCTC hospitality and e ticketing system and realized how much of a success affective utilization of government infrastructure can be.

The Valedictory session was chaired by Mr. Vidhur Vyas (EVP, PepsiCo), who discussed the strategy of "Winning in Retail and Emerging Trends in Retail Industry" He focused upon the major consumer needs-1. Shop whenever they want to, 2. Shop at Convenience 3. Price. He suggested three pillars which can be of prime importance in the success of retail sector-Cultural connection, Business Model (cash flow effect) and the Two India Effect (global and the bottom of pyramid India).

With reference to the emerging retail trends in India, he emphasized how e-retailing has changed things tremendously and e-shopping has a chance of competing with the conventional modes of retail.

The knowledge and insight provided by all the members participating was bestowed upon everyone who was a part of the event. The success of the conference was reflected in the numbers, enthusiasm and the huge overwhelming response received.



STATE-OF-ART LABS AT SoH

The image that is formed in one's mind on hearing about hotels is of a pampering experience, ceaseless/impeccable luxury and scrumptious food. Weather a hotel is identified by a different aroma, a different ambience or the difference in the size of the hole burnt in one's pocket, there is one thing which no hotel should fail to deliver-'the hospitality'

The essence of hotel management education at G.D. Goenka University School of Hospitality is balancing business and management education with a thorough grounding in all operations & practical aspects of the hotel industry. Practical training in state-of-art labs will always play a very important role in preparing students for management roles in the industry.

Going by an old saying that "theory with no practical is lame" and the same is strongly emphasized by the fact that student might learn when he reads but learn even more when he sees it being done and then do by himself.

FOOD PRODUCTION

Kitchen training boasts of the very best equipment from leading global brands designed by the Le Cordon Bleu (LCB) consultants from Australia and Japan.

Unlike any other culinary training center in the country, the kitchen here has a unique concept of 'DEMO ROOM' where the students witness the preparation of exotic dishes by the LCB certified chef live, aptly termed the 'Culinary Romanticism' at its best! Not to miss the live broadcast of chef's demonstration on a 42" plasma screen for all participants' facilitating unobstructed learning. Absorbing the aroma, taste and sense of the dishes the students practice in main kitchen and replicate.

The cuisine, patisserie and cold section are not ordinary either. Having the privilege to flaunt the most exclusive and the best commercial equipment brands ranging from Rational, Afinox, Electrolux, Unox, Kempex, Robot Coupe, Brema, Sirman to name a few. Kitchen is a place where students get to see, use and explore these equipments which makes them confident when they are exposed to them in the industry.



ROOM DIVISIONS

Front office mock reception with full version OPERA software for Property Management System training & mock guest rooms, operational laundry with all necessary amenities for a real time exercise form accommodation operations practical! This is available for students to enhance their understanding of Rooms Division Management. It is not just theory and calculation of projections, forecasting etc but the insight into the functioning for real hospitality scenario through the usage of property management system OPERA in the labs which makes them confident prospective hoteliers! To add to this, a mock reception facilitates set up for the role plays and behavioral trainings to induce the sense of professional hospitality under supervision and guidance of the experienced faculty. The luxuriously appointed training rooms for mock exercise and a full scale operational laundry equipped with commercial full scale operational equipment ensures the fullest achievement of learning outcomes of the course.



FOOD & BEVERAGE SERVICES - TRAINING RESTAURANT AND BAR

With the capacity to operate live and full time as a business unit the plush restaurant supports the frame work to train students for F&B services. The restaurant has a superlative inventory of the finest glassware, cutlery and crockery. The theme and ambience just entices the senses, motivating the students. It is also a restaurant that owns a Point of Sale (POS) system just like the commercial units for the actual industry. Special mention to the Wine sessions conducted periodically by the Sommeliers of international repute under scores the commitment to impart nothing but the best in business to the students!



VIN BUFF WINE TRAINING SESSION AT SOH

Wine has been the center of attraction for gourmets and connoisseurs alike. It is a part of food tradition and culture in almost the entire European continent. As an integral part of the curriculum aimed at enhancing the knowledge base of the hotel management learners, a wine training workshop was organized. Keeping abreast with the modern scenario of the hotel industry and giving a competitive edge, the importance of learning the art of wine tasting was considered rather crucial.

A wine Sommelier of International repute, Mr. Gurjit Singh, Sommelier & Wine Educator holds a Level 4 Diploma in Wines and Spirits, WSET (Wine & Spirit Education Trust), UK. He made the session very interesting and left the learners in awe of his knowledge. He himself initiated and conducted the session at G.D. Goenka University's hospitality training restaurant.

The students from the SOH had the opportunity to open, serve and learn the tasting notes on different categories of wines i.e. Red Wine, White Wine, Sparkling Wine and Dessert Wine.

The session also held discussion on the principles of critical tasting and wine-production.



A SOUPY DAY

An appetizing and nourishing event organised by the School of Hospitality was invigorating for the connoisseurs and the learners alike. The agenda of the day was to learn and make soups, followed by a competition showcasing the product. The event was revered by the presence of Professor Saluja, Dean of School of Hospitality, Galgotia University, who emphasized the importance of Soup (Potage in French) in the traditional French menu. Dean Hospitality welcomed the Chief Guest along with all the participants, faculty of different schools and the university students and declared the event open.

Soon to follow, Chef Majumdar took over the podium, setting the right mood, he began by sharing an insight into soups followed by demonstrating the recipes of 3 International & 3 Innovative soups. He prepared soups like Honeydew and Kiwi Soup (cold soup), Avocado and Crabmeat Soup, Burnt Tomato Soup, Paprika Soup of Hungary, Calabaza Bisque of West Indies and the most exquisite Buddha Jumps Over The Wall of China.

All the participants were more than happy to eat and appreciate at the same time. He also gave an exemplary yet simple example to demonstrate Molecular Gastronomy, which made the concept of Soup being eaten clear!

All geared up for the competition, the participants were worth a watch, where they tried demonstrating their culinary and presentation skills. The winners were awarded prizes by our Honorable Vice Chancellor. The first two prizes were bagged by IIMT, and third by Ansals University.



VISIT TO MARUTI SUZUKI INDIA LTD



The MBA students of School of Management at G.D. Goenka University, visited the Maruti Suzuki plant, one of the biggest automobile manufacturers in India. It is a subsidiary of the Japanese company Suzuki. The plant at old Palam road manufactures approximately 350- 400 cars on a daily basis. The operations at the Maruti Suzuki follow a of strategies for optimum utilization of both resources, as well as time.

The facility layout at Maruti is a combination of both product as well as process layout. The quality checks however are value added inspections only as a part of lean operations. Maruti places a great deal of importance on improving its production capabilities due to which it has 85% automation at its Gurgaon plant with mechanical robot systems to perform various functions.

The Maruti plant visit was very enriching as the students could relate the theoretical concepts such as JIT, TQM, SIX SIGMA, MUDA etc learnt in the classroom with the actual assembly line used by the firm. Students were awe-struck during the assembly line, seeing the plant and the perfection of the production process, product design, facility layout, inventory control and other operations management processes.

At the end students were shown a presentation which was followed by query session. Overall, the visit was very successful and educative. It enlightened the students on how a mega-industry functions and operates on a large scale, embodying all the world class manufacturing practices in operations management.



Gender bias is a menace and plagues a society handicapping it forever. It has paralyzed our own country, narrowing the thought processes and limiting the potential of its people; it is today the biggest challenge for HRD. The students in next few years will be a part of the value added work force which in few years will have the capacity to transform and bring a change. Initiating a change for a better tomorrow School of Management, GDGU had organized a seminar on March 27th, 2014 titled "Gender Sensitization" - a necessity today.

The whole exercise began with preliminary work within the University. The team of student volunteers built awareness to maximize student participation in the event. Colleges in the vicinity were invited, representatives there were highly appreciative of the relevance of the topic. The response was overwhelming, and the enthusiasm for the cause was evident through the participation of the students!

The key note speakers were: Dr. BVL Narayana - Group G.M, RITES, Dr. Ajit Nigam – Former Advisor, Railway Board&Dr. Anjali Nigam – CEO & Founder Director at White Swan Consulting Group.

The Seminar started with a pre-lunch session with Dr. Narayana discussing the concepts of "Sex" and "Gender" and the perceived stereotypes in society. He shared with us the global scenario and compared with how poorly our nation is faring in Gender Equality. He also brought forth

GENDER SENSITIZATION SEMINAR ADVOCATING EQUALITY

how our society is biased against females by bringing to our notice specific movie scenes and famous advertisements. But the silver lining in this dark cloud was that the sample testing on university students(through an inventory) showed pro-feminism and favoured gender equality.

