

MAGAZINE OF THE
PUBLICATION CLUB
OF THE G.D. GOENKA
UNIVERSITY

G.D. GOENKA UNI-BUZZ

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MOVING FORWARD WITH CONFIDENCE



PROF. (DR.) RAJ SINGH
Vice - Chancellor

With each passing year, the G.D. Goenka University is growing, and witnessing this growth has been the most satisfying experience. Like the first year, the second year started with unprecedented enthusiasm and we continued to deliver the best of education combined with interactive and engaging activities.

After launching four new schools and many innovative academic programmes during the academic session, the University further developed new strategic partnerships with Oklahoma State University, USA; Purdue University, USA and professional bodies like National Stock Exchange (NSE); Intercontinental Hotels Group (IHG) etc. As we move forward, the international collaborations will expand further both in terms of number of partners and the scope of cooperation. The University further consolidated its unique approach to learning through interdisciplinary projects and flexible course offering. We added yet another new feature in pedagogy wherein students can pursue minor specializations from any other school of the university. I am confident that with such initiatives, the University will continue to be a frontrunner in imparting innovative and industry-relevant education. For the session 2015-16, we have added another School, the School of Education and launched Ph.D. programme in all the streams.

During the second semester of the academic year and after the publication of the last issue of Unibuzz, co-curricular and extra-curricular activities continued. The second international conference of the School of Management ICON 2015 was held during February 19-20, 2015 and the Acceleron 2015 (the annual techno-cultural fest of the University) was organised on March 12-13, 2015. It surpassed all our expectations in terms of the number of teams that participated and the number of events that were organised.

The first International Design Conference on Design (CODE) on the theme of 'Lighting Design for Retail Interiors' was held in June 2015. The conference that focused on Lighting Design for Retail Interiors was part of UN International Year of Light celebrations and had two international university partners; the Oklahoma State University, USA, and Politecnico Di Milano, Italy. The conference witnessed a confluence of lighting professionals in addition to H.E. the Ambassador of Italy, Mr Lorenzo Angeloni.

At the end of the second academic year, the University saw its first batch of students passing out. It was a joyful yet emotional moment as we bid goodbye to the batch of MBA, LLM and PG Diploma in Culinary Arts in a formal ceremony. I am pleased to note that all the graduating batches of students have secured excellent placements. This reiterated our faith in our unique pedagogy that focuses on employability of graduates. The

placements were secured in over 40 companies across sectors including Ernst & Young, India Bulls, Indusind Bank, WNS and others. About 25 students of our School of Design visited Milan for two weeks and attended the Annual Furniture fair. Two students of School of Engineering secured internship at University of Arkansas which is fully financed by the host University. Another feather in our cap came in the form of our Dean School of Communication Prof. Sunil Saxena securing a prestigious consultancy assignment with Khaleej Times of Dubai.

Awards and accolades also came our way as we progressed. The University won Education Excellence Awards of Best Upcoming University in North India by ASSOCHAM; G.D. Goenka School of Fashion and Design was ranked as 2nd Top Emerging Design School of 2015 in India by The Edutainment Awards 2015; G.D. Goenka University featured in FORBES INDIA MARQUEE - The Indian Institutes 2015; Times Engineering - 2015 ranked G.D. Goenka School of Engineering as the 3rd Top Emerging Private Institute in India.

As we progress, we rededicate ourselves to nurture this new-age University with a unique character and make it a preferred destination for teachers, scholars and students. On the occasion of publishing the fourth issue of Unibuzz, I congratulate the editorial team and wish them all the success!

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MAGAZINE OF THE
PUBLICATION CLUB
OF THE **G.D. GOENKA**
UNIVERSITY

THE ART OF ATTRACTION

INTERNATIONAL CONFERENCE ON LIGHTING DESIGN



The Ambassador of Italy, Mr. Lorenzo Angeloni, with the Vice Chancellor, G.D. Goenka University, Prof. (Dr.) Raj Singh and the Dean School of Fashion and Design, Prof. (Dr.) Sanjay Gupta

On June 16 and 17, the G.D. Goenka University hosted CODE, the first International Conference organised by the School of Fashion and Design. The conference that focused on Lighting Design for Retail Interiors was part of UN International Year of Light celebrations and had two international universities, the Oklahoma State University, USA, and Politecnico di Milano, Italy as conference associates.

The Ambassador of Italy, Mr Lorenzo Angeloni and the Philips Senior Director and Head of Competence Centre-Lighting Applications, Ms. Sudeshna Mukhopadhyay inaugurated this first-ever Lighting Design conference in the country. Over 150 delegates and experts participated in the conference that brought together speakers from all over the world to discuss lighting design and technology for the retail and commercial establishments.

Inaugurating the conference, the Chief Guest, Ambassador

Angeloni said that, "Italy is the Ambassador of Design and Italian designs have spurred competition in the world." He further expressed his happiness over the growing education ties between School of Fashion and Design and Politecnico di Milano, Italy.

Ms Mukhopadhyay, Senior Director and Head of Competence Centre-Lighting Applications, Philips India, said, "A revolution is happening in the lighting industry. It is something similar to what happened in the mobile industry. Just as mobiles are used for more than making calls, lighting too is poised to become a newer and better form of communication that would improve the well-being of humans." She hoped that, "The UN Year of Lighting would help in ending light poverty in India."

Prof. (Dr.) Raj Singh, Vice Chancellor, G.D. Goenka University, said, "New technologies, sustainability and economic development were shifting to rural areas where



(From Left to Right) Amardeep Behl of Design Habit; Michael Foley of Foley Designs; and Suresh Sethi of Whirlpool Corporation

lighting is highly deficient." He pointed out that transition to greater LED inclusion is inevitable but retail isn't like offices or commercial projects. Hence, chip manufacturers have to realize that the market needs a higher light output.

Prof. (Dr.) Sanjay Gupta, Dean, School of Fashion and Design, informed that the lighting industry in India is worth INR 95 billion. "What's more," he said, "it is growing steadily at 12 per cent CAGR and is expected to maintain this growth rate over the next decade." The growth, Dr. Gupta said, "is being fuelled by the rapid development of infrastructure and real estate, exponential growth of middle class income and the retail boom across India." He also said that, "the lighting industry has undergone a major transformation in the field of technology, product innovation, creative design and areas of application. In addition there has been a strong emphasis on energy conservation and sustainability as lighting alone consumes 18 per cent of the energy generated in India."

Over 20 presentations were made by national and international experts during the two-day conference. The foreign experts who addressed the conference included Prof. (Dr.) Paulette R. Hebert from Oklahoma State University, USA; Prof. Arturo Dell'Acqua Bellavitis, Dean of School of Design, Politecnico di Milano, Italy; and Prof Renato Lagana, University degli Studi Mediterranea of Reggio Calabria. The other important speakers were Mr. Ashish Dhir from Wisedge Consulting; Dr. Amardeep Durga from Lighting Research

and Design; Mr. Kaustubh Nandurbarkar from Semblance Design Studio; Mr. Preksh Baid from Y Walls; Ms. Lyle Lopez from Lirio Lopez Lighting, Mr. Satish Gokhale, form Design Directions; Mr. Amit Gulati from Incubis; Mr. Amit Gupta from Vis-à-vis; Ms. Mrinalini Ghadiok from Mondo Arc; Mr. Suresh Sethi from Whirlpool Corporation; Mr. Michael Foley from Foley Designs; Mr. Devender S Kharb and Ms Sonali Pal from G.D. Goenka University.

The subjects covered by the speakers included: economics of retail lighting and its socio-economical aspects, introduction to principles and guidelines of lighting in general and retail lighting in particular, impact of lighting on human physiology and customer behaviour, the experiential aspect of lighting, examples of applications of retail lighting in the industry, use of natural light in retail environments, special needs of museum lighting, storytelling through lights, and latest trends in lighting fixtures from Italy.

Besides oral presentations, the conference attracted poster presentations from young researchers from IIT Delhi, SPA Delhi, Oklahoma State University USA, Punjab Agriculture University and G.D. Goenka University.

The conference offered a platform to lighting designers, researchers, students, manufacturers, developers, architects and related professionals to network, exchange and share knowledge, ideas and new approaches in the field of light and lighting design.

A GAME CHANGER

Lighting has emerged as a key mood differentiator in retail interiors. Retail stores are looking at lighting as an important way of enhancing customer satisfaction as they battle the onslaught of online retailing. Also, thanks to the unprecedented rise of social media in recent times, human interaction has become increasingly abstracted and virtual. In fact, the 'interaction' has brought with it 'transaction'. E-commerce has emerged as a natural extension offering almost a perfect package with competitive pricing, convenience in terms of where and when you can shop, and allegedly a reduced environmental impact.

Traditional retailers are already working on enhancing the consumer experience and brand value. The multi-sensorial character of a physical retail presence is a characteristic that an online store can never match. Brands are now relooking at using this characteristic as an opportunity to attract customers by creating brand experiences, and that's where lighting plays a central role. There is in fact a direct correlation between creative use of light and the art of attraction.

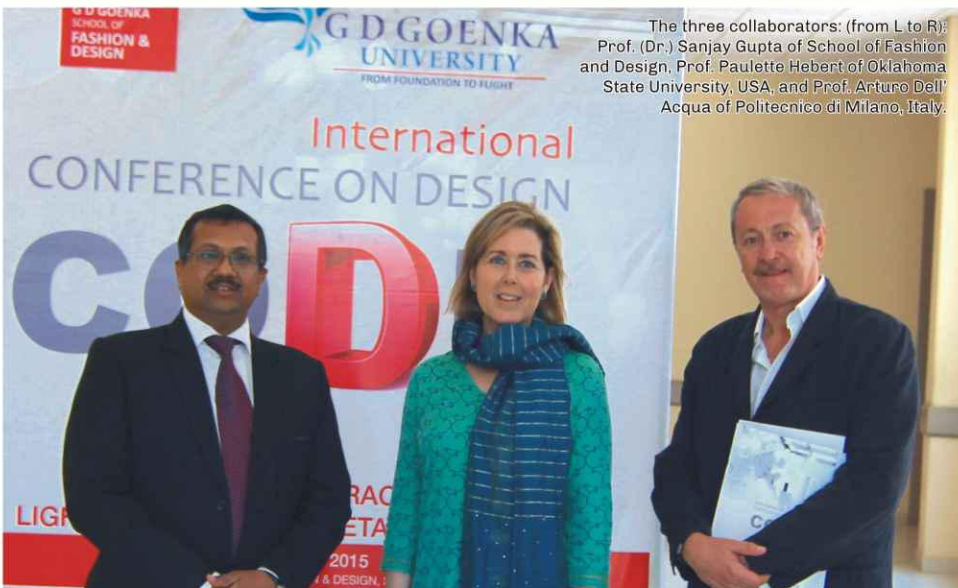


Young researchers from IIT Delhi, SPA Delhi, Oklahoma State University USA, Punjab Agriculture University and G.D. Goenka University at the conference



Poster Presentation attracting attention

Session in progress. Prof. Paulette from Oklahoma State University and Mrinalini Ghadiok from mondo*arc



The three collaborators: (from L to R): Prof. (Dr.) Sanjay Gupta of School of Fashion and Design, Prof. Paulette Hebert of Oklahoma State University, USA, and Prof. Arturo Dell'Acqua of Politecnico di Milano, Italy.



NOSTALGIA, PRIDE AS THE FIRST BATCH PASSES OUT

May 21, 2015 was a red letter day in the history of G.D. Goenka University. On this day, the first batch of PGDCA, MBA and LLM students passed out.

There was a feeling of pride, nostalgia and happiness as students from the School of Management, School of Law and School of Hospitality arrived to take part in the Concluding Ceremony.

The students were addressed by the Vice Chancellor and the Deans of the three schools. Speaking on the occasion, Prof Raj Singh exhorted the students to build on the learning that they had acquired at G.D. Goenka University. Wishing them success and happiness in their personal and working life, Prof. (Dr.) Raj Singh said, "students are welcome to visit the University whenever they wanted."

Prof. (Dr.) Subhash Gupta, Dean School of Law, congratulated the students on successfully completing their course, and asked them to apply the knowledge that they gained for the benefit of the common man.

Prof (Dr) P.K.Goel, Dean, School of Management, while congratulating the students asked them to keep one rule of management always in mind, and that is, "The boss is always right."

Prof. S. K. Saluja, Associate Dean, School of Hospitality, advised the students to get ready for the real world. "You will face many challenges in your working life. You have to learn from them," he advised the students.

The Vice Chancellor gave away awards to two meritorious students. The Award for Best Performer in Knowledge Creation went to Nitu Bhattacharya while the Best Performer Award in Analytical Skills went to Chetna Kochhar.

Nitu Bhattacharya, who spoke on behalf of the School of Management students, said, "Our professors have inspired us and challenged us throughout this quest to help us reach the epitome of success and achievement. Amidst all the assignments, examination, study tours, and batch outings, time has flown by and here we are today, down to this very last speech."

Similar thoughts were expressed by Gourav Lohmohr and Rahul Dilip Desai, who spoke on behalf of the Law and Hospitality students respectively.

The ceremony ended with the Vice Chancellor, Deans, University authorities and Faculty members joining the students for group photographs.

ICON 2015

SPEAKERS STRESS INCLUSIVE, SKILL AND TECHNOLOGY-BASED GROWTH

The School of Management organised a two-day conference titled "Changing Landscape of World Economies: Need for Alternative Growth Models" on February 19-20, 2015.

The conference deliberated the dramatic changes that the world economy has undergone in the last decade and their effect on developing countries as they worked towards an inclusive and consistent growth.

The Vice Chancellor, Prof. (Dr.) Raj Singh, in his address, set the tone of the conference. He discussed the impact of climate change, age wave, global demographic changes, monetary instability and information revolution on economic growth. He further suggested that developing nations should form strategies for geographic rebalancing of companies, creation of business friendly environment, development of a new distribution landscape, and creation of more jobs.

Delivering the keynote address, the Chief Guest, Dr. B.K. Chaturvedi, who retired as the Cabinet Secretary, pointed out that economic growth in recent years has accelerated in Asian and emerging economies, while growth in Europe has slowed down. Many developing economies have developed their own growth models. However, despite this, he said, "there were worrisome inequalities in income distribution." He feared that, if the fruits of development do not flow to large sections of population then the future growth may be impacted adversely.

The Guest of Honour, Dr. D.K. Srivastava, in his address said that, "India, as it makes its presence felt on the world stage, may not be able to replicate the Chinese growth model, which relied on a manufacturing-centred growth strategy." He, however, felt that technological innovations, growth in domestic demand, focus on less capital intensive sectors, and knowledge leadership in IT and financial sectors might yet make India the brightest star in the coming decades.

The inaugural session, which began with a welcome address by Dr. P.K. Goel, Dean, School of Management, also saw the release of the Book of Proceedings. It ended with a vote of thanks by Dr. Tanuja Kaushik, the conference convener.