The post-lunch session by Dr. Ajit Nigam covered the legal aspects of the Gender Sensitization and how post Vishakha & Nirbhaya case guidelines, sexual harassment is a very serious crime. He elaborated on the new laws and government guidelines sharing their pros and cons. Positive being greater freedom for women and validation of wrongs associated with gender inequality, and negative being the fact that organizations are now becoming skeptical of hiring and appraising women employees.

The last session was with Dr. (Mrs.) Anjali Nigam who discussed the Human Resource management point of view on Gender Equality. She pointed out several social themes that promote gender She discussed the theological aspect of a HR research model that she has developed where the comparison of all the hierarchical needs in a job were drawn with the 5 main theological elements of our body.

All in all it was an eye opener, the main issues highlighted were- extreme violence against women be it domestic or workplace. It was astounding to learn that, a country which is sound, where women have taken multiple roles and are worshiped, there is still a plethora of unpleasant cases which will leave us in a state of disbelief. Thus, gender sensitization is an issue of great social importance.

The seminar brought into the open multiple points of views giving an insight into the issues and instilling a positive and open mind-set.

SoM BAGS A PRESTIGIOUS CONSULTANCY PROJECT AT PARADIP PORT

School of Management G.D. Goenka University brought accolades with its maiden prominent consultancy project. Dean, SoM Dr. Goel was instrumental in pursuing and conducting the project. The project undertook systematic study of Paradip Port, an artificial, deep-water port on the East coast of India in Jagatsinghpur district of Odisha. The project entails -suggesting ERP implementation plan with the objective of replacing manual operations at Paradip Port by technological advancements and integrating all such operations via a system of interlinked network to reduce the flow time and expediting the operations at the port.



SoM, PREPARES THE KNOWLEDGE PAPER ON SUPPLY CHAIN MANAGEMENT FOR THE PH.D CHAMBER

School of Managements maiden knowledge paper for center of excellence on Supply chain management has been accepted & published. The National Conference on Smart Supply Chains organised by PHD Chamber of Commerce with 120 delegates participating was an intellectually stimulating event, It was headed by Dr. Sumitra Choudhary, member Planning Commission who was also the Chief Guest.

The Knowledge paper - " Supply Chain in India: Challenges and Way Forward" is a 40 page report highlighted the bottlenecks in the SCM, manpower & skill requirements, customer service, efficiency in Supply Chain. It suggested remedial measures through relying on Lean operations and accentuated role of IT in SCM. The entire paper was prepared in house and is a product of the intellect and experience of SOM. The knowledge paper as a booklet was well branded for GDGU and circulated to all the delegates. After the release there was a Panel Discussion centered around GDGU SOM knowledge paper.

INSERT 2014

A Walk through - Artist expressed emotions

Students of SOFD and faculty members got an opportunity to walk through the "INSERT 14" and the "Be Open" exhibitions at MatiGhar, IGNCA grounds, Janpath. The exhibition highlighted series of conversations initiated by more than 30 artists from all over the world such as Nairobi, Taipei, Berlin, Ramallah, Shanghai, London, New York, Zagreb and Stockholm. Eight Indian artists also showcased their work.

A multi-disciplinary event where the artists expressed emotions through their respective works was full of brilliance and finery. Students were mesmerized by installations and absorbed various materials, textures, colors and patterns used so creatively. Distinctive ideas and stories were depicted through these artifacts.

The concept of "New Models on Common Ground," that showcased numerous hypothetical propositions by artists, curators, writers, poets and journalists was fascinating. They hadre-imagined the artistic, cultural, and intellectual life of people. Students could comprehend art and the artists-"as a generator of ideas" who through their curiosity and imaginations are able to re-imagine ways to inhabit such structures that otherwise would have been difficult to visualize. It was a great learning experience for design students as they could revisit the ideas with a distinctive thought process.



COMIC CON WORLD OF IMMORTAL CHARACTERS

The students of communication design at SOFD spent a day with comic characters coming active at the Annual Indian Comic Con, at Thyagaraj Stadium (INA), New Delhi. Several stalls showcased plethora of Indian publishing houses from Amar Chitra Katha, Vimanika, Diamond Comics, Kshiraj Telang, Manta Ray, Level 10, Campfire including Tintin's adventures, Kalia the crow's wit and Hulk's power, to many other new and upcoming publishers.

It included several workshops, interactive sessions, interviews and speeches by various comic book artists and writers.

Students of SOFD saw stalls by animation and multimedia production experts and also attended seminars about animation by renowned comic authors like Mark Waid (comic author of Superman) and John Layman (writer of Batman), who discussed the digital world of comics and future of animation industry in India.

The enthusiasm was high and the spirits soaring for the students experienced a fantasy land coming live. They were awestruck to see enormous sculpted action figures of various comic characters and enjoyed posing and clicking pictures with their favorite characters. They also participated in various quizzes and other competitions.



WOW - WE MADE IT !!!

The group of students from SOFD - Aiken, Aida and Akshath Singh made a mark by getting selected amongst the top 3 entries from India for the international design competition – WOW (World of Wearable Art). The world of wearable art plays a pivotal role in the creative education and inspiration of young designers. As a designer there are no creative restrictions and one can choose diverse materials such as car parts, fishhooks, business cards, sausage skins, human hair and salmon skins etc, playing with creativity and imagination.

WOW receives more than 300 entries from all over the world every year. From GD Goenka School of Fashion & Design 15 entries were sent by students for this year's competition of which one got selected for the final round. The entry was called "The one who protects". The design portrayed an angel who guards against all the evils. Students used laser cutting technique on metal sheets to form the magnanimous garment. The ensemble was also showcased at the most prestigious fashion design event of India - Wills Lifestyle India Fashion Week before being dispatched to New Zealand where the final selection is to be made.



FASHION CLUB ORGANISES THE STYLE WARS AT ACCELERON

As part of first annual cultural festival "ACCELERON", the GDGU Fashion Club organized 'STYLE WARS' an inter university fashion show competition.

The most exciting part of the event other than it being the first such event was that the group comprised of people from different backgrounds and colleges in our university who came together to work on this project. The work varied from choosing a good yet unique theme to going into the world full of options and variety choosing specific fabrics and accessories which would go with our theme. The props, the ideas, stitching and designing of clothes was done by the students of SOFD.

It was an amazing experience of seeing different teams working seamlessly in perfect synchronization. All objectives were achieved in time and the event as a whole turned out to be a roaring success. All credit goes to the enterprising students who volunteered pro-actively.

In all, 9 teams participated with themes as varied as style "Journey of a girl", "Papery Funk", "Trendy mashup" etc. Creativity and magnificence were at their zenith, leaving everybody in awe of the mesmerizing event.

The distinguished jury comprised of celebrity fashion designer Mr Rahul Reddy, Mr Paolo Castagnetti, professor of design at Politecnico Di Milano and esteemed Director of GD Goenka, Mr Rohit Gujral.

Overall, the fashion show was a mega gala success and adding a measure of glamour to the festivities all around.

FASHION SHOW
7TH MARCH
COMPETITION ORGANISED BY GD GOENKA UNIVERSITY

STYLE WARS

LAST DATE OF REGISTRATION : 20 FEB. 2014
(PLEASE MENTION YOUR THEME ALONG WITH REGISTRATION)

FOR REGISTRATION :

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Image Source: Pinterest.com



SCHOOL OF FASHION & DESIGN STUDENT'S STUDY TOUR TO ITALY

Spring of 2014 at GD Goenka University bid ciao to its students and wished bon voyage when they left for a 2-week study tour to Politecnico di Milano in Italy. The super charged and excited children started building up for around a month culminating into a frenzied and excitement filled 2 weeks in Italy.

A major part of the study tour was a design workshop with Politecnico faculty, Professor Roberto Boni and his industrial designer assistant Filippo. The project was to design a space complete with graphics and the staff uniforms, which would promote the identity of a University to a visitor. As part of the workshop the students made a visit to a famous interior design studio of Milan, Storage Associati and had a presentation by its owner, Marco Donati. It was followed by a visit to Ratti, one of the oldest and most prestigious textile factories of Como, the silk district of Italy. The visit offered hands on live experience of the designer fabrics being woven and printed.

The highlight of the trip, however was Salone Internazionale del Mobile di Milano the Milan Furniture Week. Students paired with Italian design students and systematically covered and explored all the areas of this amazing collection of the best designer's work in the world at one place. They saw the works of the young designers and students in Salone Satellite, the established ones at the FieraMilano complex and FuoriSalone and the changing museum at the Triennale. Product and communication

design students could also visit the Ferrari museum.

In between, weekend trips were organized to the inspirational cities of Venice and Florence, where besides marveling at the stupendous architecture & scenic beauty, the students had an occasion to study the best examples of Visual Merchandizing. They could visit the showrooms of Louis Vuitton, Cartier, Prada, Gucci, Dolce & Gabbana, Ermenegildo Zegna, Versace, Miu-Miu, Breshka, Dior. In Florence they undertook a leather tour and understood the fine workmanship of crafted leather bags. Another visit was to the Gold market. In Venice they could also visit the factory of Murano and witness the European techniques of Glass making.

The most memorable part of the visit was the warm welcome and hospitality extended by the Italian hosts. All the SoFD students were paired with Italian students and they stayed with them in their apartment, ate with them and were together the whole duration of their stay in Milan. They went around the design districts of Brera, Lambretta and Tortona. The friendships generated will last a lifetime.

The trip rounded off with a final formal presentation and evaluation of their project by the students to the Italian professors; a meeting with the honorable Rector of Politecnico di Milano; and a joint dinner with all the students and their hosts in an Indian restaurant.



EMINENT DESIGNERS FROM MILAN HOLD WORKSHOPS FOR SOFD STUDENTS

For the School of Fashion & Design at G.D. Goenka University, the faculty from Politecnico Di Milano shared their rich industrial and educational experience for the whole month starting from 10th Feb 2014 till 10th March 2014.

Team of proficient faculty included - Prof. Annalisa Dominoni and Prof. Benedetto Quaquaro who are also partners in the renowned Italian design studio A+B. They both are eminent architects and also Ph.Ds in Industrial Design. Prof. Paolo Castagnetti, an architect with design practice at Reggio Emilia takes design development courses for the final year students at the Politecnico Di Milano.

The professors took lectures on Design Thinking - Current Design Scenarios of the world, Contemporary European Designers & their products, Mood Boards & Story-telling; Design Practices around the world and the various modes of presentation for ideas.

The workshops were held in two groups of six teams each. One group comprising of Product and Interior Design students worked on creating concepts for 'campus furniture' to be placed in the common areas of university campus for public use. The project was aimed at giving the students a hands on experience in creating functional furniture pieces which would also be unique to the campus ambience. In a span of two weeks, the teams were to focus on shape and volume with the aim to design and realize scale models (in paper) and prototypes in real scale (in plywood). Conversion to a scale model was a challenge that the students enjoyed the most. Using the power cutting tools and hand tools in the prototyping lab, the students worked with plyboard as the base

JUGAAD



Jugaad, a furniture piece made totally out of waste scrap found in campus.

OCTAGONAL SEATING



One of the many pieces of an **octagonal seating** arrangement, based on the idea of story telling. A very ergonomic, futuristic Chair, developed for the lounge or gardens of GDGU.

TOTE BAG



A **Tote Bag** inspired by whimsical Indian Kitsch, truck and wall art of the streets.

BLIND DATE



Blind Date, A rocking chair to hangout with friends or strangers. But it takes two to tango.. with no need to know your mate on the other side.....



material. Finishing touches were added in the pain shop.

Similarly for the other group, comprising of fashion and communication design students, the task was to go trend-hunting in the markets of Delhi and identify images, scenes, concepts with an 'Indian' flavor. These images and concepts were then worked upon in the MAC lab to create graphic concepts for printing on tote bags that can be used by University students. Like the other group these teams were also to end up with the final prototypes which in their case involved making patterns for the tote bag, getting the fabric digitally printed and finally sewing the pieces together with buttons, straps and fasteners to come up with the finished product. The artistic bags created by the students clearly show the influence of diverse Indian traditional crafts ranging from Worli paintings, kantha embroidery and firki craft. Some of the bags also had motifs and prints inspired from Delhi street life.

On the last day of the workshop, all teams were to put up an exhibition showcasing the final prototypes to the university staff and students. The workshop proved to be a very intense learning experience for the students as within a span of 2 weeks they could cover the complete design process moving from client-brief to final presentation.

GD GOENKA UNIVERSITY GETS APPROVAL FOR ARCHITECTURE & LAW PROGRAMMES

ARCHITECTURE



G. D. Goenka University gets approval for 5 year BArchitcture Programme.

The expert Committee of Council of Architecture visited the **School of Architecture & Planning**, at GDGU on April 18-19th to inspect for norms and standards as prescribed by CoA to start the full time Bachelor of Architecture programme.

The approved programme is now open for admission and the first session will start from August 2014.

A five year full time professional undergraduate level degree aims at educating aspirants who will assume leadership role in creating built environment for future generations. The main goal of this course is to inculcate the ability to conceptualize, formulate, design, detail and execute according to specific requirements & needs, in the context of social, cultural, geographical, economic scenario considering the technical aspects.

LAW

The adept Committee of Bar Council of India visited the **School of Law**, GDGU on February 24th and inspected it for norms and standards as prescribed by BCI for starting various 3 and 5 year law programmes. The approved programmes are now open for admission and the first session will start from August 2014.

At G.D. Goenka University the School of Law, there is an endeavor to establish an institution of legal education par excellence, not only in terms of infrastructure but also in terms of quality of education and practical exposure provided to the students. In the new academic session 2014, the following courses, approved by the Bar Council of India will be open:

- Bachelor of Arts, Bachelor of Law- BA LLB (Hons) - 5 Years
- Bachelor of Business Administration, Bachelor of Law (Hons) - BBA LLB (Hons) - 5 Years
- Bachelor of Commerce, Bachelor of Law (Hons) B. Com LLB (Hons) - 5 Years
- Bachelor of Law- LLB (Hons) - 3 Years
- Master of Law- LLM - 1 Year

There is a structured & flexible course structure offering an array of specializations in several areas of law including Constitutional Law, Banking Law, Corporate Law, and IPR. The School of Law has adopted a creative teaching methodology to enable students get theoretical and practical knowledge of

law in a pragmatic environment. Special emphasis is placed on seminars, projects, moot court exercises in a state-of-the-art moot court, workshops and guest lectures. Summer Internships with practicing advocates and law firms are credit based and forms an integral part of the curriculum. The endeavor is to make the aspiring lawyers understand policy initiatives within the framework of the constitution & integrate the legal studies with aspect of governance.



ENGINEERING STUDENTS GET VITAL INDUSTRY EXPOSURE INDUSTRIAL VISITS

ELECTRONICS AND COMMUNICATION ENGINEERING STUDENTS VISIT ASSOCIATED ELECTRONICS RESEARCH FOUNDATION AT, NOIDA

An industrial visit was organized to Associated Electronics Research Foundation (AERF), Research & Development Centre at Noida in February. The first year students of B.Tech got an opportunity to see the foundation along with faculty coordinators.

A total of 30 students visited the Centre between 12:30 pm to 2:30 pm. The objective of the visit was to give students a practical exposure to different testing facilities available in AERF. The Testing and Calibration laboratories of AERF are recognized by the Government of India through NABL (National Accreditation Board for Testing and Calibration Laboratories), Department of Science and Technology, for Testing and Calibration of Electrical and Electronic items.

This educational trip was very informative and gave the students a feel of the R & D work being carried out in the field of embedded system, communication, and VLSI.



COMPUTER SCIENCE AND ENGINEERING STUDENTS VISIT (CSE) ZTE CORPORATION AT MANESAR

An Industrial visit to ZTE Corporation was organized in March 2014 for B.Tech Computer Science students to familiarize them with various communication technologies and emerging trends in the field of communication devices. ZTE Corporation is world's fourth largest mobile phone manufacturer as measured by 2012 unit sales and the world's fifth- largest telecoms equipment maker measured by 2012 revenues after Ericsson, Huawei, Samsung and Nokia-Siemens.

Mr. Veerender (Assistant Manager) from ZTE Corp. gave a presentation about their company and subsequently about telecommunication technologies by briefly explaining GSM, CDMA, Wi-Fi, Wi Max, Bluetooth, EDGE, and different generations of telecom network (1G, 2G, 2.5G, 3G, 4G), EM Spectrum, steps involved in telecommunication (frequencies used, types of modulation methods, types of propagation and various terminologies used in the language of communication methods). They also explained the mobile phone telecommunication procedures in which they described various related terms like roles of mobile station (MS), BTS (Base transmission and receiver), BSC (base Station Control), MSC (mobile switching center), etc..

After the lecture session, a brief tour of three ZTE sections was undertaken. "Manufacturing unit" in which there were circuit printing machine, SMT (for surface mounting of circuits components), computerized soldering machine, AOIs (automatic inspection Machine) were very interesting. Two other sections dedicated to repair and testing of manufactured components were explained to students and some basic mobile phone and calling card circuits were repaired in front of them. Finally, the quality control section was explored where final quality assurance is sealed before putting up final product in the market.

Students were elated and inquisitive, as they answered student's queries. Students are now looking forward to take up courses related to communication technology with a greater zeal.