A plenary session on "India in the Emerging World Economy" followed the inaugural session. The session was chaired by Prof. Prem S. Vashishtha, Former Director NCAER, and the speakers were Dr. D.K. Srivastava, Dr. P.K. Goel and Prof. Ashok Pankaj.

The speakers discussed the unfolding economic scenario especially the fact that in the next five decades India will reap the demographic dividends of having a young population.

They pointed out that China went past its demographic dividend peak around 2010. At that point, China's working population in the age group of 15-65 was as high as 74 per cent. India will reach this peak around 2035. At that time, the share of its population in the 15-65 years age group would be about 68 per cent.

The speakers cautioned that this can both be a major potential asset or a major unanticipated liability for India. An educated, trained and skilled population can unleash unprecedented growth. At the same time, an unemployed and uneducated population with an improper distribution of income can be a source of major social unrest. The speakers said that to unleash the growth potential of this population, both the government and private sectors will have to play key roles. They will have to focus on investment strategies, innovative policies, entrepreneurship opportunities and technological advances.

The second half of Day 1 was dedicated to four technical sessions dealing with Business Models, Infrastructural Development and Economic Growth, Financial Stability and Approaches towards Financial Governance, Skill Gap, Education and Economic Growth and Policy Interventions, International Trade Regimes and Economic Growth. Session I was chaired by Prof. Sapna Popli and Dr. Gunjeet Kaur. Session II was chaired by Prof. Anoop Pant and Dr. P. Malavizhi. Session III was chaired by Dr. Shalini Sharma and Dr. Kakoli Sen and Session IV was chaired by Prof. Naushad Ali Azaad and Prof. D. R. Agarwal. Day 1 concluded with a cultural evening comprising of enthralling performances by students of School of Management.

Day 2 of the conference started with many erudite discussions by eminent economists and experts. In his keynote address, Dr. N. R. Bhanumurthy from National Institute of Public Finance and Policy discussed the existing growth models, their limits and alternative growth models. He suggested that to ensure decent and sustainable growth India should follow the endogenous economic growth models, invest in human and social capital and adopt the 'Make in India for India' model.

The topic for the plenary session on Day 2 was "Growth Theories

and Practices in Modern Economies: What is the way Ahead". The session was chaired by Prof. Badal Mukherji, former Director, Delhi School of Economics. The speakers - Dr. N.R. Bhanumurthy, Prof. Milindo Chakrabarti and Dr. D.P. Singh wanted India to focus on subjects like income equality, equitable growth, savings and investments, grants and aids, knowledge-centric approach, science and technology research and providing disadvantaged youth with skilled education.

The second half of the day was dedicated to four technical sessions dealing with the following areas: Theoretical Perspectives on Growth Models and Inclusive Growth, Shift of Balance in Economic Power from West to East, R&D Innovation, Entrepreneurship and Economic Growth and HR & Management Perspectives for Business Development. These sessions were chaired by Prof. Badal Mukherjee, Dr. P. K. Goel, Dr. Seema Sharma, Dr. D.R. Agarwal, Prof. Milindo Chakrabarti, Dr. Deepak Khanna, Dr. D.P. Singh and Dr. Tapan Kumar Nayak.

The conference ended with a valedictory session where Prof. (Dr.) Raj Singh, shared his perspective on Socialist vs. Capitalist economies. He laid emphasis on inclusive growth of economy and stated that 'with regulations also comes responsibilities'. Prof. (Dr.) Tapan Sen, the Guest of Honour, for the session stressed the importance of distributive growth if the economy is to grow as a whole. Earlier, Ms. Ramandeep Kaur, Assistant Professor, summed up the important points made by the speakers.

As many as 82 papers from national and international delegates were received for the conference; of this, 55 were shortlisted for publication and presentation.

Dr. P. K. Goel extended a vote of thanks to the delegates and dignitaries.



ACCELERON 2015

A ROCKING FEST WITH A SOCIAL MESSAGE

Forty Colleges, seventy teams, 30 events, over 1,500 participants, Acceleron '15, the two-day annual techno-cultural fest of G.D. Goenka University, an extravaganza of fun and frolic gave an opportunity to all those hidden talents to emerge with flying colors. Held in March, 2015, this truly exciting and colourful cultural fest touched everyone in the university leaving them charged, and in awe.

Organised by the Board of Student Activities of the university, the festival was much more than fiercely competitive events, electrifying performances and mesmerizing professional shows. What made it unique was its theme: women empowerment.

Be it the street plays enacted by participants, the films received for the film festival, the posters created on the spot or the chatter in the War of RJs, the message that came out loud and clear was: let's change things!

The participants and the audience joined hands in raising the pitch of the Fest. The biggest cheer was for the live performance by Nasha Band and for the enthralling EDM beats of SUNBURN. The crowd went ecstatic and students danced late into the evening as these two bands performed.

The Fashion Competition, 'Style Wars' was another showstopper. There were excited shouts and catcalls as models walked the ramp to the beat of music, lighting up the catwalk with their pouts, style and ensembles.

The Rock Band competition too had pulses racing. As strobe lights swung and the pitches rose, students inched closer to the stage. Every inch of space on the grounds had students swaying to the beats.

Another event that had the students enthralled was dance. While on Day 1, it was the western dance competition that had the students cheering, on Day 2, the earthy, folk dances brought students to their feet.

Theatre too drew huge crowds as participants enacted street plays and skits. There was great applause for the sensitivity shown by the participants in theme selection. Girl child and women empowerment were the two dominant themes.

What made the Fest stand out was the range of events. The Healthy Salad competition had participants coming up with some most unusual salad toppings. Similarly, there was great creativity on display in poster making and wall graffiti competitions. The RoboRace and LAN gaming added the techno dimension to Acceleron '15, as did the Film Festival, the War of RJs, the Parliamentary Debate, the Spiraling Quiz and the Business Plan. On another stage, Mono Acting and Stand up comedy had everyone in splits.

The Festival had begun with a lighting of lamp, Saraswati Vandana and a stirring dance performance dedicated to Lord Ganesha by faculty and students of the university. The Guests of Honour at the inaugural function were Ms. Alessandra Bertini Malgarini, Director of Italy's Institute Cultural Centre in New Delhi and Mr. Avinash Pandey, COO, ABP News and CRO, MCCS Network.

Prof. (Dr.) Raj Singh, Vice Chancellor of the University, in his welcome address pointed out that the cultural festival in the space of two years had become an important campus event. The number of participating teams had doubled from 35 in 2014 to 70 in 2015.

Dr. Sanjay Gupta, Dean, Student Welfare and the Fest Convenor, highlighted the importance of such fests in development of soft skills among students. He introduced the Fest theme and important aspects of the Fest.



Akhil, the lead singer of Nasha Band, has students in complete ecstasy on the first Pro Night of Acceleron 2015



Nikhil & Nitish, of G.D. Goenka University perform at the festival



Poster Competition being Judged at Acceleron 2015



G.D. Goenka University Team exhibit their creations at Acceleron 2015 Fashion Show

- 01 Students enjoying EDM performance by SUNBURN
- 02 The street theatre group performing at the cultural festival
- 03 The Jesus and Mary dance group taking part in the dance competition
- 04 Prof Raj Singh, Vice-Chancellor, Dr Nitesh Bansal and Dr Sanjay Gupta, escorting the Guests of Honour, Ms Alessandra Bertini, Director of Italy's Institute Cultural Centre and Mr. Avinash Pandey, the COO of ABP News, at the inaugural function
- 05 The Kamla Nehru girls participating in the Fashion Show
- 06 A visitor walks past a Rangoli designed by a participant
- 07 Students perform a folk dance at the Festival



01



02



03



05

ACCELERON 2015

A TECHNO-CULTURAL FEST THAT TOUCHED EVERYONE



04



06



07

ALL FIRST BATCH MBA STUDENTS GET PLACED

From Foundation to Flight. The tagline says it all.



MBA students being trained for interviews and group discussions by Ms. Ritu Sharma of CRC

In August 2013, the G. D. Goenka School of Management enrolled its first batch of students. Two years later, even before the MBA course came to a formal end, all students had been placed.

It's a great start for the School of Management, and for the University. The industry has shown confidence in its students, in its teaching, and in its training.

Over 40 companies visited the campus and hired 24 students. Such was the satisfaction level that some students got multiple offers. The companies that picked our students include brands like Ernst and Young, Safexpress, IndusInd Bank, 99 acres.com and Indiabulls Distribution Services.

Students with a knack for business research were picked up by WNS, Protiviti Knowledge Consulting while those with a passion for start-ups were grabbed by Grofers and GoJavas (the Logistics arm of Jabong).

The journey from the classroom to the corporate corridors was made easier by the University's Corporate Resource Centre (CRC). The CRC team built on the foundation laid by the SoM Faculty, and helped the students take flight.

It trained the students to face interviews, answer aptitude tests and hold forth in group discussions.

We can now expect our students to soar even higher in the coming years.

CONGRATULATIONS

Indiabulls
DISTRIBUTION SERVICES LTD.

protiviti
Risk & Business Consulting
Internal Audit

WNS
Extending Your Enterprise

GoJAVAS

SAFEXPRESS
Distribution Redefined

EARTH
INFRASTRUCTURES LTD.

G GROFERS

IndusInd Bank

99acres.com

EY

WHERE THE STUDENTS WERE PLACED

STUDENT NAME

Adamyia Verma
Nitu Bhattacharya
Vivek Singh
Roli Ramana
Guljeet Singh
Chetna Kochar
Vansh Mahajan
Ravneet Singh Sidhu
Ankita Pandey
Abhinandan Jha
Dorothy Rehman
Logeshwari Diraviyam
Kuldeep Singh Bhamla
Prashant Sharma
Naveen Sharma
Deepika Singh
Priti Sehrawat
Vishakha Panwar
Ravi Soni
Ajay Yadav
Bhagyashree Jham
Sachin Rao
Rohit Raghav
Shobhit Aggarwal

COMPANY NAME

Ernst and Young
Protiviti Knowledge and Consulting
Indiabulls Distribution Services
Indiabulls Distribution Services
Indiabulls Distribution Services
WNS Global Services
Safexpress (P) Ltd
Safexpress (P) Ltd
IndusInd Bank
IndusInd Bank
IndusInd Bank
GoJavas
Earth Infrastructure
Earth Infrastructure
Earth Infrastructure
Grofers
Grofers
WNS
Truxapp
Entrepreneurship
Entrepreneurship
Entrepreneurship
Entrepreneurship

WORKSHOP ON DATA ANALYSIS USING SPSS



The School of Humanities and Social Science organised a 2-day workshop on Data Analysis using SPSS on January 16 and 17, 2015. The workshop was conducted by Prof. Neeraj Kaushik (from NIT Kurukshetra), who is an expert in the field of research methods and has conducted more than 100 workshops on the use of SPSS.

Prof. Kaushik started the workshop with a talk on the basics of research. This included details about the research process and various sources on the net that can be used for literature review. He also gave details of libraries and resource centres in and around Delhi where such a review could be done. The information was especially useful for researchers who often do not know where to look for the right sources. He talked in detail about the importance of the Review of Literature in forming the research problem and formulating the hypotheses of research. The participants were also informed about the type of researches and the different approaches each one entails.

Another important area that Prof. Kaushik covered was that of research design. In a very simplistic manner, he taught the participants how to differentiate between univariate, bivariate and multivariate analysis by looking at the research

objectives. Following this, he spoke about how to select statistical techniques depending on what the researcher's objectives are. In this, he delved into various statistical techniques like Regression, Hypothesis Testing and Cross Tabulation.

On Day 2, the focus shifted to the SPSS application. The participants were informed of the basics of the SPSS software. With the help of the data provided by IBM/SPSS in the application, Prof. Kaushik demonstrated the research techniques that were discussed earlier. Simultaneously, the participants practiced the same on their computers.

The workshop concluded with Prof. Kaushik outlining a few case studies that each participant had to individually solve on their desktops. This was followed by discussions.

All in all, the workshop was an extremely insightful experience, with the participants getting to know of various references and resources that they can utilize in their potential research areas. Particularly, engaging were the examples given from all walks of life right from music to films to relationships to human behaviour that struck a chord with one and all, correlating and establishing the importance of research in all fields of life.



Dr Kakoli Sen interacting with Faculty members during the FDP on Effective Mentoring

FDP ON EFFECTIVE MENTORING

Dr. Kakoli Sen, Associate Dean and Professor, School of Humanities and Social Science, conducted a very insightful Faculty Development Programme (FDP) on Effective Mentoring. The programme, conducted by Dr. Sen, received a great response with 45 participants attending session I on December 26, 2014 and 25 participants attending the session II on January 8, 2015.

The main aim of the FDP was to make the participants aware of the importance of mentoring students in an academic setting. It also focused on ways in which one can become a better mentor and included topics like identifying needs of individual mentees, the various traps (labelling, stereotypes etc.) one can fall into while working with the mentees, and how to formulate an effective developmental plan for them.

The programme started with a discussion around what mentoring is. Participants had a lot of ideas on the topic and the dialogue went on to set the tone for the day. After the initial discussion, a role play was presented by four faculty members. The role play depicted four students in different contexts in the

university setting. The aim of this activity was to indicate that each student is different and therefore, it is vital that mentors identify each mentee's needs separately.

Dr. Sen cautioned that mentoring should not be limited to academics and career choices but should move to interpersonal realms like developing friendship, counselling the mentee, being a role-model and helping mentees develop a sense of identity. The needs represented in the role play varied from need for achievement, need for affiliation to need for power.

In the post-lunch session, challenging situations were discussed with regards to mentoring and best practices and solutions were shared by all. Dr. Sen acted as an able facilitator for all the participants to delve deep into their mentoring styles and address issues and attitudes.

In the end, Prof. (Dr.) Raj Singh, Vice Chancellor, G. D. Goenka University who was present in both the sessions shared his insights gained across years of experience and gave valuable mentoring tips to the participants.



Bamboo Workshop in Auroville:
Students working on a bamboo structure

Students learn Joinery at the Bamboo Workshop

ANNUAL STUDY TRIP

AUROVILLE, PONDICHERY AND MAHABALIPURAM

The School of Architecture and Planning took the sem I B. Arch students on a field trip to Auroville, which is a living example of buildings constructed out of sustainable materials using innovative technologies. The students were accompanied by the Dean SoAP, Prof. Chhabi Mishra, and three Faculty members, Ms. Guneet Raj Singh, Ms. Parul Singh and Mr. Mohit Verma. During the field trip that was from January 5 to 13, 2015, the students had an opportunity to visit sites of national and international significance and to study historic, contemporary and vernacular architecture.

In Auroville, the students attended a four-day workshop-cum-training programme on "Bamboo construction" at the Auroville Bamboo Centre in Kottakarai, Auroville. The workshop-cum-training programme was specially designed for Students of Architecture. It comprised theory, instruction, demonstration and practical work. The students were exposed to bamboo structure, use of bamboo in construction industry, its ecological context, treatments and construction techniques.

In addition to the workshop, the students attended presentations by Mr. Dhanya (Founder of Verite Project) on "co-creating sustainable human and natural environments" and by Ms. Mona Pingel (CEPT graduate) on different construction technologies used at Auroville. Architect Manu Gopalan took students for a guided walk around low cost sustainable accommodation to explain how he had used recycled and sustainable materials like tetra pack and rammed earth.

Students also got the opportunity to visit MatriMandir, where they saw the MatriGolden Geodesic dome, an architectural marvel in terms of its construction techniques and material used. The students were also exposed to the buildings of Auroville, its town

planning, the establishment of a sustainable community and other interesting practices that are unique to Auroville.

In Pondicherry, the students were taken for a guided walk by an INTACH (Indian National Trust for Art and Culture Heritage) volunteer to the French Quarters developed along the beach. The students were briefed about the elements used in French Architecture and were shown the façades ornamented with vertical pilaster, horizontal cornices and segmental arched windows with bands and louvered wooden shutters, wooden balconies supported by iron brackets and continuous parapets. Students were also shown the excellent carving work of Mahabalipuram Stone temple. This monolithic temple that was built between AD 630-668 is one of the World Heritage Sites of India.



Mr. Dhanya explaining the creation of sustainable human and natural environments

SITE VISITS

TARA: The B. Arch students visited TARA Crescent building which is built and maintained by Development Alternatives. The building had light wells in the basement, a design style that does away with the need to use artificial lights during daytime. The students were shown a 20-minute video which explained how the building was built, how it recycles resources and how it saves energy.



Terracotta pots used as "filler slabs" in Tara building.

TARAGRAM: The students also visited Taragram, which is a manufacturing plant run by Development Alternatives. There they were shown the process used to manufacture fly ash bricks.



Students learning how fly ash brick is made

DEVI ART FOUNDATION: During this site visit the students were introduced to professional exhibition of art and utilization of traditional materials in Modern Architecture. They also studied different forms of structural elements.



Students learn Innovative structural systems at Devi Arts Foundation

AMERICAN INSTITUTE OF INDIAN STUDIES: The students were introduced to library archiving which is important for research and case studies. They were also taken on a tour of the building complex which is an award winning example of sustainable design.



The American Institute of Indian Studies: An architectural marvel

CENTER FOR SCIENCE AND ENVIRONMENT: The students were explained the concepts of climate responsive architecture and how a building is designed to achieve it through several material and construction technologies.



Solar panels used in the CSE building: an attractive climate responsive design feature.

TIKLI BOTTOM: The students visited Tikli Bottom Guest House in Tikli village, Sohna. Situated in a rural part of Delhi-NCR, Tikli Bottom had a country like feel about it. Horse sheds, fences and farm dogs wandering about added to the rural feel.

Mr. Martin Howard, the owner of the guest house described its unique features, which is built like a modern Lutyens' style Indian Haveli. It encompasses Haveli elements with Lutyens' architectural style. Form, symmetry and hierarchy were evident in this Haveli; it also featured tall ceilings, large windows and warm mellow colours.



Mr. Martin Howard addressing the students at Tikli Bottom



The grand backyard with the pool

DS DOORS: This site visit introduced the students to the wood treatment process. They also learnt about the preparation of wood for door installations.



Finished doors line the corridor

INNOVATIVE TEACHING METHODS

BUILDING MODELS

The students learnt to build models for the subject, "History of Architecture", by illustrating their understanding of elements and principles of construction.



Models of temples prepared by students

EXTERNAL JURIES

External juries were invited to independently evaluate learning in several subjects, giving students an opportunity to interact and formally present their work.



Students interacting with external jury members

VISUAL ART



CONSTRUCTION YARD: GETTING HANDS DIRTY

The students were taught the course, "Materiality and Buildability" by making them work on building materials in the Construction Yard. The learning was both fun and interactive.



Students building a circular seating arrangement in the Construction Yard

A prototype of the brick seating arrangement being readied

Students learning brick masonry work in the Construction Yard

DESIGN PROJECT

The students of B.Arch were asked to design a second home for a family. The aim of the exercise was to make students explore abstraction of form design and spatial arrangements and introduce them to site design.



Models prepared as part of the Architecture Design project

THE AMPHITHEATRE: LEARNING TO DEBATE AND DELIBERATE

The students were taken to the amphitheatre and taught to present, argue, and collaborate on course assignments for "Research Methods" - a subject introduced to them to critically think, read, write and present to peers from the early years of the programme. The students enjoyed the outdoor setting and opened up much more in communicating their thoughts and ideas.



Students learning debating skills at the amphitheatre

SoAP BOX LECTURE SERIES



Mr. Arnab Banerjee delivering a talk on signages

Signage and Wayfinding: Mr. Arnab Banerjee, Principal, Version Absolute Design Studio, was invited as a guest speaker to speak on "Signage in Built Environment". It was an interesting talk and he discussed several projects on Signage and Wayfinding for workplaces, shopping malls, parking lots, etc.



Art in Architecture: Ms. Rati Singh

Art in Architecture: Ms. Rati Singh, Head of the Department of Visual Art and Theory of Knowledge at Shri Ram School, Delhi, delivered a lecture on Theories of Colour in Art. The students were given exercises to work on to understand the importance of Colour and Art in Architecture.



Architect Karan Grover interacting with students at Contemporary House

Contemporary House: An on-site guest lecture was organized by SoAP at a house designed by Architect Karan Grover. The interaction was humorous and interactive and the students had a great learning experience. Mr. Grover introduced the project and narrated the story about how he was chosen by an old archaeological scientist to continue after his death and also how ultimately the continuation of that research led to many discoveries and recognition of Champaner as UNESCO world heritage site.



Ms. Vasanthi Menon, with the Dean, School of Architecture, Prof. Chhabhi Mishra, Faculty members and students

Japanese Architecture: Ms. Vasanthi Menon, who is an architect working in Japan and transformed into a delightful visual treat of Japanese homes. The lecture started as a complex theoretical exposition on Japan and transformed into an exciting interactive session, where Ms. Menon provided insightful glimpses into life in Japan in general and architecture, in particular.

BUILT ENVIRONMENT CLUB ACTIVITIES



PAPER CUT – PAPER COLLAGES: The theme of the event was 'Think Green' and a number of teams from Universities across Delhi NCR participated in the event.

Participants having fun with different types of paper

GRAFFITI DESIGNED BY STUDENTS ON THE WALLS OF CONSTRUCTION YARD



The School of Architecture and Planning hosted two events during Acceleron 2015. These were: DEEWAR – WALL GRAFFITI: The wall graffiti competition had a theme of 'Dream Campus'. Six colleges of Art and Architecture participated from Delhi NCR. The outcome was well appreciated by everyone in the University.

STUDENTS EXHIBIT FIRST SEM-

The School of Architecture and Planning organized an exhibition of students' first semester work, and named it "SoAP Day". The exhibition came in for much appreciation and acclaim. Among those who visited the exhibition was the Vice Chancellor, Prof (Dr) Raj Singh and Deans of Schools.



The Vice Chancellor takes a look at the exhibits

Some of the Origami work on display at the exhibition

-ESTER WORK



A group shot of the SOAP students with the Vice Chancellor and the Deans of all schools

The Deans taking a round of the exhibition.

24 EDITORS TAKE PART IN EDITORIAL LEADERS' WORKSHOP



Participating editors pose with Prof. Saxena at the end of the workshop

Twenty-four senior editors drawn from seven newspapers attended the Editorial Leaders' workshop conducted by Prof. Sunil Saxena, Dean, School of Communications, at Chennai on May 14 and 15, 2015.

The two-day workshop titled "Writing for Digital Media" capsuled the new skills that print editors need to acquire if they have to make a mark in the digital era.

The topics covered by Prof. Saxena included the craft of writing for digital devices, integration of content on Social Media platforms, and emerging forms of digital writing like live blogging and multimedia.

The newspapers, whose editors took part in the workshop were: The Times of India, The Hindu,

Sakaal, Malayalam Manorama, Matrubhumi, Dainik Bhaskar and Prajavani.

The workshop is the second in a series of workshops that World Editors Forum and Wan-Ifra is conducting to train middle-level Editors in India and South Asia. The G.D. Goenka University Professor was commissioned to conduct the digital writing part of the programme.

The ambitious training programme, which is the first of its kind in South Asia, has been named Editorial Leaders' Training Programme.

Mr Jonathan Halls, former Training Director of BBC, had kicked off the training programme last month by conducting the first workshop. American journalists will be conducting the remaining four workshops.

STUDENTS VISIT TIBETAN SETTLEMENT



The School of Communication students went on a field trip to the Tibetan settlement at Majnu Ka Tila on February 27, 2015. The objective of the field trip was to sensitize the students to issues related to Tibet and to expose them to the working of the Tibetan Government in exile.

The programme began with a welcome speech and introduction by Ms. Kunga Namdol at the Tibetan Settlement Office at Majnu Ka Tila. Ms. Namdol extended a warm welcome to the faculty and students and introduced the speakers at the gathering.

This was followed by a brief introduction of the Tibetan settlement in Majnu Ka Tila by the Pradhan of the colony, Mr. Karten T sering. Mr. Tsering informed the students about when the

11 RTI APPLICATIONS FILED

The School of Communication students have filed 11 applications seeking information under the Right to Information Act from the Gurgaon Police and New Delhi Municipal Council.

The information requests were part of media studies where students learn how to obtain information to prepare news reports.

The topics on which information sought were:

Cases of theft and rape on Sohna Road

Vehicle thefts in Gurgaon in 2015

Chain snatching in Gurgaon in 2014

Cases of domestic violence in Gurgaon

Cases of eve teasing in Gurgaon during 2014

Condition of prisoners in Bhondsi jail

Traffic management at HUDA City Centre

Status of existing WiFi facilities in New Delhi

Cases of rape and molestation in Gurgaon Colleges

Accidents at Rajiv Chowk and Badshahpur Crossing in 2014

Installation and working of CCTV cameras in New Delhi over the last five years

FILM FESTIVAL ATTRACTS QUALITY ENTRIES

The School of Communication hosted its first ever film festival, Framz 2015 in March this year. The two-day festival, which was held as part of Acceleron, the annual fest of the G.D. Goenka University was a great success. Ten colleges from Delhi NCR participated in the Film Festival. There were also two entries from outside Delhi.

More than half the films screened at the Festival focused on women's issues because the theme of the festival was Women's Empowerment. Some of the colleges that participated in the Festival were Jamia Millia Islamia, Lady Sri Ram College, Khalsa College, K.R. Mangalam University, Madhubala Institute and IMS Unison University Dehradun, to name of few. There

were also two entries submitted by the G.D. Goenka students.

The first prize for the best film went to Nandini: Ek Unkahi Kahani directed by Raj Nandini, an MJMC student from IMS Unison University, Dehradun. The second prize went to, Song of the other firefly, directed by Umang Sabharwal, Nagma Sahi Ansari, Meghna Talwar, Abhishek Dutta, Abhijit from Jamia Millia Islamia University. The film Nandini: Ek Unkahi Kahani focused on girl child abuse, while Song of the other firefly traced the origin and growth of Sufi poetry in India and Pakistan. The films were judged by Ashish Dubey, an FTIL alumni and freelance film maker, and Rajesh Chand, a noted playwright.

colony was set up and the current status of the colony.

Mr. Tenzin Lekshay, Media Coordinator, Bureau of H.H. The Dalai Lama, then apprised the students on the various issues related to Tibet. He spoke about the invasion of Tibet by China and the role played by India in offering asylum to H.H. The Dalai Lama. He also spoke about the UN Resolutions regarding Tibet and shed light on the working of the Tibetan Government in exile. The interaction was very fruitful for the students and helped them get a better understanding of the Tibetan issue.

The session was followed by a question-answer session in which the students wholeheartedly participated. All the faculty members and students were then given a traditional Tibetan welcome by putting shawls on each participant.

In the second half of the day, the faculty members and students were taken to the Tibetan Children's Village where they interacted with the students of the Tibetan School. The school children were thrilled to interact with the faculty and students of G.D. Goenka University and even staged a dance and music performance for them.

The trip concluded with a visit to a Tibetan home where the residents shared their experiences with the students.



REFRESHER COURSE ORGANISED FOR TIMES OF INDIA'S COPY EDITORS

The Hyderabad edition of The Times of India invited Prof. Sunil Saxena, Dean, School of Communication, to conduct a three-day Copy-editing and Rewriting Workshop for its editing staff.

The objective of the workshop was to improve the editing skills of the Times of India's Copy Editors. Thirteen copy editors attended the workshop - ten of them were from the Hyderabad edition, two were from the Vizag edition and one was from the Pune edition.

The three areas that Prof. Saxena covered during the workshop were:

Identifying and eliminating basic editing errors

Sharpening news leads and

Improving rewriting skills

The workshop was conducted from January 22 to 24, 2015



Mr Sandeep Mahajan conducting warm up exercises during the Voice Modulation workshop

STUDENTS LEARN VOICE MODULATION TECHNIQUES

Students of the School of Communication were given their first lesson in voice modulation by Mr. Sandeep Mahajan, an accomplished actor and radio trainer, on February 9, 2015.

Mr. Mahajan first helped the students loosen up through a string of innovative and fun exercises. He then conducted voice training exercises and demonstrated the technique of speaking from the diaphragm.

"When you speak from the diaphragm, your voice resonates. It sounds deep and pleasing," Mr Mahajan told the students. The students too realized it as they tried to follow Mr Mahajan.

This was not the only exercise that Mr Mahajan conducted. There were several other exercises aimed to help the students develop voice projection skills, which are essential to become a good radio professional.

An important aim of the workshop was to help students get rid of inhibitions and boost self-confidence. "The best communicators are those who are relaxed and natural," Mr Mahajan said as he stressed the need to loosen up before any performance.

What the students liked most was the informal and unstructured format of the workshop. They soaked in the learning without stressing themselves.

Mr Mahajan, who has acted, scripted and directed plays and taken part in television serials conducts voice modulation and theatre workshops across India. The institutes where he has conducted such workshops include the Indian Film and Television Institute and the National School of Drama.

RJ WARS ENTHRALL AUDIENCES

The School of Communication hosted, RJ Wars, a competition for aspiring Radio Jockeys, that had the audience clapping, cheering and whistling. Several colleges from NCR including K.R. Mangalam University, Jesus and Mary College, Khalsa College, Madhubala Institute amongst others took part in the highly competitive contest.

Participants were given 20 minutes to prepare after which they had to come up on stage and sway the audience with their Radio Jockey skills. Each participant was given three minutes of talk time. Despite fierce competition the laurels went to G.D. Goenka University which bagged both the first and second prizes.