CIVIL ENGINEERING STUDENTS VISIT THE SIGNATURE BRIDGE CONSTRUCTION SITE, DELHI

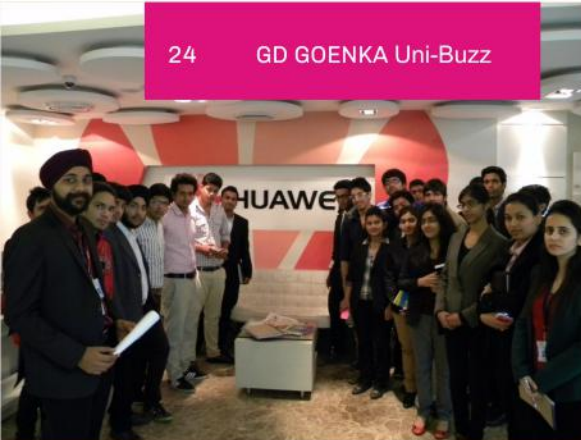
An Industrial visit was organized to the Signature Bridge construction site in Delhi for a group of twenty students of the First year Civil Engineering programme. The purpose of the visit was to make students familiar with the principles of bridge engineering which includes design, construction and standard specifications.

Signature Bridge is being constructed by DTTDC (Delhi Tourism and Transportation Development Corporation) across the Yamuna River at Wazirabad in Delhi which promises to be a great attraction of the city. The bridge will link the National Highway No. 1 on western bank to eastern bank of Yamuna River, connecting north Delhi to east Delhi. It will have a bow-shaped steel pylon

measuring 154 metres high and will be twice as high as the famous Qutub Minar. The main deck of the bridge will be supported by cables which in turn will be connected to a central pylon.

Site Engineer, Mr. Rishi, escorted all the students to the main bridge construction area and explained about the methods which they were using in the construction of the Signature Bridge. He also briefed the students about the latest techniques of bridge construction.

Mr. V. K. Gupta (Executive Engineer, DTTDC) explained different aspects of this project like economy and techniques. Students were visibly very happy after his presentation as it enhanced their knowledge. Mr. Gupta also answered the queries of the students on technical as well as other aspects.



COMPUTER SCIENCE AND ENGINEERING STUDENTS VISIT HUAWEI TELECOMMUNICATIONS PVT. LTD AT GURGAON

An industrial visit was organized to Huawei Telecommunications Pvt. Ltd., Gurgaon in February, 2014 for first year students of B.Tech Computer Science and Engineering.

With an objective to make the students familiar with the principles of Transmission Network, IP-Data Communication Network, Cloud Computing Fundamentals and Wireless Broadband Access.

Huawei Technologies Co. Ltd. is the world's largest telecommunications equipment maker is headquartered in Shenzhen, China. It is currently serving 45 of the world's top 50 telecom operators. Huawei's products and solutions are deployed in over 100 countries and are supporting the communication needs of one-third of the world's population. It has 20 R&D institutes in countries including China, US, Germany, Sweden, Ireland, India and Russia.

The students were first taken to the Seminar Hall where Mr. Rohit Dubey addressed the students and shared the profile of the company. He then briefed the students about how mobile network works. He also explained the use of switches, routers, servers, fire walls, home location register, BTS and BSC.

Huawei's upcoming technological products like Virtual ATM were shown to students. Virtual ATM service will be introduced soon in India. Virtual banking's web camera allows ATMs to act as virtual branches and offers services such as money withdrawals, besides processing card and Cheque-book applications in real time. The industrial visit to Huawei Telecommunications was an enriching experience for the students in getting live exposure of various telecommunication equipment's. The visit was indeed a learning experience.

CIVIL ENGINEERING STUDENTS VISIT TIMARPUROKHLA WASTE MANAGEMENT PLANT, NEW DELHI

An industrial visit was organized to the waste energy plant of Timarpur Okhla Waste Management Company Pvt. Ltd., New Delhi in April, 2014 for the students of B.Tech Civil Engineering.

The objective of the visit was to make the undergraduate students familiar with the process involved in waste management culminating in electricity production and its numerous benefits.

Timarpur Okhla Waste to Energy facility (which is a 100% subsidiary of Jindal ITF Urban Infrastructure Ltd) is India's first large scale waste to energy 16 MW power project aiming to dispose and process one-third of Delhi's Municipal Solid Waste and generates a much needed clean renewable energy. This facility aims at a sustainable solution taking municipal

solid waste through an environment friendly combustion process to generate clean and renewable energy.

On reaching the plant, students were taken for an interaction with different people involved in this project. Later, the site engineer addressed the students and shared the profile of the company. He then briefed the students about the complete process involved in waste to energy production starting from the municipal waste being delivered to the Timarpur Okhla plant to steam generation which drives the turbine and generates electricity.

The industrial visit to Timarpur Okhla Waste Management Plant was very informative and an enriching experience for the students



ENGINEERING STUDENTS AT MSIT, NEW DELHI

Five students of School of Engineering, G.D. Goenka University - Shreya Prakash, Richa Sarf, Sidharth Saini, Tanuj Jindal and Utsav Agrawal attended a knowledge sharing event and discussion on "Emerging Opportunities for Electrical & Electronics Engineers in India".

The event was organized by IEEE (Institute of Electrical and Electronics Engineers) and was held at Maharaja Surajmal Institute of Technology (MSIT), Janakpuri, New Delhi. Around 300 students from different engineering colleges/universities attended the event. This event focused to bring various significant development of industry with their rising demand of skilled electrical and electronics engineers.

There were sessions by Mr. Pradeep Doshi, Vice President, Electronics Sector Skills Council of India (ESSCI), Mr. Bhanu Prakash, Field Application Manager, Microchip Technology, India; Mr. Narang N. Kishore, Mentor & Principal Design Architect, Narnix Technolab Pvt. Ltd.; Dr. Sukumar Mishra, Prof. IIT Delhi followed by a Panel Discussion on Employability of Electrical and Electronics Engineers by experts from industry and academics.

The sessions were followed by a Panel Discussion on Employability of Electrical and Electronics Engineers by experts from industry and academics. The experts discussed the industry-academia gap, problems faced by students in getting placed in the core field and the different job opportunities available. They also discussed that how training/workshop, industry relevant curriculum and proper mentoring can enhance the employability of students in electronics sector. Students took an active part in the discussion and showed interest in attending more such events in future.



G. D. GOENKA UNIVERSITY ENTERS INTO AN ACADEMIC ALLIANCE WITH EMC²

G. D. Goenka University has entered into an academic alliance with EMC² for a program designed to offer curriculum-based education on technology areas such as virtualization, cloud computing, big data analytics, and information storage and management. EMC², an American multinational corporation headquartered in Massachusetts United States, offers data storage, information security, virtualization, analytics, cloud computing and other products and services that enable businesses to store, manage, protect, and analyze data. Through EAA, it introduces an 'open' storage technology focused curriculum. The curriculum focuses on concepts and principles of storage technology, rather than on specific products.

The alliance will help GDGU students prepare and enter a market which is currently understaffed, lacking the depth of knowledge to run their storage IT infrastructures. This will also facilitate job placement among graduates and help close the global skills gap regarding storage education.

The combination of complex IT infrastructures and enormous growth in the volume of information to be managed is creating a need for highly skilled storage professionals and it is continually on the rise. In this context, GDGU as an institute of higher learning strives to educate its students on the most relevant, current, and real world issues. The EAA program will help the students attain in-depth knowledge on storage industry concepts. The knowledge and skills acquired by the students will prepare them to be proficient in planning, designing, administering and managing simple to complex storage infrastructures. The program is geared towards empowering students with the knowledge necessary to differentiate themselves in the job market and improve their competitive advantage.

IIT BOMBAY LAUNCHES SPOKEN TUTORIAL EXAM AT GDGU

IIT-Bombay launched the Spoken Tutorial Project at G. D. Goenka University campus to enable its students to access IT literacy in January 2014. Online tests were conducted on programming language 'C++', under this initiative. A total 60 out of 85 undergraduate (B. Tech.) students from School of Engineering, G.D. Goenka University cleared the test and were certified by Spoken Tutorial.

Spoken Tutorial is an initiative by the National Mission on Education through Information and Communication Technology (ICT) launched by the Ministry of Human Resources and Development (MHRD), Government of India and is being developed by IIT Bombay.

Principal Investigator, Prof. Kannan Moudgalya spearheads the project at IIT Bombay to promote IT literacy, improve

employment and to help bridge the digital divide. In pursuance of project, he has already trained many students across many schools and colleges on FOSS (Free Open Source Software) technologies through workshops. It is an audio-visual tutorial tool that helps students learn and use Open Source Software (OSS). The working of the software is explained by experts, through a virtual interactive mode. A movie of both these audio and video activities is made by screen cast software, and the movie is called Spoken Tutorial. It captures each and every step required to elaborate an activity and understanding the software. It also makes it a comprehensive solution to document and explain any software or any computer-based activity.

Certificates were awarded to the students who successfully cleared the test..An event like this is a regular feature of teaching learning process at G.D. Goenka University.