The first prize went to Aishwariya Dudha of SoC while the second prize was awarded to Vaibhav Puranik of SoHSS. The competition was judged by Mr. Melbin, a well-known Radio Jockey from Radio One.



RJ war participants pose with RJ Melbin of Radio One

ARKANSAS DEAN EMERITUS VISITS GDGU

Prof. Ashok Saxena, Distinguished Prof. and Dean Emeritus, University of Arkansas, USA, visited G.D. Goenka University on March 25 and 26, 2015. Prof. Saxena, who did his B. Tech from IIT Kanpur, and MS and Ph.D. in Material Science and Metallurgical Engineering from the University of Cincinnati, has rich experience in industrial research laboratories as well as academics. Before joining the University of Arkansas he worked as Professor and Head in Georgia Institute of Technology, USA (Georgia Tech). He has several publications and awards to his credit and is currently a serving Director of ABET (Accreditation Board for Engineering & Technology).

During his two-day visit, Prof. Saxena met with the senior management of G.D. Goenka University that included the Vice Chancellor, All deans of schools and HoDs of various departments at the School of Engineering (SoE). He also held discussions with students and Faculty members of SoE.

The high point of his visit was a lecture on



Prof. Ashok Saxena delivering a talk on Outcomes Based Education

"Outcomes Based Education (OBE) and Outcomes Based Accreditation (OBA): Experience of ABET and Washington Accord". The lecture was attended by the GDGU Faculty members. Later, in an interview with the editors of 'G-Flash' (SoE Newsletter), Prof. Saxena mentioned that he was greatly impressed with the facilities at SoE/GDGU and the pedagogy which emphasizes the practical learning aspect of engineering education.

PURDUE UNIVERSITY PROFESSOR DISCUSSES COLLABORATION POSSIBILITIES

Dr Agarwal (Second from Right) being shown the 3D printer



On January 13, 2015, Prof. Jai P Agrawal addressed the Faculty members of School of Engineering at G. D. Goenka University. Prof. Agrawal, who has a Ph. D. from University of Illinois, and M.S. and B.S. from IIT Kanpur, has been with the Purdue University for more than 25 years. He is a well-respected academician with several publications, patents and awards against his name.

In his talk, Prof. Agarwal spoke about the various collaboration opportunities possible between G. D. Goenka University and Purdue University Calumet, USA. He described the various degree seeking and non degree seeking student exchange and transfer

programmes offered by Purdue University that the G. D. Goenka University students can undertake. He also discussed the projects that can be undertaken jointly by the Faculty members of the two Universities.

Prof. Agrawal, who visited the G. D. Goenka University for two days (January 12 and 13, 2015), expressed his happiness with the infrastructure, research initiatives and overall vision of the School of Engineering. During his visit to different labs, he advised the lab-in-charges to undertake real-life projects in their respective labs so that the students gain valuable practical experience. He also met the Vice Chancellor and other higher authorities of the G. D. Goenka University to explore collaboration opportunities between the two universities.

EXHIBITION OF MOBILE SCIENCE LABS AT GDGU

The School of Engineering in association with Agasthya International Foundation (AIF) organized an exhibition of Mobile Science Labs on April 24, 2015.

The models included a radiometer that used a fan based on the concept of solar heat absorption and reflection. Another model illustrated the concept of anti-gravity utilizing the principle of Centre of Gravity.

Similarly, the concept of atomizer was explained very simply through two straws and a beaker full of water. The sound that we hear from various objects or instruments get characterized by its length was simply shown by cutting the length of a straw. The principle of resonance was demonstrated through another model having metal strips of equal and unequal lengths. There were various other models to illustrate the direction of wave motion, 3D vision, persistence of vision, refraction and Fleming's left hand and right hand rules. Another astronomical model demonstrated why we always observe the same face of the moon from earth.

On the whole, it was an enriching experience for the students to be able to appreciate the basic concepts of science in everyday life. The GDGU students are expected to participate in the initiative called "Anweshana" organized by IAF in which engineering students mentor high school students and guide them to create innovative models that may solve various prevailing problems of society.

AIF is an organization that promotes learning by sparking curiosity in young minds. It has developed various scientific models for children and in order to facilitate science education even to the remote areas of the country. It has built mobile labs in vans, on bikes and even in a box.



SPEED-2015 STUDENTS' PROJECT EXHIBITION ON ENGINEERING DESIGN

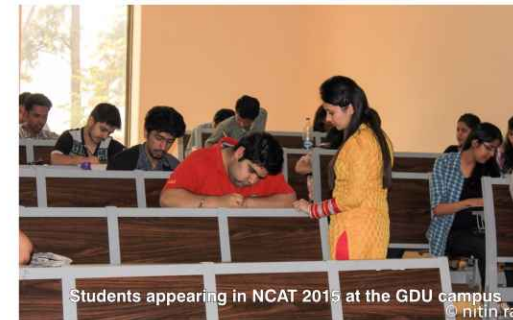
An exhibition of engineering projects designed and developed by the students of G. D. Goenka University was organized at the University Campus on 18th February, 2015. Out of the 60 entries, 25 top notch projects were selected and displayed. Hon. Vice Chancellor Prof. (Dr.) Raj Singh inaugurated the function along with Dean School of Engineering Prof. (Dr.) Deependra K Jha. Deans from different schools of the University also graced the event with their presence. Everyone expressed their reverence on the feats of students who are only in the 1st and 2nd years of their undergraduate programmes. It was indeed a sight to view different creative ideas that the students had come up with in their projects. In the current scenario, where most engineering students in India are introduced to the idea of projects in their final year, G. D. Goenka University is breaking the tradition and in its own unconventional way encouraging students to get hands on experience along with the technical concepts being taught in the class.

Some of the major attractions of the exhibitions were AAKAR – The low cost 3D Printer, Voice Activated Home Automation System, Library Management System Application, Digital Queue Management System, Drones for Agricultural Surveillance and Counter-Terrorism, Solar Car, Intelligent Irrigation System and Designer Bricks from Construction Site Waste. Apart from these, many other projects such as computer games coded in C language, models of mechanical linkages, different types of robots, water level controller, automatic street light system and a variety of models based on LED & solar energy were also noteworthy.

The exhibiting students not only learnt to develop their projects but also to present their ideas in front of an audience. This will enhance their presentation skills as well as help them in taking their current concept to a higher level based on the feedback provided by experts and consumers of technical products.



Students interacting with AIF volunteers during the Mobile Labs exhibition



Students appearing in NCAT 2015 at the GDGU campus

NATIONAL CREATIVITY APITUDE TEST CONDUCTED AT G.D. GOENKA UNIVERSITY

In order to sensitize the students to the domain of creative thinking and motivate them to read, learn and practice the same, NCAT 2015 (National Creativity Aptitude Test), an initiative of International Forum for Excellence in Higher Education (IFEHE), was conducted at the G.D. Goenka University on February 20, 2015. The University was one of the 165 Colleges/Universities across India that conducted this test. As many as 44 students, who are pursuing undergraduate programmes in engineering, took part in Round 1 of the test.

The primary objectives of this test were two: firstly, to sensitize the students and secondly, to appeal to their competitive spirit and help them become achievers. The goal was to find students who may not be frontrunners in curricular subjects, but may have latent talent that can be developed and nurtured. Under NCAT, separate tests are held for students in different years of their degree courses to challenge their creative thinking and logical reasoning. The test also helped students to hone their skills.

IFEHE, which is the conducting body, is governed by a board of directors comprising of professors from reputed institutions like the IITs.

WORKSHOP ON MATLAB

A workshop on MATLAB and its applications in engineering studies was conducted on June 9, 2015. All faculty members from the School of Engineering participated in the workshop that was conducted by Mr. Zafar from Designtech Systems Ltd. Besides the basic use of MATLAB in simple array-based numerical computation techniques, its use in signal processing, image processing, using SIMULINK libraries for various engineering domains and integration with popular low cost hardware was discussed.

Live examples and case studies from various disciplines of engineering were discussed to underscore the versatility of MATLAB and to justify the statement that, "MATLAB is the language of engineers". The workshop enabled the Faculty members to compare MATLAB with equivalent open source alternatives. It also gave them an opportunity to assess the viability of MATLAB as a classroom tool and its deployment in projects.

MATLAB is used by over 5,000 universities and about 1 million users. A large number of engineering firms use MATLAB in their day-to-day applications.

SECONDARY SCHOOL STUDENTS ATTEND PCB DESIGN WORKSHOP



Students learn to work on Printed Circuit Boards.

A workshop on PCB (Printed Circuit Board) design was organized by the Department of Electrical and Electronics Engineering (DEEE) of the School of Engineering on April 28, 2015. The participants included senior secondary students from St. Crispins Sr. Sec. School Gurgaon, Sh. S.N. Sidheshwar Sr. Sec. Public School Gurgaon, DITMR College, Faridabad, and engineering students from KR Mangalam University and GD Goenka University.

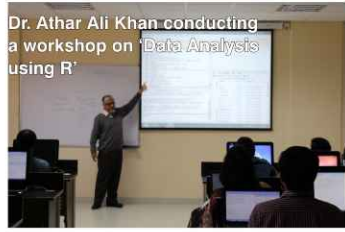
The workshop, which was conducted free of cost, focused on the basics of PCB designing tools. The students used the Express PCB tool to perform the tasks assigned to them. The advantage of this tool is that it is a free tool and can be used for PCB designing and prototyping in both single and double layer formats. It can also be used for designing the schematic layout of the circuit which can be then converted into an equivalent PCB design. The students used the tool to successfully complete their PCB designs. After the session on design, the participants were taught the PCB fabrication process and the steps involved in PCB designing and testing of circuits. The circuits were also printed on copper clads for the fabrication process.

At the end of the workshop, an evaluation was done to find out the best PCB designer based on criteria like area optimization, routing algorithms, component orientations and time taken to complete an activity, etc.

Mr. Zafar from Designtech Systems demonstrating the use of MATLAB.



AMU PROFESSOR CONDUCTS WORKSHOP ON DATA ANALYSIS USING 'R'



Dr. Athar Ali Khan conducting a workshop on 'Data Analysis using R'

With an objective of giving the young minds a platform to understand and learn the basics of data science using 'R' as a computing tool, the School of Engineering organised a workshop entitled 'Data Analysis using R' on March 19-20, 2015. The workshop was

conducted by Dr. Athar Ali Khan, a Professor in the Department of Statistics and Operations Research, Aligarh Muslim University, and a renowned name in the field of data analysis with more than 30 applications (computer packages) to his credit.

Prof. Khan started the session with an introduction to R programming, its comparison with other languages and basic matrix and graphical operations. He discussed various data analysis tools and explained the concepts related to t-test and paired t-test. On Day two, he discussed analysis of variance techniques, regression models, analysis of categorical data, survival analysis and simulation using R programming. At the end, a short interactive session was conducted by Dr. Nisha Arora (Faculty of Mathematics, G.D. Goenka University) who discussed various online tools, web applets and other resources to facilitate knowledge in statistics as well as R programming. The students were also told about interactive ways to learn R using Data Camp.

The workshop received an overwhelming response from students, faculty members and research scholars. As many as 53 participants from various institutions in NCR took part in the workshop. The fact that the participants were from different fields such as engineering, management, pure and applied mathematics, and optometry created a truly diverse learning environment.

USE OF COMSOL SOFTWARE EXPLAINED

Computational physics has taken great leaps due to advanced computing architectures and efficient algorithms. COMSOL Multi-physics is one such software which solves multi-physics problems and is considered world leader in its domain. The School of Engineering organised a workshop on COMSOL on February 25, 2015 for Faculty members and M. Tech. students. The resource person for the workshop was Dr. Samarth Agarwal, an Application Engineer from COMSOL.

Dr. Agarwal made a detailed description of the COMSOL workflow. Starting from defining a geometry using in-built CAD capabilities, then meshing and defining set of equation for solving particular physics problem along with coupling various physics problems, Dr. Agarwal also explained post-processing tasks like generating graphs and reports. Using an example of micro-resistor, a physics problem was demonstrated where due to passage of current, joule heating raises the temperature of resistor and this in turn structurally deforms the shape of the resistor. After this presentation, individual faculty members tried problems from their domains using the COMSOL trial version, which was made available for 14-days from the date of workshop.

The Faculty members showed great interest in COMSOL. They found in it a tool that can be easily integrated in teaching engineering subjects, and for research. COMSOL also showed interest in building a long lasting partnership with the School of Engineering.



Dr. Samarth Agarwal making a presentation on COMSOL software

QUADCOPTER WORKSHOP-CUM-CHAMPIONSHIP ENTHRALLS STUDENTS

The School of Engineering organised a two-day workshop-cum-championship on Quadcopter on February 9 and 10, 2015 in association with Indian Institute of Technology Bombay. A total of 60 students from G.D. Goenka University, KIIT Gurgaon, K.R. Mangalam University and World Institute of Technology attended the workshop, which was conducted by Mr. Soumya, and Mr. Rajneesh from Robo Sapiens Pvt. Ltd.

Initially, the students studied the fundamentals of multicopters, their different types, working mechanism, construction techniques, and applications. This session formed the basis of other sessions as students were introduced to basic components required to implement a Quadcopter.

Thereafter, students were briefed about sensors, motors, propellers, different types of frames, microcontrollers, and related systems present on the circuit board. They were also told about batteries, Electronic Speed Controller (ESC), NAZA Board, calibration and programming.

The students were then divided into 15 groups and asked to build the Quadcopter using the kit provided to them. The excited students first assembled the frame with propellers and then soldered the 4 BLDC motors and connected the power supply. They next connected the 4 ESCs and receiver with the PCB board. After completing the calibration of receiver with the transmitter, the students were able to rotate the BLDC motors and control the speed using transmitters.

Finally, the students were asked to implement or fly their multicopters. Based on their work, two teams from the World Institute of Technology and KIIT Gurgaon and one team from G.D. Goenka University were declared winners.

CODECHEF CHAPTER ORGANISES WORKSHOP ON COMPETITIVE LEARNING AND PROGRAMMING



A CodeChef representative conducting a programming workshop

In order to establish a true programming culture at G.D. Goenka University (GDGU), a CodeChef Campus Chapter named 'GDGU-Achievers' has been set up for aspiring engineers and other enthusiastic programmers. The objective of the Chapter is to promote a competitive programming culture that will help students become better problem solvers.

The CodeChef Campus Chapter, which is headed by Faculty Advisor, Ms. Vasudha Vashisht, organized an orientation session-cum-workshop on "Competitive Learning and Programming" for second year B. Tech. (CSE) students on February 6, 2015. The two-hour long event included an introduction to CodeChef, Online Judges and advantages of Competitive Programming.