ROBOTICS WORKSHOP "TECHNOSIA - 2014" HELD AT GDGU

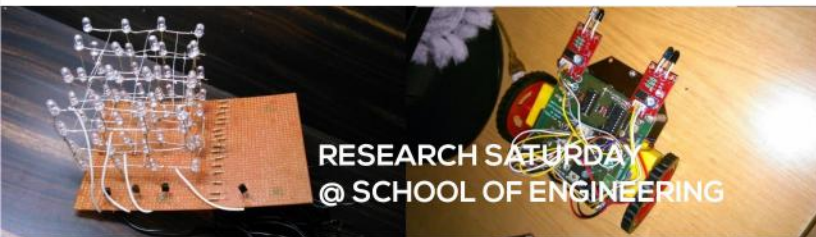
A two-day Robotics workshop, "Technosia-2014," was held at School of Engineering, G.D. Goenka University in the last week of January 2014. A total of 16 teams comprising of 5-6 students each from G.D. Goenka University, G D Goenka World Institute (Lancaster University, UK), Amity University (Manesar, Gurgaon), Dronacharya Institute of Technology (Farukhnagar) and Shiv Nadar University (U.P) etc. A total of 86 students participated in the workshop with almost 30 students coming in from other institutes. Sessions were expertly delivered by Mr. Nitin, Mr. Pavitra and Mr. Saurabh from Spark Labs (India).

The workshop comprised of 4 sessions distributed over two days. During the first session, students learned about the fundamentals of electronics required for robotics, forming the basis for the forthcoming sessions, as students were introduced to basic components required to implement a robotics system. The second session focused on practical knowledge using various sensors, motors, microprocessor ATMEGA8 and related systems present on

the circuit board given to students as a kit. The kit comprised of all the required components for making a programmable mobile robot. For many students, it was their first experience to programme while, for some, it was the first time that they were making a robot.

The workshop concluded with happy faces and content students. Students had an exciting experience making advance configuration robots and many of them are looking forward to continue with their efforts in this direction and participating in competitions of this kind in the future. Students also found these sessions particularly useful towards their studies in mechanics and electronics. They could relate the theoretical knowledge with the practical aspects while working on these robots and hence, were very satisfied with their time during the workshop.

"Technosia - 2014" was ably managed by Faculty members of School of Engineering, G.D. Goenka University.



RESEARCH SATURDAY
@ SCHOOL OF ENGINEERING

Research Saturday is an innovative initiative by School of Engineering, GDGU to inculcate the spirit of research in undergraduate students as well as to develop their research capabilities. Dr. Sandeep Nagar undertakes an exhaustive 6 hour session on Saturday's where in the first phase, students are being trained to use Arduino micro-controller and taught Python language to solve hardware and software engineering problems. So far, 3 sessions have been conducted and already a number of projects have come up.

Arduino micro-controller is an open source hardware which is now globally known to be the most popular micro-controller for both hobby and commercial projects. A person needs to be trained to use Arduino in terms of understanding the working voltages, pins and their signals, programming the hardware, connecting circuits to implement desired application. Robotics was made simple using Arduino and the excited students started making robots the same day they were introduced to the subject. Arun Kumar Tayal and Rahul Biswash are two enthusiastic students among many who learnt Arduino and immediately started working on their own to make various kinds of robotics configurations. They also conducted a Robo-Race during the Annual Fest, Acceleron 2014, on a semi-automated track using Arduino which they made with great personal effort in just one day. Rahul is presently engaged in making a 4 legged robot which is a project to mimic the walking style of a four legged animal. Treading a similar path, Arun has succeeded in making a series of Arduino control machines for his own personal use. Recently, he has learnt to repair an Arduino using another Arduino for loading programs. These key troubleshooting skills are essential for any active laboratory member.

Learning Python programming language is another part of Research Saturday as it is known to have a lot of scientific packages for a variety of applications. Students are trained majorly on IPython, Matplotlib, Numpy, Scipy and Sympy packages to perform various mathematical tasks. Learning them is essential for undertaking software development as well as simulation experiments.

At present, the students are engaged in two projects: (i) a 3D printer and (ii) a programmable energy monitoring system. 3D printers are latest technology marvels which have high commercial and academic values; whereas a programmable energy monitoring system helps keeping a tab on power consumption and using the data, one can devise optimum power consumption strategy.

A GUEST LECTURE BY PROF. RATNAMALA CHATTERJEE OF IIT DELHI

The Biosciences and Nano technology Research Group (BSNR), School of Engineering in April, 2014. The lecture was delivered by Dr. Ratnamala Chatterjee – Professor, Department of Physics, IIT Delhi who is a well-known name in the field of magnetic nano-particles. The lecture was attended by the students of Computer Science & Engineering and Electronics & Communications Engineering as well as the faculty members of the School of Engineering, G.D. Goenka University (GDGU). The lecture kick-started the activities of Technical Education Week being presented by School of Engineering during the week (28th April – 02nd May, 2014). The lecture was aimed to spark interest amongst the students in the field of nano-technology and to establish/encourage collaboration of GDGU with a premier institute like IIT Delhi.

A GUEST LECTURE ON 'EMERGENCE OF INFORMATION AND COMMUNICATION TECHNOLOGY (ICT)'

During the first week of May 2014 School of Engineering organized a guest lecture on "Emergence of Information and Communication Technology (ICT)". The lecture was delivered by Mr. Rohit Dubey – Senior Manager, Cognitel. Cognitel Pvt. Ltd. is a focused Telecom and IT services company with specialization in Consulting, Research and Training.

The guest lecture was attended by around 100 students of Electronics and Communication Engineering (ECE) & Computer Science and Engineering (CSE) specializations. The main objective of the lecture was to familiarize the students with the basic concepts of information and communication technology (ICT).

Mr. Dubey's lecture revolved around the introduction to different telecommunication technologies and overview of working of mobile networks. He explained in detail the steps involved while making a call from one location to other. He also explained cellular handover and effect of cellular frequency choice in mobile phone network. Mr. Dubey later discussed the basics of switches, routers, servers, firewalls, IP network, broadband access, fixed access and cloud computing. The entire session was very interactive and students were enthusiastic in to get a solution to their queries.



AUTO EXPO PROVIDES A FERTILE GROUND YIELDING LEARNING AND EXPERIENCES

The Auto Expo is Asia's largest and the world's second-largest motor show which takes place every two years showcasing research in Automobile industry. This time, the 12th Auto Expo held at Greater Noida in Feb, 2014, was a complete automotive show jointly organized by Automotive Component Manufacturers Association of India (ACMA), Confederation of Indian Industry (CII) and Society of Indian Automobile Manufacturers (SIAM).

DESIGN STUDENTS ATTEND THE VOLKSWAGEN DESIGN WORKSHOP



Students of Interior and Product design were overwhelmed as they got a special invitation to attend a workshop by Mr. Romulus Rost, head of Design Interior at the Volkswagen Design Center during the Auto Expo 2014.

It was a great opportunity to interact and share the sensibilities of design with one of the best in Automotive Design.

During the workshop Mr. Rost explained the design process at Volkswagen, where design is driven by innovation and where form meets function, with a flair for simplicity. They design with purpose that's both evident and beautiful.

The students discovered how design transformation progresses from a 2 dimensional sketch to a 3-D model to the fully functional car. They witnessed the unveiling of Taigun, the compact SUV segment, one of its kind exclusively made for the Indian Terrain.

The students also hunted down all the preconceived innovations, they came across loads of unexpected new revolutionary concepts: the Mahindra THAR CRDe 2014 and the Mahindra Hollow, BMW, JAGUAR, TATA, LAND ROVER, MINI COOPER, MERCEDES and more.

The overall experience opened the doors to a new realm of creativity for the future design professionals.



MECHANICAL ENGINEERING VISIT

Visit was organized to the 12th Auto Expo for Mechanical Engineering students with an objective to give exposure and create a curiosity among students about the engineering involved in automobile industry.

The Auto Expo is a window for technology transfers showing how the Indian Automotive Industry is absorbing new technologies and promoting indigenous research and development for adapting these technologies for the rugged Indian conditions. The students visited different company's exhibition halls where they interacted with the company representatives and engineers. Students were amazed to see the cutting-edge technology used in different models of cars and bikes like Bajaj U-Car, Datsunredi-GO, Volkswagen Taigun, Mahindra Halo, BMW M6, Honda CBR 650F, Suzuki V Strom 1000 to name a few.

A LEARNING EXPERIENCE FOR THE ASPIRING MANAGERS!! 2014

Students from the SoM and SoH pro-actively volunteered with Epicurean Hospitality Services, Official Hospitality Partner of the Auto Expo. The volunteers received their job description and basic training. Thereafter, they were put on the job. Each student was allocated to an exhibitor where they had to perform the duties of the hospitality manager which, included ensuring that good, fresh and quality food and beverages are available as and when required. They also had to manage and supervise a team of people who were allocated to work under them for the respective exhibitor. Some of the students had to manage the food court where they were responsible for money collection and issuing of coupons whereas the others were managing VIP lounges.