The session was conducted by Mr. Anup Kalbalia and Mr. D. Chanukya

(Officers of Directi) who have been promoting competitive learning through CodeChef, which is a non-commercial organization operated by Directi, an Indian software company based in Mumbai.

The workshop started with a puzzle problem discussion followed by more elaborate discussions, queries and peer view sharing. A competition was also held to judge the real-time problem solving skills of the students. Prizes were given to two CSE students, Akanksha Gargand Saksham Rana, who found the correct solution to the given puzzle.

Mr. Kalbalia then explained the important features of the ACM-ICPC (Association for Computing Machinery – International Collegiate Programming Contest) which is a multi-tier, team based, programming competition and encouraged students to participate in it. The students were also informed about online judging and its working. It was followed by a brief discussion on Google, Microsoft, Amazon and Face book (Product and Service Industry) and their recruitment requirements. He also told the students how Anudeep Nekkanti was placed in Google last year.

Through this workshop, students became aware of several terminologies including code programming, hosting, learning and practicing for online contests and how CodeChef can potentially help them get recognition at the global level.



Students working on a Quadcopter



A Quadcopter made by students



Students listening to the Webinar on Cloud Computing

WEBINAR ON CLOUD COMPUTING

The School of Engineering organized a webinar on Cloud Computing for first year students of Computer Science and Engineering. The main objective of the webinar was to familiarise the students with the concept of cloud computing and its applications in different domains. Cloud computing involves deploying groups of remote servers and software networks that allow centralised data storage and online access to computer services or resources.

The webinar was a live session delivered by experts from Cognitel Pvt. Ltd, which is a Telecom and IT services company that provides Consulting, Research and Training. It is Huawei's Authorized Institute and trains students and professionals in advanced technologies. The hour long webinar began with the basics of cloud computing, and then moved on to types of cloud, cloud computing architecture and cloud computing characteristics.

The speakers also explained the scope of cloud computing and its benefits. These included secure storage and management, scalability, sustainability, low total cost ownership, high level computing, location independence, etc. Different service models and deployment models of cloud computing were also discussed during the interactive and informative webinar.

WORKSHOP ON ROLE OF OPTICAL FIBER, BROADBAND, FTTH IN DIGITAL INDIA

The School of Engineering organized a half-day workshop on the Role of Optical Fiber, Broadband, FTTH in Digital India in association with IETE (Institute of Electronics & Telecommunication Engineers) under the ISF scheme (IETE student forum).

The workshop that was held on December 11, 2014 was attended by the second year students of B. Tech. Electronics and Communication Engineering (ECE) and B. Tech. Computer Science and Engineering (CSE). The main objective was to familiarise the students with the latest trends and technological advancements in the area of ICT (information and communication technology).

The speaker for the event was Mr. Shiv Kumar,

Director and CEO of Redefine Dimensions Consulting Pvt. Ltd. (RDCPL). He started the session with a discussion on broadband trends in fixed networks and significance of OFC for broadband. He then gave a brief overview of OFC and broadband technologies followed by telecom network concepts which include technologies like 2G, 4G, GSM, CDMA and the upcoming 4G technology.

Mr. Shiv Kumar then explained how planning and designing of OFC based fixed network is done in the industry based on factors like geographical location, number of users, performance, etc. He concluded the interactive session with a discussion on testing of networks and maintenance practices. The students were also given an idea of various career opportunities in ICT related to broadband, FTTH, telecom sector.



Mr. Shiv Kumar, Director and CEO of Redefine Dimensions Consulting, conducting a workshop on Optical Fibre

WORKSHOP ON DIGITAL MARKETING



Students take a selfie with Mr. Amit Grover

A Digital Marketing workshop-cum-competition was organized by the Department of Computer Science & Engineering on November 25-26, 2014 in association with Computer Society of India and Nurture Talent Academy. The workshop was attended by 91 participants involving participation from a marketing team member of Purple Head Company, New York, entrepreneur from health domain, Co-founder of IBNC INDIA (Networking Software Workshop Company) and an expert on Information security. Faculty members Ms. Shweta

Mongia and Ms. Shipra Kataria took charge of coordinating the entire event with student coordinators Tanmay Dhawan, Nikita Agarwal, Akanksha Garg, Devanshu Chawla and Saksham Rana.

The resource person for the workshop was Mr. Amit Grover, CEO, Nurture Talent Academy. He divided the participants into teams of 5 students or less, and set a time limit of one minute for the teams to come up with a business idea. The teams came up with as many as 14 ideas. To put the business plan into action and start business virtually, the participants were taught to make websites using the Blogger portal and add functionalities from sites like Majesto, Fotor and Powtoon. Apart from this, they also made an official email ID on LinkedIn to expand their business contacts and micro blog about their product updates worldwide through Twitter.

The resource person taught the participants how to use Facebook for sales and marketing and earn extra money. The students were also given a lesson on WhatsApp and missed call marketing. A competition was held on the second day of the workshop where participants were asked to present their business ideas. Interestingly, the students who initially had no idea as to what digital marketing is came up with the best business ideas.

RESEARCH SEMINARS @ SCHOOL OF ENGINEERING

For any top rank research based technical institution, the research seminar is a fundamental scholarly activity. It is a platform which brings together scholars working in various fields and providing a formal structure for their interactions where each participant gets an insight into one's own research goals. Weekly research seminars by faculty members of School of Engineering have certainly helped to create an air of professional seriousness in the University environment, by encouraging scholarly interaction above and beyond the required classroom and departmental activities. At School of Engineering, each faculty member and research scholar is expected to attend every seminar (unless it conflicts with classes) and the participants are encouraged to ask questions and contribute to the discussion. The following is the list of seminars held so far in the academic year 2014-15.

DATE	TOPIC OF THE SEMINAR	PRESENTED BY
01st October, 2014	Need and Scope of Drone Technology for Precision Agriculture in India	Dr. Sudeep Sharma
8th October, 2014	Understanding Water Human Interaction through an Intelligent Digital Watershed	Dr. Sudipta K. Mishra
16th October, 2014	Handover in Wireless Communication System	Dr. Manoj Sharma
01st November, 2014	Chiral Separation of the Pharmaceutical Drugs using Liquid Chromatography	Dr. Charu Agarwal
13th November, 2014	Himalayan Lichens as Potential Source of Agrochemicals	Dr. MayurikaGoel
29th November 2014	Chaos And Fractal: New Frontiers In Science And Engineering	Dr. Naresh Sharma
5th December 2014	Supply Chain Management	Dr. Nisha Arora
11th December 2014	Computational investigation of Contribution of Hydrophobicity to Protein Structure	Dr. Anindita Roy Chowdhury
18th December 2014	Green Chemistry - Theory to Practice	Dr. Priyanka Sharma
09th January 2015	Making Nanosensors	Dr. Sandeep Nagar
19th January 2015	Overview of Design of Experiments	Dr. Keerti Jain
06th February 2015	Online Assessment Tools: Using QuizStar for Conducting Online Quizzes	Dr. ShaliniBhaskar Bajaj
13th February 2015	Monitoring the Human Health by Measuring the Bio-field Aura	Dr. Anshu Gupta
20th December 2014	Rapid Manufacturing	Mr. Prateek Kala
27th February 2015	Wireless Sensor Network	Mr. Ramandeep Singh
17th April 2015	Recycled Aggregate Concrete	Mr. Faraz Hasan Qadri
24th April 2015	Moving Bed Biofilm Reactor (mbbr): An Overview Of A Robust and Compact Reactor For Wastewater Treatment	Ms. Purna Sharma
29th April 2015	Production Of Dry Ice Using Solar Energy	Mr. Deepak Jain
8th May 2015	Positive Personality Development	Ms. AishwaryaAnand
14th May 2015	Modulation Assisted Machining	Ms. Shakunpreet Kaur
22nd May 2015	Electrochemical Water & Waste Treatment Process	Mr. SauravAmbastha
29th May 2015	Friction Stir Welding Of Mild Steel	Mr. Abhishek Pandey
5th June 2015	Visible Light Communication	Ms. Akanksha Sharma
19th June 2015	Ambient Intelligence	Ms. LeeshaAneja
25th June 2015	Transportation Problem	Ms. SmitaSood
2nd July 2015	Staircase Modulation of Frequency Converters	Mr. Aronjoy Biswas

STUDENTS VISIT LUMAX-MANNOH ALLIED TECHNOLOGIES IN MANESAR



Improving the Institute-Industry interaction is one of the top priorities of School of Engineering at G.D. Goenka University and for this very purpose, "Research Saturday" for the current semester started with a visit to "Lumax-Mannoh Allied Technologies Ltd." in IMT Manesar (Gurgaon) on 31st January 2015. Lumax-Mannoh Allied Technologies Ltd. is a joint venture of Lumax Auto Technologies Ltd. India and Mannoh Industrial Co. Ltd. Japan. The company designs and manufactures complete gear shift lever systems for manual, automatic, AMT and CVT transmissions in India.

Prior to this visit, delegates from Lumax-Mannoh visited GDGU campus to explore possibilities of collaboration with School of Engineering, on 29th November, 2014. This time, a GDGU team led by Dr. Sudeep Sharma, HoD of Civil and Mechanical Engineering and four faculty members (Dr. Sandeep Nagar, Mr. Faraz Qadri, Mr. Abhishek Pandey and Mr. Deepak Jain) along with six students (Ajay Pundir, Arun Tayal, Harshit Kher, Karan Amla, Nihal Agrawal and Rahul Bishwas) from School of Engineering, visited Lumax-Mannoh Allied Technologies Ltd., at Manesar on 31st January, 2015.

At first, the GDGU team visited the R&D and testing facilities of the company. In this section, designing, prototyping, benchmarking and automated testing of the gear lever system is performed. Effects on the gear lever after 1.5 million cycles in various temperature and humidity conditions are studied. Fabrication of the assembly line is also done here. Then the team saw the manufacturing lines of the gear lever systems where separate lines have been laid out for various customers such as Maruti, Honda, Datsun etc. The company lays a lot of emphasis on quality and there are many lines which have not produced a single defective piece since day one. Automated systems to make sure that the tolerances are as per the customer's demand are incorporated for quality control. Students excitedly saw the manufacturing and testing facilities. The GDGU students who have already worked on advanced projects like robots

and 3D printer found various areas of common interest and expertise. A discussion, about how we can make similar equipment for lab testing, followed during which students showed keen interest and confidence that they could attempt to manufacture these advanced equipments in projects. Students also learned the importance of recording each and every minute detail of working with equipment for analysis and pin pointing the defect producing process.

After the visit, a meeting was held between the visiting team and the officials of Lumax-Mannoh Allied Technologies Ltd. that included Plant and R&D Heads of the company. Discussions took place about how interaction between the institute and industry could be enhanced. The company showed interest in going forward with joint work in design and R&D. In addition, Lumax-Mannoh would also be open to provide summer training and internship to the engineering students of GDGU. Both parties agreed to work towards drafting a Memorandum of Understanding (MoU), for a mutually rewarding future.

MECHANICAL ENGINEERING STUDENTS VISIT SURYA INDUSTRY IN PANIPAT

A visit to Surya Industry Ltd, Panipat was organized on 4th March, 2015 for second year mechanical engineering students to familiarize them with manufacturing of rubber tubes and the related processes. Faculty members Mr. Abhishek Pandey and Mr. Vikas Khatkar coordinated the visit. Surya Industry Ltd. which was founded in 2013, is a rubber industry situated in Panipat, Haryana. It is involved in the production of Butyl rubber tubes. The industry works under an eco-friendly environment producing around 5000 tubes a day, in winters and 10000 tubes a day, in summers. The variety of the tubes manufactured in the plant has applications in various industries, with cycle and tractor manufacturing units being their main customers.

First, the students were taken to the manufacturing cell where all the major processes were shown. They saw the Mixing Spax machine in which the mixing of raw materials is done and chemicals such as Sulphur, TMTD, zinc oxide, CP-9, MBTS are added, at a temperature of 105 degree Celsius and air pressure of 7.5 kg. Then the students visited the rolling section where sheets are formed and taken to the Strainer machine. This is where the impurities from the material are removed. The tube coming out of the casting machine is called green tube. Then the students saw the valve jamming machine where the green tube was cut into the required size. The final process was shown on the Suplite machine also known as Joint machine, where tubes are joined by application of pressure and heat.

Finally, the students were also introduced to the concept of supply and demand by the marketing team of Surya Industry. The industrial visit was informative and helpful in exposing the students to various practical aspects of the manufacturing industry, which has been studied in the course 'Fundamentals of Manufacturing Science'.





Prof. Paulette conducting the workshop



Students measuring LRV at the stores



Students taking light meter readings at showrooms

OKLAHOMA UNIVERSITY

PROFESSOR CONDUCTS WORKSHOP ON LIGHTING CONSIDERATIONS IN RETAIL SPACES

Under a recent agreement for academic collaboration with Oklahoma State University, Prof. (Dr.) Paulette Hebert, a Fulbright Specialist with over 20 years of experience in teaching lighting design, conducted a workshop for senior SoFD students of Interior and Product Design.

Prof. Hebert started the workshop with a foundation session on the various aspects of lighting, and explained the key points that lighting designers need to keep in mind. She followed it up on the second day with a crash course on the use of instruments and tools like light meters and colour LRV charts. It was a very valuable session for students who learnt to use the instruments and charts to simulate a retail display situation. The simulation was done in the School's Pattern Making Studio with the help of fashion mannequins.

The third day of the workshop was devoted to real time data gathering. The students were sent to a well-known mall in Gurgaon, where they surveyed over 35 retail stores ranging from cafes, casual clothing, footwear, jewellery, sports goods and lingerie to cosmetics and watches. The students collected data linked to light quality inside the stores, and recorded it in a pre-set format for easy analysis.

The next day, the students entered the

data in computer spreadsheets and analysed it to spot trends across different industries. The objective of the exercise was to find out the relationship between lighting, target demographics, industry standards, and other related factors.

On the last day of the workshop, the students used this learning to create academic posters. The posters shed light on the lighting conditions in various retail segments. Some of the topics on which the posters were created were: Study of Lighting at Jewellery Stores, Illuminating the Coffee Culture, Empirical Study of Lifestyle Stores in a Mall, Field Study of Footwear Stores, Lighting Study of Six Specialty and Upscale Specialty Stores, Illuminating Merchandise for Young Professionals and Study of Footwear Retail Stores and Their Lighting.

The posters were displayed during 'CODE 2015', The International Conference on Lighting Design held at G.D. Goenka University, and won all round appreciation.

EXPLORING ATHLETIC FOOTWEAR ILLUMINATION: FIELD STUDY OF FOOTWEAR STORES
Kanishk Srivastav, Savio Francis, Rishikesh Rajan, Manish Joshi, Mohit Bhardwaj and Paulette Hebert*

Introduction, Objectives, Materials & Process: According to the IES, Adequate lighting is a generic name for the design of lighting systems for the interior of a building or physical space. The design process of lighting systems involves the selection of lighting fixtures, the placement of lighting fixtures, and the selection of lighting controls. The design process also involves the selection of lighting fixtures, the placement of lighting fixtures, and the selection of lighting controls.

Results: To determine results, student research teams completed the recommended lighting measurements and identified complete lighting recommendations and identified complete lighting recommendations. The data was collected from 35 retail stores ranging from cafes, casual clothing, footwear, jewellery, sports goods and lingerie to cosmetics and watches. The students collected data linked to light quality inside the stores, and recorded it in a pre-set format for easy analysis.

Conclusions: The results of the field study show that the lighting conditions in retail stores are often inadequate. The study found that the lighting conditions in retail stores are often inadequate. The study found that the lighting conditions in retail stores are often inadequate.

Example: Example color chart of STORE A showing the research method and derived values of Field Candles and Light Reflectance Value.

Literature cited: IES Lighting Handbook, National Institute of Health. The code of research in the development of athletic footwear. http://www.nia.nih.gov/health/athletic-footwear-development. Illuminating Engineering Society of North America (IESNA). Recommended Practices for Lighting Merchandise Areas. A Store Lighting Guide IES NA, 2011.

Poster presentation by Kanishk Savio Rishikesh

STUDENTS VISIT SALONE DEL MOBILE, SOAK ITALIAN CULTURE AND DESIGN

A group of 25 Fashion and Design students visited Salone Del Mobile, the International Furniture Fair in Milan this April. The fair not only showcased the best in furniture design but also hosted Euroluce – an exhibition dedicated to Lighting design (with 2015 being the UNESCO Year of the Light).

Besides visiting Salone Del Mobile, the students also attended a workshop conducted by Prof. Lorenzo of Politecnico di Milano. Since, Milan was also hosting World Expo at that time where India too was participating, the students were asked to visualise and develop a pavilion on the theme of 'Feeding the Planet'. The brief to the students was: to design a World Expo pavilion to showcase the launch of an Indian food related product. This was an exciting project, and the students rose to the occasion. They came up with extraordinary product lines, such as perfumes inspired from the spices of India.

The students were also taken on guided tours to Milan, Venice, Turin, Florence and Como to get a feel and sense of the art, design, architecture and culture of Italy.

In Milan, the students visited Duomo di Milano, the cathedral church of Milan, and walked through the Fashion Street exploring multinational brands at the Duomo Golden Triangle. They also explored Via Monte Napoleone, an upscale shopping street, and spent time at Brera, which is known for its fashion crowd and nightlife. Another stop was the iconic Villa Necchi Campiglio, which was constructed by the owners of Nechhi (sewing machine manufacturer) and is known for its architecture, interiors, fully preserved wardrobes and fittings. The students also visited Castle Castello Sforzesco, a 15th century castle hosting an exhibition of some of the iconic designers in the field of product, furniture and fabrics.

The trip gave the students the opportunity to study the brand showrooms of Louis Vuitton, Cartier, Prada, Ferrari, Versace, Miu-Miu, Dior, Gucci, Salvatore Ferragamo and many more. Equally enriching were the visits to the Gucci Museum, Salvatore Ferragamo Shoe Museum, and Uffizi Gallery at Florence. They also explored the mysterious leather market with its wide range of leather products.

The trip ended with a final presentation and evaluation of student projects at Politecnico di Milano.



Student group at Turin (cultural tour)



Group discussions at Milan

Prof. Lorenzo discusses a point in Milan



Student group at Salone



POLITECNICO DI MILANO FACULTY CONDUCTS CROSS-DISCIPLINARY WORKSHOP



Student output, composite#2



Prof. Marta conducting the workshop 1

The new semester provided the first and second year design students another opportunity to learn from the Faculty of Politecnico di Milano, Italy. However, this two-week workshop conducted by Prof. Alessandro Villa and Prof. Marta Conconi was a departure from previous workshops. In this workshop, cross-disciplinary teams worked on the same project instead of discipline-specific projects. It was a great challenge – yet a great learning – for the students to come together and appreciate how different competencies could deliver a much richer result.

The workshop led by Prof. Alessandro Villa for the students of Product Design (PD) and Communication Design (CD) explored design of celebration spaces based on various socio-cultural influences, whereas the workshop led by Prof. Marta Conconi focussed on getting the Fashion Design (FD) and Interior Design (ID) students to work on personal spaces for famous personalities, in styles influenced by famous international designers. The students produced a series of studies in the form of presentation posters, and then created scale models showing details of textures, finishes, materials, lighting, location and the concept behind the chosen spaces.

The PD and CD celebration group explored themes as diverse as bachelor's party, book launch, a park for visually impaired, and even a venue for a night long 'jagrata'. The FD and ID personal space group explored spaces for personalities like JK Rowling, Beyonce, Tylor Swift, David Beckham, Water Mitty, Frieda Kahlo etc, and in the style of top designers like Versace, Armani, Alexander McQueen, Yves Saint Laurent, Ralph Lauren, Chanel, Gucci and many others.

The students produced detailed models that conveyed their design ideas in a very intuitive and clear manner. Overall, it was a great experience for the students and the faculty members.

STUDENTS ENGAGE WITH CRAFTSMEN, GAIN NEW PERSPECTIVES



To sensitise young design students to the tradition and value of crafts, their impact on the sustaining environment, and the hardships faced by the artisans while manufacturing their products in their difficult micro environments, SoFD sent out students to various craft clusters.

The students, as part of the project, were required to stay and engage with the artisan families to learn the finer nuances of the craft as well as the socio – economic conditions required for its sustenance. The students also gave their inputs to the artisans regarding contemporary design interventions and the current market trends in colour, form, and functions.

The first year student groups covered nine craft clusters this year - Wood Carving and Metallurgy at Khameer, Gujarat; Stone Carving and Pattachitra at Chennai; Wood Carving and Metal Handiwork at Chamba, Himachal Pradesh; Block Printing and Gotta Patti work at Rajasthan; Bamboo Craft of Assam; and Koraput Weaving of Orissa.

All the student groups returned with a new sense of realization of the hardships faced by the artisans and a new perspective and respect for the craft.

PARTNERS IN INNOVATION

The GD Goenka School of Fashion and Design was the Knowledge Partner to the Inkjet India International Conference 2015 that took place on February 26, 2015 at the India Habitat Centre, New Delhi.

The conference provided insights into diverse topics related to digital printing for apparel and home textiles. These included market trends, technology updates, design inspiration, sustainability and e-commerce needs.

Speaking at the conference, Dr. Sanjay Gupta highlighted the digital trends that are transforming the fashion industry in India. The conference was attended by SoFD faculty members and students who used the opportunity to learn about the rapid manufacturing technology that is being adopted across all industry segments – from fashion to communication to interior and product design.



SoFD team at the Inkjet conference



CHHOD CAR, PEDAL MAAR

As part of their academic programme, a group of Communication Design students worked with Rahagiri Gurgaon to promote non-motorised transport in the city using creative installations. Engaging the masses on the pleasant Sunday morning of April 20, the students created a Mobile Photo Booth, "Peeku - Shaw" out of an old rickshaw (applying the principles of sustainability). The students also put up a photo exhibition of participants at Rahagiri to encourage the use of cycles amongst the citizens of Delhi NCR.

Another group of Communication Design Students volunteered to design and paint quirky Zebra Crossings in Gurgaon, creating the awareness on road safety and importance of Zebra Crossings for pedestrians.

FIELD VISITS

Field visits are an intrinsic part of education at SoFD bringing in valuable industry connect and exposure.



Fashion Design Students visited the production unit of Matrix Clothing manufacturing where they observed the planning that goes into the manufacture of apparel as well as the actual manufacturing cycle. They were shown the path that a garment takes from the fabric stage to the final product that is ready to be shipped and displayed in retail stores. The visit reinforced their classroom learning through observation of work being carried out in departments such as sampling, manufacturing, checking, washing, etc.

Another visit of Fashion Design students was to the Garment Technology Fair at Okhla, where they saw a wide range of innovative machinery developed to design and manufacture apparel. Their greatest learning experience came from watching the live demonstration of laser cutting, laser sensor plotting, computerised embroidery, automatic fusing, and digital printing.

Fashion students also visited and familiarised themselves with the hubs of sourcing fabrics and trims-the wholesale markets of Chandni Chowk, Lajpat Nagar and Nehru Place and the State Emporia. The exposure gave them a good understanding of the latest trends, costing, colours, texture, drape and handle of fabrics and trims.



Students of Product Design and Interior Design visited the lighting experience centre of Vis-a-vis Lighting, a company specialising in importing and installing high-end functional and mood lighting for retail, offices, homes, and exhibitions.

Spread over 30,000 sq.ft. of indoor and outdoor spaces inside a farmhouse in Delhi, this experience centre showcased in customised settings, the latest in lighting technology, outdoor living solutions in innovative and creative ways designed to inspire the architects and interior designers.

The visit was conducted late in the evening so that the students could fully experience the magic of designed lighting solutions, and get inspired. It was a great learning experience for the students who came back with a much greater sensitivity to the usage of lighting.



Interior Design students were taken for a practical lesson in visual merchandising to Shoppers Stop at Gurgaon, where they could observe and learn about different styles of lighting, racks, aisle spacing, walking spaces and use of colour blocking by different brands. They were able to connect their practical observations to the principles taught in Visual Merchandising.

ACHIEVEMENTS



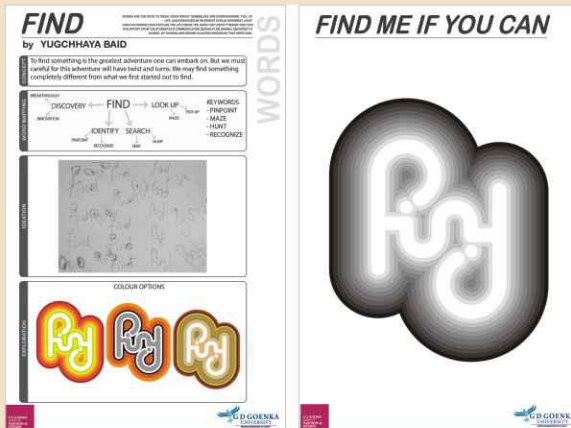
SoFD RATED AMONG THE 'BEST EMERGING DESIGN SCHOOLS OF THE COUNTRY' FOR THE SECOND YEAR

The Edutainment Awards felicitate institutes providing courses on media, design, communication and entertainment based on a comprehensive evaluation and rating of their systems, processes and performance.

SoFD was awarded the Second Best Emerging Design School of the Country. This was the second year when SoFD found a mention in the Edutainment Awards list. In 2014, SoFD was rated the 'Best' Emerging Design School. Over 100 design, media and communication colleges were in consideration for the awards.

TYPOGRAPHY DESIGNS EXHIBITED AT IIT MUMBAI

Typography Designs by three Communication Design students were exhibited at an exhibition at IIT IDC, Mumbai on the occasion of the Typography Day 2015. The students used principles of typography to design a font and depict a word chosen in a narrative style. Their entries were chosen out of many submitted by design schools all over the country. The words exhibited were ECHO by Ms. Somya Jain, EDGE by Ms. Riya Gurudutta, and FIND by Ms. Yugchaya Baid.



FASHION DESIGN STUDENT MAKES IT TO THE FINALS OF DLF EMPORIO AWARDS

Yash Raj Tada, a first year Fashion Design student of School of Fashion & Design made it through to the finals for DLF Emporio Awards 2014-15. His garment was based on the theme of 'Celebrating India's Rich Heritage' through the incorporation of Mughal design elements in today's fashion, such as Jadaw, Filigree, Paisley and Mughal paintings.

Interestingly, this is the second year of achievement for SoFD at Emporio Awards. SoFD's Aiken Derbissaliyeva was the runners-up at DLF Emporio Design Awards 2013-14.

SoFD STUDENTS BAG SECOND PRIZE AT AMITY'S FASHION DESIGN COMPETITION

The School of Fashion and Design won the second prize at the Inter Institute Fashion Design Competition at the Youth Festival organised by Amity University, in which 18 colleges took part. The eclectic collection was designed, constructed and presented by the second year students of Fashion Design. Besides creating the exquisite ensembles, the students also did the choreography and modeling for the show. The collection has been added to the resource center of the school.



SoFD students at the Inter Institute Fashion Design Competition organised by Amity University

..AND WINS STYLE WARS AGAIN!

The first year Fashion Design students won Style Wars – the Inter University fashion design competition that was organised during Acceleron, the annual cultural fest of the G.D. Goenka University. It was a great achievement for the first year students. They not only designed a range of garments but also did choreography and modeling. This was the second time that SoFD won Style Wars.





INTERNSHIPS AT TOP COMPANIES

Industry exposure and internships are an integral part of Design Curriculum, and SoFD ensured that the students intern with the best names in the world of fashion and design. Some of the companies where the first batch students are doing their internships are:

Fashion Design students are interning at companies like Biba, Benetton, Asmara, Saks, Niket Mishra, Aakaro & Divyam Mehta.

Product Design students have gone to corporates and design studios such as Whirlpool, Godrej, Adidas, Desmania, TJ Moto, Sahil & Sarthak.

Interiors students have found internships at places such as Fabfurnish, Zeppelin Design, Yellowboard Studio, Kiran Khanna Architects, Biba VM, Webe Design Lab, Kiran Khanna Architects and Kothari and Associates.

Communication students have gone to companies like Safetycart.com, Cravants, Treative, ios, Millionbirds, PMD studios and Frog Walks Out.

'MISSING OUT IS NOT AN OPTION' Internship Experiences at Augment, Bangalore

Fortunately I am loving what I do, currently I have developed the whole UI & UX for a mobile app on iOS 8 platform and Web app for the same and I am working on the android version of it. What I have worked on and for here was not taught directly in schools, but came out from within as the work progressed. You realized that what was taught in college was how to harness the thoughts and placing them in achievable dimensions with unnecessary, accepted & available tools.

I have learned way more in a month than what I could have in an year at college because everyday when I sit at my ofice desk, I realize how much am I missing on what the world has to offer and how much more I am yet to learn and accomplish. No one babysits you here, it is when no one is there to make you move, you learn to walk, because missing out on this big fat world is not an option.

Happy and Proud!

Krishna Maniyar | III Year, Product Design, SoFD



'INTO THE INDUSTRY' Internship Experiences at Divyam Mehta

"It takes me two hours to reach that place, plus, they give only Sundays off! I want to work somewhere else. This job is not even worth all the trouble".

So, I started from my place at 8:45 AM on a Monday morning, leaving behind all the doubts about this job. I knew I had to travel across the city to reach there and though usually I hate travelling for such long hours in the locals, it was different today. I was suddenly excited. I was happy! I knew that this was the day when I officially enter my "INDUSTRY!"