The Concept car launches were magnetic, from Tata Nexon, Chevrolet Adra, Renault KWID, Honda Vision XS-1, Tata Nano Twist Active with F-Tronic, VW Taigun SUV, Ford Figo, Maruti Ciaz sedan to Hyundai HND-9 and others were fabulous. The BBA students made full use of the event and collected information as a part of their ongoing project assignment and bagged support material from the Auto Expo. Some students also got the opportunity to meet the celebrities who graced the exhibition.

The student participants had to follow a stringent work schedule which brought valuable learnings. Interactions with customers and logistics management added to their experience. The students felt that it was all in all an enriching experience. They were also awarded with a stipend which was an icing on the cake!

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2. "ARAS: Efficient Generation of Association Rules using Antecedent Support", Shalini Bhaskar Bajaj, In Proc. of The IEEE FSKD 2014, Aug 19-21, 2014, Xiamen, China
3. "The Cloud Computing: Promising Trend in Information Technology"; Keerti Jain, Journal of Scientific & Technological Research; ISSN: 2231-4709; Volume No. 3, Issue No. 2, September 2013; Page No. 62-67.
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A COLUMN SHOWCASING RESEARCH PUBLICATIONS BY GDGU FACULTY

5. Syntheses and antimicrobial evaluation of 8-substituted-2,5-dihydro-2-(3,4-dimethoxyphenyl)-4-(4-methylphenyl)-1,5-benzothiazepines", Priyanka Sharma & Seema Pant, International Journal of Chemical Sciences & Applications, Vol.5(1), 2014, 7-12.
6. "Security Issue Analysis for Cloud Computing"; Shweta Mongia in International Journal of Computer Science and Information Security, Vol. No.9, September -2013, ISSN No. 1947-5500.
7. "Implementation of Triple Data Encryption Standard using Verilog", Mandeep Narula and Simarpreet Singh , in International Journal of Advanced Research in Computer Science and Software Engineering Volume 4, Issue 1, January 2014 ISSN: 2277 128X.
8. "Strategic relationship and best practices of supply chain in retail sector: A case study" Vikaskhatkar, P.K Goel, In Proc. of The International Conference on Management GDGU ICON-2014

SCHOOL OF FASHION & DESIGN

1. "Conscious Consuming - Scream Go Green", Sonali Soni Pal, In Proc. of 2014 International Conference on Management (GDGU ICON 2014), Changing Face of Modern Retail: The New Economic Order 25 - 26 April 2014

SCHOOL OF MANAGEMENT

1. "Online Marketing in Indian Politics: Role of Social Media"- Bhatia Kareena, Vivek Singh (2014), International Journal of Technological Exploration and Learning (IJTEL), ISSN-2319-2135, Vol 3, Issue 3.
- 2., " AN EMPIRICAL STUDY OF SOUTH ASIAN POLICY AND IT'S IMPACT ON INDIA"- Bhatia Kareena , Shah Manali, KumariPriti and Logeshwari.D (2014), International Journal Management and Commerce Innovations, Vol 2, Issue1, pp 55-60.

3. "Camouflaging of Human Resource skills: A Study of Metamorphosis in Retail Sector in India" held at International Conference on Management - Bhatia Kareena (2014): Changing Face of Modern Retail: The New Economic Order, GD Goenka University, Sohna, ISSN: 978-93-83842-39-1 , pg:8-19.
4. "Social Media Marketing: A Reverberation in Online Retail Business in India" held at International Conference on Management - Bhatia Kareena (2014),: Changing Face of Modern Retail: The New Economic Order, GD Goenka University, Sohna, ISSN: 978-93-83842-39-1 , pg:389-397.
5. "Representations of Britishers' Life in India in Colonial British-Indian Poetry"-Ms. Ramandeep Kaur, International Refereed Research Journal- Researchers World- Journal of Arts, Science and Commerce. Issue-January 2014. Pp. 83-89 (ISSN: 2231-4172)
6. "Supply chain management: Issues related with Global Communication and Relationships"- Monika Agrawal, Changing Face of Modern Retail: The New Economic Order, G.D. Goenka University, Sohna, ISSN: 978-93-83842-39-1, ISBN: 978-93-83842-39-1, pg:197-206.
7. "What Makes an Enterprise Successful - An Entrepreneur-Employee Perspective" –Dr. Kakoli Sen & Dr.Tanuja Kaushik published in SRM-IMT Journal of Business & Management Research ISSN- 23196203, July – Dec 2013 issue (in print).
8. "Environmentally Responsive Consumption: A study of Young consumers in India"- Dr. Kakoli Sen & Dr. M. Gandhi, Professor, BVIMR, International Journal of Multidisciplinary Thought (2013) Vol. 3(2) pp 439–447 ISSN No.:2156-6992.
9. Dr. Kakoli Sen was invited as Speaker to Interactive Workshop on "Finance Mantras for Women Businesses" on 24th May, 2014 in Gurgaon, organized by Divaz4business, a joint initiative of APE Communication (a registered society) and SPH Consultancy & e-services Pvt. Ltd. (a knowledge enterprise).
10. Invited as an Eminent speaker to the National Seminar on "Women Entrepreneurship, Empowerment and Development" on 4th March

- 2014 at the India International Centre (IIC), Max Mueller Marg, Lodhi Estate, New Delhi. Spoke on "Glass Ceiling and Managing gender differences at workplace".
11. An exploratory Study of young Indian consumer online purchase behavior- Dr. Kakoli Sen, Saurabh Jain Barjatiya, Lavanya Ahluwalia & Vinita Joon Changing Face of Modern Retail: The New Economic Order, GDGU, Sohna, ISSN: 978-93-83842-39-1pg:152
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14. Impact of ERP adoption on Modern Rretail- Dr. Tanuja Kaushik& Monika Bharadwaj, Changing Face of Modern Retail: The New Economic Order, G.D. Goenka University, Sohna, ISSN: 978-93-83842-39-1, ISBN: 978-93-83842-39-1 , pg:441.
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DLF EMPORIO AWARDS 2013-14 MS. AIKEN DERBISALIYEVA IS THE RUNNERS-UP



Ms. Aiken Derbisaliyeva brought accolades for the University, by doing a commendable job of securing a position which was just next to the best at the prestigious DLF Emporio Design Awards 2013-14. Her entry consisted of Henna-inspired body armor.

"The competition helped me improve and enhance my skills and enrich my knowledge about different techniques used in the production process. I had a great experience being a part of this competition. It is a good platform for young designers to get recognition in the fashion industry and it is an honor for me to be chosen as a runners-up of DLF Emporio Design Awards 2013-14" said Ms. Derbisaliyeva.

If success is the destination and there is a road to it, G. D. Goenka University is definitely over speeding! The institution is creating numerous opportunities for its students and it is up to them to make the most of it.

STUDENTS FROM APEEJAYSTYA AND GD GOENKA UNIVERSITY AMONG THE WINNERS OF OPEN IDEAS COMPETITION

Every year hundreds of countries come together to celebrate Earth Day on April 22. As cities become the preferred choice of residence for the major section of the population, the bleak reality of climate change is increasingly becoming clear. This year the global theme of Earth day was "Green Cities". To be a part of this global theme, SoE thought of contributing in some way to make this world a better place to live. In this context, School of Engineering, G.D. Goenka University (GDGU) invited undergraduate students to come forward with their ideas in the field of Renewable Energy Generation and Waste Management in a locality of their choice based on the principles of 3 R's - Reduce, Reuse, Recycle. Under the aegis of Bio Sciences and Nanotechnology Research Group (BSNR) of School of Engineering organized an "Open Ideas Competition on Green and Clean Environment". This was a team event with two members per team. Ten teams, including external University/Institutes, made it to the final round of the competition held on 2nd May 2014 in GDGU campus.

It was heartwarming to see young minds thinking hard in this regard and coming up with their suggestions and ideas. It started with the teams proposing their idea followed by a proposal in a 10 minute presentation. The teams were judged on the basis of their project's impact on environment, uniqueness of the idea, cost efficiency and practical viability of the project and their presentation style.

Mahadevan B. Iyer and Siddharth Sudhakar from ApeejayStya University were declared the winners of the event. Arun K. Tayal and Inderjeet Singh of GDGU won the second prize whereas, Vaibhav Malik and Satyam Singh of GDGU were the third prize winners. Trophies and certificates were given over to all the winners. Student coordinators did a fabulous job to putting up the event. Towards the end, Luis Edivaldo student of SOE, entertained the gathering with some environment themed tunes. The event was concluded with the hope of seeing a more sustainable, green, and clean future.