10:30 AM: (RIGHT ON TIME FOR THE FIRST TIME IN MY LIFE), today is a good day, I thought! I entered my ofice and ended up waiting for my boss to show up. He had assigned me a task through one of his merchandisers. A task of forecasting what the next season should be like. "Of course, the designer was not going to come to me handing me over work! Of course, he was not going to ask me to design right away!", I thought to myself.

Now, I was working, feeling excited about having my own little workspace and I was nervous because it was going to define my future in this ofice. The time passed by and I did a lot of research work, collected a lot of information and was ready to present a rough idea in front of my boss to get the first feedback. My feedback was fine and I was assigned another task, a task to come up with some new, innovative embroidery. My boss briefed me and I was now supposed to work on two things.

Gradually, after a week's time, I was working on digital prints, look books, taking photographs for those books, working on embroideries with samplers, and designs with my boss! I was doing more than I imagined I could ever manage and learning the things I once thought were not so important. Soon after a decent number of designs were ready for production, I was handed over the job of production as well. All of a sudden, in the middle of all what was already on my plate I was given a job to design and produce 5 pieces within 4 days, it was a client order!

I was flattered by the amount of responsibility put on me, and glad that I could pull it all off pretty well. Doing all those things made me realise that every tiny bit of the procedure is equally important. There are things that change or have to be manipulated; there are times when you have to find a way to achieve your look, and knowing how to do all these things is what makes the difference.

Of course I made mistakes, and of course I got scolded a few times but I was made to do them again, and I learnt something new every time. The things they said about internships, the horror stories they narrated about getting scolded for the smallest errors and made to do petty jobs like "getting coffee" were all false, at least in my case. I was blessed to have the opportunity of working with Divyam Mehta. I think it doesn't matter where you are it's all about your own will to work and learn. Also, it depends on your boss. I was lucky to have one who was ready to answer my stupidest questions, probably because he is as good a mentor as he is a designer.

My experience as an intern was definitely hectic but was great at the same time!

Shriya Tibrewal, III Year, Fashion Design, SoFD



IHG MoU

OPENS EXCITING AVENUES FOR STUDENTS



The Vice Chancellor, Prof. (Dr.) Raj Singh, exchanging the MoU with Mr. Arindam Kumar General Manager, IHG

A Memorandum of Understanding was signed between GDGU and Inter Continental Hotels Group on January 19, 2015 to provide training facilities to the students and faculty members of the School of Hospitality.

Speaking on the occasion, Prof. (Dr.) Raj Singh, said, "I welcome this relationship with IHG, as it is very important for students to learn from industry professionals, so as to remain in sync with the ever-changing hospitality scenario all over the world. On-the-job training will equip our students with know-how that can never be learnt in a classroom setting. It is so important that education and industry work hand in hand."

Expressing full support to the training, learning and development needs of GDGU students, Mr. Arindam Kumar, General Manager, IHG, said, "We are all very excited with this development and hope that we will be able to provide guidance and practical inputs to the students of this prestigious University and contribute to their professional success. We also hope that with this development, IHG would become a preferred career choice for the GDGU students."

The MoU is sure to open exciting avenues for the students of GDGU, SoH. It will give them an opportunity to acquire skills and finesse from senior hotel professionals. IHG too stands to benefit from the MoU as it will give the premier hotel chain access to a pool of well-trained students.

TRAINING SESSIONS CONDUCTED UNDER THE MoU

PGDCA, Semester II Student Engagement Training

January 21 - 23, 2015 – Bakery Training Session from 9:00 hrs to 18:00 hrs at Crowne Plaza Today, Gurgaon

February 13, 2015 – Training Session at Garde Manger from 9:00 hrs to 18:00 hrs at Crowne Plaza Today, Gurgaon

March 20, 2015 – Training Session on Salads and Sandwiches in Trend from 9:00 hrs to 18:00 hrs at Crowne Plaza Today, Gurgaon

BHMCT, Semester II Student Engagement Training

February 26, 2015 – Training on Maids Trolley Set Up and Bed Making from 7:00 hrs to 16:00 hrs at Crowne Plaza Today, Gurgaon

Faculty Training

February 20, 2015: Asst. Prof. Narender Suhag attended the Training Session in the Bar at Crowne Plaza Today, Gurgaon where he was introduced to the latest Bar equipment, cocktail and mocktail recipes and bar layout trends.

COCKTAIL

WORKSHOP HAS EVERYONE IN HIGH SPIRITS

There can be few workshops that can be more intoxicating than a workshop on cocktail making.

No wonder the students were in high spirits and arrived early to greet Mr. Ajay Nayyar, Assistant Manager, Tulleeho, a well-known beverages trainer, who was invited by the School of Hospitality to conduct the demonstration-cum-practice session.

Mr. Nayyar also did not let the students down. He guided them effortlessly as they mixed their first cocktails using major international brands of Spirits, Bitters and Liqueurs. These included Mount Gay, Arctic, Cointreau and Angostura.

The choice of cocktails itself was impeccable. The three cocktails that the students whipped up were:

- Mojito (White rum, Mint leaves, Lemon wedges, Soda)
- Cosmopolitan (Vodka, Cranberry Juice, Cointreau, Lime Juice)
- Bloody Mary (Vodka, Tomato Juice, Tabasco sauce, Worcestershire sauce, Angostura, Salt)

If this was not enough for the senses then Mr. Nayyar threw in one more intoxicating surprise. He created Earl Infusion by swishing Bourbon whisky, Scotch whisky, Soda and Earl Grey Tea.

Expectedly, the workshop succeeded in its primary objective -- which was to introduce the students to the latest trends in bar tending and to familiarise them with creative and innovative techniques of making cocktails.

The students also received a lesson in the history and background of cocktail making.



Mr. Arun Nayyar demonstrates the making of cocktails



The VC (Second from left) with the Deans, CoE and the Registrar at the session

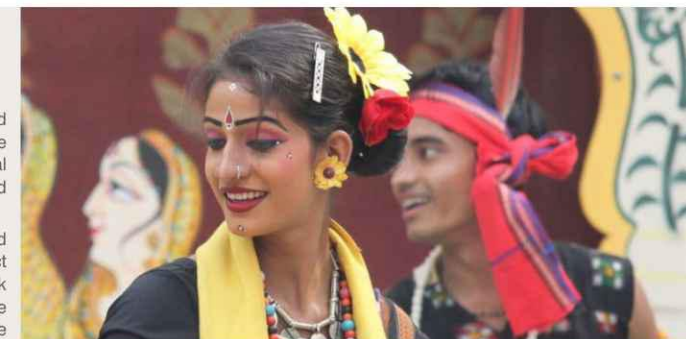


Students learn the art of making cocktails

VISIT TO SURAJKUND MELA

The students of the SoH were taken to the world famous Surajkund Mela, in February to expose them to the rich and exotic culinary and cultural heritage of India. They visited the different food pavilions and interacted with food stall owners.

The students also had an opportunity to meet and explore the different crafts of India and to interact directly with craftsmen. The scintillating folk performances at the two 'Chaupals' and the mesmerizing evening recitals at 'Natyashala' made the visit even more memorable for the students.



Dance Performance at Surajkund Mela

SoH STUDENTS WIN HEALTHY SALAD COMPETITION

Two PGDCA students – Rahul Desai and Arpita Naidu – brought laurels to the School of Hospitality when they won the Best Recipe prize at the Healthy Salad Cooking Competition organised by SoH as part of Acceleron 2015.

The SoH students made two salads – one was a compressed watermelon, fennel and feta cheese salad and the second was a tomato tartare, tapenade and deep-fried Boconcini cheese with frisee salad.

Eleven teams participated in the competition. These included teams from JIMS, Vedatya, IHM, IIHM and Delhi University.

The judging panel comprised of Chef Y.B. Mathur from World Skills India and Chef Ishika, Executive Sous Chef at The Lalit Hotel.



Salads being judged at the Healthy Salad Cooking Competition

STUDENTS GET A TASTE OF AAHAR EXPO

On March 10, 2015, the students of the School of Hospitality visited Aahar 2015, the international food and hospitality fair. The fair gave them an opportunity to witness first-hand the sights, sounds and exotic smells of the world of food.

They learnt about India's hospitality industry as well as the processed food and beverages industry. One demonstration that left a deep impression upon the students was a live display by Rational, a global leader in the field of hot food production units. They enjoyed watching the versatility of the Combi Oven and even tasted prawn cocktail and chicken tikka cooked in the oven.

Undoubtedly, the Aahar Expo was a great learning experience for the students. It exposed them to the innovations that are fast changing the face of the hospitality, food and beverage industry in India.



SoH students at the Aahar Expo

DISTINGUISHED GUESTS



Monsieur Mr. André J. Cointreau, President and CEO of Le Cordon Bleu Culinary Arts Schools (centre) with Prof. Dr. Raj Singh, Vice Chancellor (right), and Mr Rohit Gujral, Director (left), during his visit to the School of Hospitality in December, 2014



Ms. Sarah Santin, Director of Sales and Events of Le Cordon Bleu, Australia, and Mr. Shubendu Chowdhry, HUB Manager Le Cordon Bleu, India, interacting with students at the SoH kitchen.

TOP CHEFS TRAIN STUDENTS



Executive Pastry Chef Harmender Mathur of The Lalit New Delhi, conducting practical classes in Applied Patisserie for PGDCA students



Chef Neha Lakhani, an alumni of Le Cordon Bleu, Ottawa, conducting practical classes in Applied Patisserie for PGDCA students



FLORAL SKILLS

The flower arrangement by Tanvi and Amelia

Two MBA students, Tanvi Nandedkar and Amelia Amimo, of School of Hospitality won the first prize in the Flower Decoration Skill event at the "Art of Floristry" competition organised by JIMS Rohini on February 27, 2015. Students from seven colleges took part in the competition.

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LEARNING OUTSIDE CLASSROOMS

SoHSS believes in involving students in multiple activities that will not only engage their minds but also broaden their thought processes. In this context, the psychology students attended a National Seminar on "Psychology at the Edges" organized by Lady Shri Ram College on January 23, 2015.

The seminar provided a multi-dimensional emphasis on issues and concerns that usually tend to remain at the margins in most mainstream discussions on psychological topics. It focused on an interdisciplinary approach and attempted to build bridges between psychology and other social sciences like political science, history, sociology and anthropology over issues like modernity, identity, human rights, gender and sexuality, conflict and violence.

Panel Discussion: The students also attended a Panel Discussion on "Women Security, Equality and Empowerment", on February 5 on "Role of Law-Women Security, Equality and Empowerment", at Fortis Hospital, Gurgaon. This was organized by WESS - NGO with the aim of creating awareness among women for their safety and security.



SoHSS students at the panel discussion organised by WESS

'HELP THY NEIGHBOUR' CAMPAIGN

Students light candles as part of the 'Help Thy Neighbour' campaign



As our neighbouring country, Nepal, reeled under massive earthquakes, SoHSS students rose to the occasion and initiated a 'Help Thy Neighbour' campaign. Posters were put up and donation boxes placed at several places to assist people donate relief material.

A collection drive was held on May 6. All cash and relief material such as clothes, drinking water bottles, candles, medicines and biscuits were handed over to an NGO that was closely working for the same cause for being sent to Nepal.

PSYECON 2015 EXHIBITION



Students preparing for the exhibition



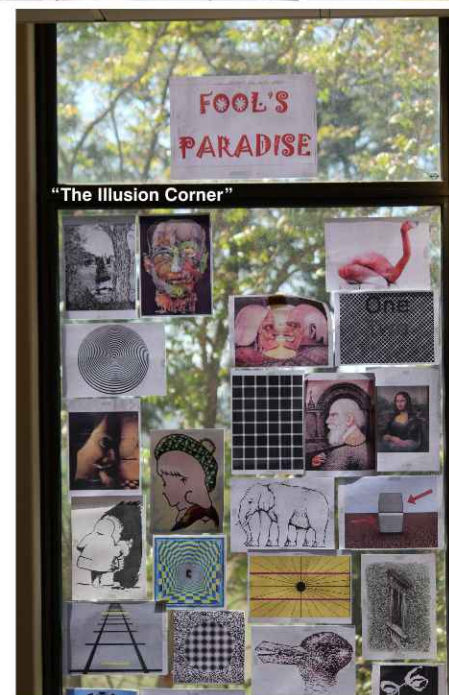
An exhibition-cum-practical demonstration, PsyEcon 2015, was put up by the SoHSS students to explain the concepts that they had learnt during the semester. The highlights of the exhibition were the conceptual models created by psychology students on perception and illusions, emotions and memory games.

There was an assessment corner where students conducted "On the spot" assessment on conflict management styles and self-awareness. A special experiential session on mindfulness was found very useful by both Faculty members and students.

Students of Economics made models on Circular Flow of Income, Opportunity Cost, Working of the Price Mechanism and the Role of RBI.



"Emotions on a platter"



"The Illusion Corner"



Students displaying and explaining their work to the VC and Deans during the exhibition

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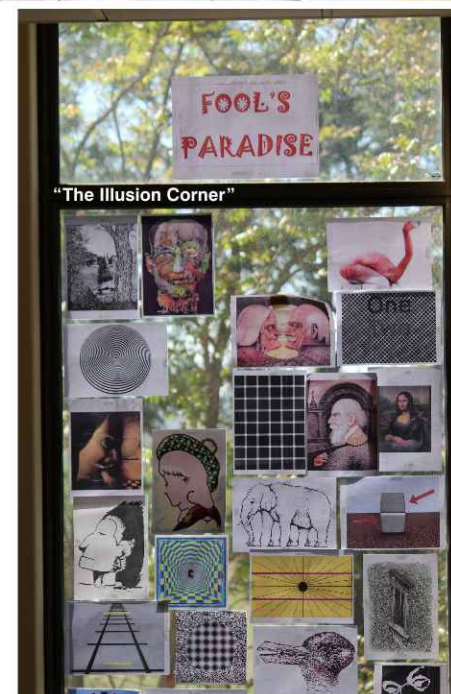
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GUEST LECTURES

On March 3, an interesting session focussing on understanding the self and enhancing one's skills and potential was conducted by Col. Aalok Sood. He is an International Master Trainer and a Level Four Directive Communication (DC), Psychology International Certified Human Capital Facilitator. He is the National and Asia Pacific Regional Head, DC International.



Neuro Psychology: SoHSS organised an interactive session on Neuro Psychology by Dr. Mahendar Singh Chauhan on March 24, 2015. The session was intended to help students understand the physiological basis of human behaviour. It helped in understanding the relation between the emotions and behaviour and how emotions reflect the inner aspect of an individual.

The students got to interact and engage with the speaker and asked questions. Dr. Mahendra Singh Chauhan is a neurosurgeon by profession, and works as a consultant Neurosurgeon at Columbia Asia Hospital, SAL and Narayana hospital in Ahmedabad.