SIDHARTH SAINI AND UTSAV AGRAWAL CLEAR THE FIRST ROUND OF IFEHE NATIONAL CREATIVITY APTITUDE TEST (NCAT 2014)

Sidharth Saini (1st Year, B. Tech. Mechanical Engineering) and Utsav Agrawal (1st Year, B. Tech. Computer Science and Engineering) of G D Goenka University cleared the first round of the IFEHE National Creativity Aptitude Test 2014. They have been selected to compete at the National Rounds to be held at IIT, Delhi.

NCAT-2014, an initiative of International Forum for Excellence in Higher Education, has been conceptualized to sensitize the students to the domain of creative thinking and motivate them to read, learn and practice. The event was conducted at G D Goenka University (GDGU) in association with IFEHE on 10th February, 2014. GD Goenka University was one of the 72 Colleges/Universities across India where the test was conducted. At GDGU, 43 enthusiastic undergraduate engineering students appeared for the NCAT-2014. Faculty members Ms. Shipra Kataria and Ms. Anita Jindal coordinated the entire proceedings.

The aim of NCAT-2014 is to assess a student's creative abilities and his/her motivation. It is hoped that this will unearth hidden talents and encourage students who may have felt discouraged to participate in the learning process more willingly and meaningfully with a renewed sense of self-belief and self-confidence. This assessment would lead to the child's inclination to improve upon the same and search for resources in that direction. Given an appropriate environment this will lead to enhanced creativity and achievement/motivation.

School of Engineering, G D Goenka University congratulates both the students (Sidharth Saini and Utsav Agrawal) and wishes them good luck for the final round of the test.

KARAN AMLA AND PRACHI SIWACH WINS THE ZONALS OF NATIONAL NETWORK SECURITY CHAMPIONSHIP

Karan Amla (1st Year, B.Tech. Civil Engineering) and Prachi Siwach (1st Year, B.Tech. Computer Science and Engineering) of GDGU won the zonal round of the National Network Security Championship (NNSC 2014) in a tough competition that lasted over two and half hours. They will now compete at IIT Delhi for the national round.

NNSC-2014, a Workshop-cum-championship on "Networking and security," was organized by SOE, GDGU in association with Network Bulls, Gurgaon and ACM-IIT Delhi on 21st and 22nd February, 2014. GDGU was one of the 70 Zonal Centres across India which conducted the event. The Workshop was attended by 85 enthusiastic participants. Faculty members took charge of coordinating the entire event, with two capable student coordinators, under the guidance Dean, SOE

Mr. Shashank Bhushan and his associate, CISCO certified trainers from Network Bulls, Gurgaon, were the resource personnel who orchestrated the sessions on both the days. In this workshop, students were taught the basic architecture of network, switches, routers etc. Various software tools like packet tracer and Wireshark were demonstrated to students and practical sessions gave important insights on simulation of networks.

The session came to an end in the evening with a competition which comprised of a written test based on the sessions held on previous days.

SPECIAL MENTION AWARD AT MUN, JAYPEE & ST. STEPHENS FOR SUSHANT OHRI



Knowledge is boundless, has no limitations; it finds ways and means to seep through. The acquisition, absorption and assimilation soon finds an application. Model United Nations Conferences offer a platform for individuals to exhibit their scientific, political and geographical knowledge, if not more. Based on the rules and

procedures followed by the United Nations while conducting their conferences, MUNs train students in the area of debating. In addition to this, MUNs edify an individual's diplomatic courtesy and groom them to look at both sides of the coin and ultimately, come to a consensus with others.

A number of students of GDGU have been actively participating in MUNs all over Delhi-NCR. The institution lays emphasis on all-round development and communication is an integral part of it. Hence, the students of this University prove to be tough competitors when it comes to debating.

Sushant Ohri of School of Management of G.D. Goenka University was awarded a special mention for being the third best at the Jaypee Model United Nations and St. Stephens Model United Nations Conferences. His fantastic performance was a result of hard work and the University's impeccable communication training.

RENEW THE WORLD

We've dug out the resources, we've refined the minerals, we've shredded tress, and we've scarred the Earth, all in the name of progress. No civilisation can hope to survive in the world without constantly progressing onto better lifestyles. But by harming the balance of nature, we're ultimately quickening the doom that our tries have been to postpone as long as possible. Without nature, there is no world, there is no human race. Therefore, to protect our interest amidst the growing need to protect the nature, it is a calling that we need to renew our methods to progress. It is our calling that we need to renew this world.

Renewing this world doesn't mean to abandon what we have for other options. It means to replace what we have with what we need. One major thing needed is clean energy to reduce the dependence on pollution causing fuel. There are a number of alternatives available to us like nuclear, hydro-electric, wind and solar energy. No doubt, nuclear seems to be most potent option in the long run, but after the Fukushima incident in Japan, the dangers of having a nuclear plant have surfaced. These dangers cannot be avoided or ignored. While both hydro-electric and wind generated power are sporadic and depend on the nature, one thing we have in abundance is the energy of the sun.

The energy from the sun, or solar power as we commonly call it, can now be harnessed by the technology that we have developed. Though, harnessing the sun's energy to its full potential is still a long way away, but the breakthroughs in the field have shown that it is the most reliable source of clean energy. The technology already developed has been reliable and sustainable over the years and has shown that once installed, the benefits far exceed the initial costs incurred for installation. It is not surprising that so many major cities over the world are choosing to have solar farms in their area so as to generate electricity for large parts. Even from the developmental point of view, solar power is the direction to go in. In areas where it is difficult to provide electricity through grid connected plants, a few solar panels can go a long way in providing for the needs of the people.

The most fascinating thing about the technology developed is the capability to not only convert the sun's energy into solar power, but also the feature of being able to store energy. This stored energy can last for a number of hours, serving the purpose that the usual inverter has in a household. In simple terms, solar technology, is more of an investment

Products

When we think about the energy sector in India, the overall picture is still in the sahdes of grey. A lot of

investment is still required to fulfil the demands of electricity throughout the country. More than investment, what is required are alternative solutions to the energy needs of the States. With the ever growing need of power, it is not viable to solely depend on thermal power plants. Taking an initiative to Renew the World, we have come up with a number of solutions that we readily provide.

In the rural sector we provide several products. For the households there are solar powered lanterns to reduce dependency on gas-lit ones. We have also developed indigenous kits aimed at providing energy to homes for basic purposes. With a view to promote self-reliance and development in the agricultural sector, solar powered irrigation pumps have been developed.

In urban areas, we provide our products and services to both homes and offices. In the time of societies and corporate zones, shared resources are the way being preferred. Accordingly we have come up with solar installations including water heaters and geysers, and solar powered solutions for power generation to run all kinds of electrical and electronic devices. To enhance the storage and consistency of supply of electricity, the better-known rooftop appliances are also available with us.

With the government turning to private sector for support in the field of energy supply, we have come up with our own indigenous plans for street lighting, mini-power plants up to 500 kW and both on-grid and off-grid power solutions, the plans being as economical as they are efficient.

Our cell phones are more of a necessity now-a-days than a requirement. Constant connectivity is the obvious corollary of this necessity. Telecom Companies have set up huge towers nearly everywhere to provide against signal problems. But these towers need continuous power supply, and for the same we have devised specific plans keeping in mind their needs.

Our motto has always been customization according to needs. Even though we have certain specific plans, but it is the need of the customers that we hold as most important. Our aim is to create solutions to the customers' problems. Keeping this as our aim, we work towards a better, brighter and cleaner future.

Karishma Jagasia | SoM

INTRIGUING TRANSITION

Sure, you're supposed to have total recall of all the management theories and what motivated whom to theorize them. And probably you should be able to recall the names of the weirdest scientists and their discoveries and all the trigonometric and the stoichiometric formulae, the derivations and the methods involved. Perhaps you can!!! But.. it's easier to remember that first bunk of college or the time you and your friends couldn't stop laughing in physics class; or the basketball matches, exam time tensions, the scintillating odor in the air when you-know-who glided past your desk... or maybe it's easier to remember the thrill of passing exams or finding the people you can be YOU with, knowing nothing can come between you guys...

Standing on the threshold of the second year on completion of the first year of college, a feeling of accomplishment thrives in me. A year full of events, good and bad; making an identity among the group of people who all come from diverse backgrounds and have their own ideas of right and wrong, their own mindset, their own choices and tastes and above all their own qualities which set them apart from others. And yes, it wasn't easy. A year back, when it was about making a choice about the course to pursue in college, It was known the next thing you do, the next choice you make is going to define you, make you...YOU!! Perplexed but anticipative of a perfect life ahead, we were stepping up the ladder of life and it seemed that we've grown up and all that was supposed to be learnt about life was already known by us. But to what extent was that correct? Is it actually just the choice of career or your stream that defines you? Is college just about learning your chosen course? May be not!

Little did we know, life is but life whose equation changes with every moment and it gives us never ending lessons and the college, it is much beyond the course! It's a journey, which unfolds the mystery of life and gives you lessons.. It's a path which shows you the direction to the destination- It's about discovering oneself in the undefined paths! And this path does have black holes, where you feel lonely, melancholic, and defeated and you feel like giving in to the knight of the darkness which can take control of you form succumbing to drugs, alcohol etc but the essence is to resist, realize, fight and see the greater cause of life only to come out as a stronger and a better person. Life isn't a fairytale or a storybook and it doesn't always come easy. But we learn to live it! College is a state of being and not just a place to learn! I Hope the coming year proves to be another stepping stone and fills us with wisdom and love!

Prachi Siwach | SoE

COURAGE

A simple word with seven alphabets but in true essence it has the power to create masses into a nation, a strength so symbolic that enlightens the entire horizon, an effort multiplier machine and a fear extinguisher!

"Courage isn't the Absence of Fear, rather it's the Conquest of Fear"-season's change, dynamics changes, demographic changes even the Time changes and during all these change there is one effort Which makes this changes a cherishable and glorifying memory COURAGE.

A warrior in the battlefield, an Innovative idea of a dreamer, proposal of a lover or any other species wanting to make its mark, has to make an effort! All of us fear not being able to prove that we are courageous! The biggest fear is the fear of not being able to make a life worth living but those who are above these emotions and do something to overcome it be it little steps that they take or some efforts that they ,move forward making contribution. Imagine Mahatma Gandhi, Dhirubhai Ambani, Steve Jobs, A.P.J.Abdul Kalam without courage!!! If they would have not taken those courageous steps knowing all the possible loses we would have never witnessed such a change!!

Every thought comes as a package- with a fear! Fear are there to multiply faster, let it note at away grey cells when you can inject the kinetics of courage, it is possible that during the journey you may lose strong holds of your dearest, stake is high..but you ought to keep moving with setbacks and lessons learnt, as what is going to come will be rewarding, worth cherishing!!

"Live everyday as your last day of your journey."

Convey your feelings if need be, convert your ideas into action take courage to face the consequences of your deeds with pride and honor, you never know what this effort of courage unveils in front of you. It could be a moment of sheer joy and accomplishment so take courage in all your actions and make your living a purposeful, memorable one making your space richer with efforts, perseverance, but not let regret and failure hold you! Just step out ...with courage.... YOU deserve the Happiness you desire.

Saurabh.J Barjatia | SoM

MEMORIES

Sometimes, memories play an important role in the actions and incidents in one's life.

In my life, 1 memory always brings the two words on my lips

'WHAT IF?'

This is the memory where just because something was said some things happened.

She always used to say 'I FEEL AS IF I'M IN A DREAM.'

and I used to laugh.

That day she said that, and by habit I laughed out loud.

We weren't having classes in the first half, and I had work to do.

I saw her in the middle and she said 'I feel as if I'm in a dream'.

That was the last thing she ever said to me.

Had I known, I would have spent more time with her.

We used to discuss the sarees we were

going to wear a few months later....

Everything we had ever talked about was flashing before me.

But that was that and nothing else.

She was gone to never return.

WHAT IF was all we could all think of.

WHAT IF some things hadn't happened and WHAT IF some things had.

She would still be here with us, dancing in the saree we had talked about...

She used to say I feel as if I'm in a dream

and now she is nothing but a dream.....

Saatvika Handa | SoH

IS SOCIAL NETWORKING A SOPHISTICATED WAY OF STALKING PEOPLE?

Stalking by means of social networking sites is as sophisticated as 'Eve-teasing in French'. However, this can't be true. Stalking is unethical no matter how it's done. Hence, the title is justified but the word sophisticated isn't.

The aforementioned text must be intriguing for a few but the essence of it is that online stalking is just the beginning of a series of unfortunate events. Technology is booming and blooming and in the wake of it, we can encounter the rise of a paradox wherein it is inducing and at the same time, acting as a cure for introversion. However, it emboldens a few individuals to go up the wrong ladder.

Stalking initiates when one views the information uploaded by someone else without his/her consent. This is followed by awkward messages from the stalker to the ones being stalked, who we can address as a victim. Due to the lack of attention, this practice intensifies and the stage of subtle

harassment begins which traumatizes the victim. This situation is prevalent on social networking sites such as face book. For instance, a Philadelphia juvenile allegedly posted a video of himself brandishing what appeared to be a handgun to threaten another student. These are the outcomes of stalking via social networking sites. Even on Linked in, we are not safe. If someone refers to you as "cutie" or "sweetie" in their introduction email, then it's obvious that this person is in it for all the wrong reasons.

So to conclude, stalking has to be nipped in its budding stage to prevent its aggravation. People, especially students, should be made aware of the present scenario and its adverse effects. A stalker is like a stranger knocking on your door. It is solely upto you, whether you want to open it or not.

Sushant Ohri | SoM

DREAMS

Fall asleep just to see some dreams,
Dreams to take you to a world you always desire,
To make you believe in your inside fire,
And fulfill the needs that are dire,

See dreams to become someone who can inspire,
And Cherish them cause they are precious then sapphire,
Dream to get hold of the things you always wanted to acquire,
But don't go haywire in a bid to get what you admire,

When dreams get fulfilled,
You will have foes who will conspire,
But don't let your hopes get caught in the mire,
Cause road to the up isn't as smooth as the mire,
you will definitely get what you deserve before you retire.

Vishakha | SoM

FORTHCOMING EVENTS

SoM ORGANISES ELIXIR – 2014 INTERNATIONAL CASE CONFERENCE

INTERNATIONAL
CASE CONFERENCE
ELIXIR 2014

Elixir 2014 scheduled to be held in November this year, envisages to create a repository of cases that will benefit all the stakeholders of the ecosystem. It invites case writers, both new and seasoned, academicians industry experts to highlight and dwell upon nuances of complex decision making situations. The summit provides scope for new case writers to understand and improve upon case writing and case method of teaching and to handhold and give constructive feedback to both budding and experienced case writers.

All the cases selected, reviewed and reworked after the conference will be published in the proceedings of the conference with ISBN Number

Important dates

- Conference date: 20-21, Nov 2014
- Abstract Submission: 15, Aug 2014

Case Domains/ Tracts

Marketing, Finance, Human Resource Management, Information Technology and Communication, Operations and Supply Chain Management, Strategy and Business Ethics, General Management, Health Management, Hospitality Management, Innovation and Design Management, Environment and Ecological Management, Energy Management, Rural Management, Business Law

SoE ORGANISES THE FIRST REDSET 2014



Ready Steady Go!!! The School of Engineering at GDGU is set to organize the 1st National Conference on Recent Developments in Science, Engineering and Technology – 'REDSET 2014' co-sponsored by The Institution of Electronics and Telecommunication Engineers (IETE) and Computer Society of India (CSI). The conference is to be held on 17th and 18th October, 2014 at the GDGU campus. REDSET 2014 theme is "Societal and Environmental aspects of Interdisciplinary Scientific Research".

REDSET 2014 aims to bring together researchers, academicians, scholars and experts from academia and the industry mavens in the field of basic and applied sciences, engineering and technology from across the country. Contemporary research is essentially inter-disciplinary and REDSET 2014 has prepared a great platform for the researchers to showcase their work as well as discuss the latest developments in related fields.

Re-discovery and appreciation of the inter-disciplinary nature of science, engineering and technology in recent years have led to technological revolution of a unique kind, which has propelled and emphasized environment friendly social development to new levels. Basic sciences provide the concrete basis on which engineering faculties build new and improved machines. These ideas and machines are in turn used by technologists to create innovative solutions to various

needs. Further, the researchers and technologists need to bear in mind that technologies must behave in an environment friendly way where recyclability and re-usability are the key words. New emerging fields of science, engineering and technology require a large force of trained manpower which can appreciate and understand the working of inter-disciplinary subject areas instead of specializing just in one.

REDSET 2014 is a first step to realize this goal. The conference will consist of oral and poster presentations of research papers grouped into parallel tracks in a diverse range of scientific and engineering disciplines as Basic and Applied Sciences, Electrical Engineering, Mechanical Engineering, Electronics and Communication Engineering, Computer Science Engineering and Civil Engineering.

The main highlight of this conference is lectures by academicians, scientists and industrialists as Keynote Speakers. One of them being Dr. Dinakar Kanjilal – Director of Inter-University Accelerator Center (IUAC).

The conference will thus facilitate cordial interaction among the participants working in various different fields promoting scientific research and its integration into the modern age technology.

Additional Information available on Web:

Website: www.redset.in

Face book Page:

<https://www.facebook.com/redset2014>