Art Therapy: A session on Art Therapy was conducted by Ms. Divya Kumawat on April 1, 2015 where she helped the students in exploring the world of art and how it relates to psychology: There were experiential exercises such as simple day to day correlates of choices of colours/lines/patterns and personality, relating and correlating different elements and creating a bigger picture in understanding the world around. It helped in understanding how art works in Healing: The Why and how of "Art in healing".

Students busy drawing patterns after the guest lecture



SENSE AND SENSITIVITY

The SoHSS initiated a sensitisation campaign at GDGU campus through a street play on 'Women Empowerment and Safety'. The students created a leaflet that had information about the rights of women and addressed the concerns and issues that are experienced by a modern day urban woman. The two-day sensitization campaign was conducted on March 2 and 3, 2015.



Students staging a street play on women empowerment and safety.

BEYOND THE BASICS: BUDGET ANALYSIS, 2015

The students of BA (Hons) Economics presented an analysis of the Budget 2015 on March 4. The presentation included an overview of the Budget and critically evaluated its impact on the common masses and various sectors of the economy. The session concluded with an open discussion with inputs from faculty members.



Siddhi Gupta presenting the budget analysis

WORKSHOP ON DRAMA AND PSYCHOLOGY

Ms. Shivani Singh conducted a workshop on Drama and Self on April 6, 2015. It helped students explore the world of drama with the focus on consciousness. Experiential exercises were included such as understanding our own emotions, feelings and learning to create a bigger picture by understanding the world around us. Ms. Shivani Singh is a dramatist, novelist, yoga shirmani and Inclusion advocate.

WORKSHOP TO DEVELOP STUDENT PROFILES

Dr. Kakoli Sen, Associate Dean, SoHSS, conducted a workshop at the GD Goenka Public School, Vasant Kunj, on April 10, 2015 for the school counsellors on how to develop personality profiles of school students. A practical session followed the training, where individual student profiles were developed. Dr. Sen was ably supported by Ms. Divya Padalia, Assistant Prof., at the workshop.

STAR KID



"Our star writer" Ms. Kamana Rai, BA (Hon's) Psychology, participated in an inter college competition organised by the Small Industries

Development Bank of India (SIDBI) on commemoration of completing 25 years of service to the nation. Amongst thousands of entries from all Delhi University Colleges, Kamana won the third prize. Well Done!!

A DAY OF RURAL OUTING

Students have a "rural" day at Pratapgarh Farms.

March 20, 2015 was a special day. On this day, the SoHSS students joined the SoM students to go "rural". Their destination: Pratapgarh Farms in Jhajjar.

The tourist spot recreates rural life through folk dances, games and activities such as archery, shooting, camel riding etc. The students watched and participated in a wide range of

rural activities such as folk dance, Henna application, pottery making, cattle tending, well water irrigation, sericulture etc.

The icing on the cake was the sumptuous lunch followed by savouries such as Doodh Jalebis, not to forget inviting "charpais" under shady trees. It was a day when the students forgot all about urban comforts and felt close to nature.



Prof. (Dr.) Subhash Gupta, Dean, discusses a point with Justice Narayana while faculty members look on



JUSTICE NARAYANA INTERACTS WITH FACULTY MEMBERS

Justice P. S. Narayana, Judge, Andhra Pradesh High Court (Retd.), now a Member of Mahadayi Water Dispute Tribunal, visited the School of Law on May 9, 2015 and interacted with the Dean and faculty members on contemporary legal issues engaging the attention of the nation.

Prof. (Dr.) Subhash C Gupta initiated the discussion on National Judicial Appointments Commission (NJAC) on which Justice Narayana shared his personal views highlighting the pros and cons of the changes proposed in the NJAC. He feared that situations like supersession of

Judges may once again get surfaced and the independence of judiciary may be at a receiving end.

The other issues discussed involved blatant disregard of human rights, changes in Juvenile Justice Act and legal awareness amongst the common man.

Justice Narayana was impressed with the innovative teaching pedagogy adopted by School of Law and agreed to be a Visiting Professor.

MOOT COURT COMPETITION BRINGS OUT THE BEST AMONGST LAW STUDENTS

The School of Law successfully conducted its first Intra-School Moot Court Competition on 16-17 April, 2015. The moot proposition was released 20 days in advance to give plenty of time to the students to find out lacunae and principles to be applied to their arguments. The problem was based mainly on the area of law involving the concepts of Law of Contract and Law of Torts.

Forty six students from B.Com.LLB. (Hons.), BBA.LLB. (Hons.), BA.LLB. (Hons.) and LLB. (Hons.) participated in the preliminary round. The event witnessed the students' arguing forcefully from the side of the appellant as well as the respondent.

Four students shortlisted in the preliminary round battled in the finals to win the title of Best Team, Best Advocate and Best Memorial. The arguments were made in the presence of Dr. Raj Singh, Vice-Chancellor, Prof. (Dr.) Subhash Gupta, Dean, School of Law, and Deans of other schools.

Prof. Anil Dawra then gave an inspiring talk on mooting skills. The programme concluded with the stimulating and motivating words of Prof. Gupta.

Ashank Yadav and Mansi Gupta were awarded the Best Team; Govardhan Bhardwaj and Ravina Yadav emerged as the runners-up team. Ashank Yadav also received the award for Best Advocate and Best Memorial.

WORKSHOP ON RIGHT TO INFORMATION

Prof Anil Dawra conducted a one-day workshop on the Right to Information Act, the path-breaking law that empowers every citizen to obtain information from government officials, for the students of the School of Communication.

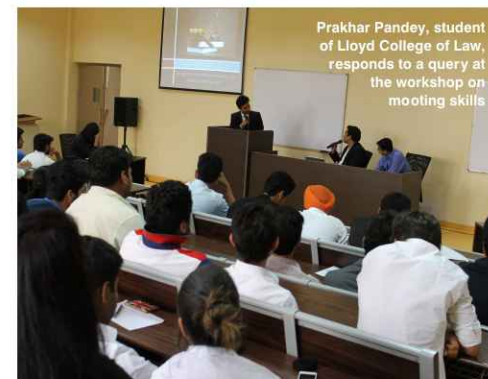
The workshop, which was attended by students and Faculty of other schools also, had two objectives: one, to apprise the media students of the important sections of the RTI Act; and two, to teach them how to obtain information using the RTI Act.

Prof Dawra first explained the working of the Right to Information Act, 2005 in detail and then described the procedure for seeking information from government officials. He also gave plenty of examples to bring out the power of the RTI Act.

The media students later used the information to file RTI applications on several issues of public interest.



WORKSHOP ON MOOTING SKILLS



Prakhar Pandey, student of Lloyd College of Law, responds to a query at the workshop on mooting skills

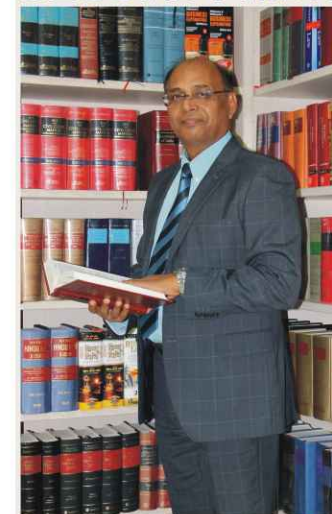
The arena of legal education cannot be confined within the four walls of classroom teaching. To give professional exposure to the students and acquaint them with the real picture of a courtroom, the School of Law organised a workshop on mooting skills on March 30, 2015.

Chhaya Bhardwaj and Prakhar Pandey, students of Lloyd College of Law, who have won various titles in moot court competitions at the national and international level, presented a live demonstration of a moot court by pleading their case on the given proposition.

The purpose of the workshop was to familiarize the students with court mannerisms, points of pleadings, rebuttal of arguments, seeking the prayer and above all, the format in which the memorial is to be prepared.

The workshop demonstrated to the students the advocacy skills required to become a good, professional lawyer. It was during this workshop only that the proposition for the first Intra-School Moot Court Competition was released and resultantly the School of Law was able to select and prepare a moot court team competent enough to represent their School in moot court competitions.

SECOND Ph.D. DEGREE FOR PROF. GUPTA



Dr. Subhash C Gupta, Professor and Dean, School of Law, who holds a PhD in Law, received his second PhD in Management from Mahrishi Dayanand University, Rohtak on the topic "Leadership Effectiveness in Indian Universities: A Study of State Funded and Privately Owned Universities in India".

With this, Prof Gupta joins the select band of academicians who hold two doctorates. His thesis was adjudged to be of paramount importance especially in light of private education providers entering the field of higher education.

Prof. Gupta, who is a recipient of World 2000 Millennium Award conferred by World Institution Building Program – an affiliate of UN, ECOSOC, UNDP, UNCED, and UNICEF – has several academic distinctions to his credit.

He is an alumni of Delhi University from where he did LLM, MBA, MA in Political Science, Post Graduate Diploma in Law of International Law, and Post Graduate Diploma in Law of

International Institutions. In addition, he has a Post Graduate Diploma in Labour Laws from Indian Law Institute, New Delhi.

He also done courses on International Humanitarian Law & Refugee Law from UNHCR, on Contemporary International Issues from JNU, on Successful Negotiations from University of Michigan, USA; Art of Negotiations from University of California, Irvine, USA; Unethical Decision Making in Organizations, from University of Lausanne, Switzerland; International Organization Management, from University of Geneva, Switzerland; Analyzing Global Trends for Business and Society, from University of Pennsylvania, USA; International Business from University of New Mexico, USA; Property and Liability from Wesleyan University, USA; the Changing Global Order, from University of Leiden, Hague, Holland; Terrorism and Counter Terrorism, from University of Leiden, Hague, Holland; and Conditions of War and Peace, from University of Tokyo, Japan.

SoM SIGNS MoU WITH EMPOWER SCHOOL OF HEALTH, NEW DELHI



G.D. Goenka University, Gurgaon took a giant step towards its commitment towards pursuit of excellence in education and quality of life during the 2014-2015 session by signing a Memorandum of Understanding on 21st April, 2015 with Empower School of Health, New Delhi; an academic, research and consulting institute working on Global Health.

The MoU was signed by Prof. (Dr.) Pradeep Kumar Goel, Dean, School of Management (SoM) on behalf of GDGU, Gurgaon and Prof. Paul Lalvani, Dean, Empower School of Health, New Delhi (ESH). The MoU broadly aimed at developing a technical partnership between GDGU and ESH towards:

Collaborating as technical partners on Global Health Procurement and Supply Chain Management for UNAIDS and Red Cross

Internship opportunities for GDGU students in global health projects related to supply chain

Introduction of international and national-level MBA programmes in Supply Chain and Healthcare

Joint consulting projects in supply chain with international clients e.g. Bill and Melinda Gates Foundation, UNDP, World Bank, UNOPS and many more joint conferences and training sessions for national and international delegates at GDGU campus.



FACULTY DEVELOPMENT PROGRAMME ON 'MANAGEMENT EDUCATION AND PEDAGOGY'

Dr. Fon Sim, Dean and Professor of Marketing, Nottingham University (Malaysia), visited SoM on 16th April, 2015 and briefed the faculty members about the Management Education Pedagogy followed at Nottingham University. Dr. Fon Sim came across as a charismatic lady and emphasized that management education is a complex area to teach and so, the faculty must equip the students with knowledge that they can use in their practice. She for egrounded that there are basically two distinctive aspects of business education: a dynamic environment, as environment regularly changes in business and a proactive approach as appropriate planning is required in business. She discussed Bloom's Taxonomy learning domains and learning outcomes. She strongly recommended the integration of cross curricula themes like ethics, environment and economy with management studies laying stress on the importance of linking theory with practice. She also underscored the importance of video clips and case studies, which can be used as tools for studying management.

Dr. Fon Sim mentioned the "Young Professional Scholars Award" to the researchers, which could enable them to visit Nottingham University, UK and work with senior professors on varied projects. The session ended with Dr. P.K. Goel talking about the pedagogy that is practiced at G.D. Goenka University.

WORKSHOP ON T-ERP USING SAP ECC 6.0/ R3

With the objective of giving young minds a platform to understand and learn the management concepts using SAP, G.D. Goenka School of Management organised a five day workshop entitled, "T-ERP using SAP ECC 6.0/ R3" from 23rd to 27th March, 2015. Mr. Manohar Patil, SAP Delivery Lead, Accenture, was the resource person.



FIELD VISITS: NEW VISTAS OF LEARNING

SoM STUDENTS VISIT IFFCO-TOKIO GENERAL INSURANCE COMPANY (ITGI)

The Students of BBA semester IV visited ITGI located at IFFCO Tower, Gurgaon on 24th April, 2015 to seek a first-hand view of a general insurance company. The students understood the insurance concepts put forth by company executives and discussed the Company's perspective on general insurance and the impact of the new insurance bill on the industry and allied players in particular. The key speakers from IFFCO TOKIO were Mr. Sanjeev Chopra, Executive Vice President & Chief Financial Officer; Mr. Rakesh Kumar, Executive Vice President, Head HR; Mr. Sensarma, Ex ITGI, Corporate Trainer for ITGI and Ms. Pragati Kakkar, Chief Manager, Training and Development Communication Cell.



INDUSTRY VISIT TO HINDUSTAN COCA-COLA BEVERAGES (P) LTD.

A one-day Industrial Visit was organised for BBA semester II students on 25th and 31st March, 2015 to Hindustan Coca-Cola Beverages (P) Ltd. plant at Hapur. Ms. Sarika Saxena (Industrial Visit Co-coordinator) conducted the introductory session. She spoke about the products offered by the company, quality standards followed, certifications acquired and the types of packaging and CSR activities conducted by them. She also busted the myths regarding the ill effects of Coca-Cola by providing scientific facts.



SoM STUDENTS' TRIP TO PEPSICO

The students of MBA semester II visited PEPSICO located at Nuh, Mewat on 24th April, 2015. Mr. Kamal Kant Sharma, Plant Head and Mr. Sushil Mehra, HR Head of PEPSICO accompanied the students to the shop floor to view the production processes and discussed the various managerial functions, CSR activities and future plans of the company.

FIELD TRIPS: SENSITISING STUDENTS TO INDIAN CULTURE & HERITAGE

SoM TAKES STUDENTS ON AN EXCURSION TO THE PINK CITY

A 2 night-3 day trip to Jaipur was organised for the students from 20-22 March, 2015. Jaipur being a destination of rich Indian culture and heritage, enriched students with knowledge of their country's glorious heritage and history. The students had a luxurious stay at the Ramada Hotel, Jaipur and visited Amer Fort, Bhangan Fort, Hawa Mahal, Jaipur City Palace, Rajmandir theatre, museum and Chowki Dhaani, a place of great exuberance.



SoM STUDENTS GO ON AN EDUCATIONAL TRIP TO PRATAPGARH

A one-day trip was organised on 20th March, 2015 for all the students to Pratapgarh. The students got a glimpse of rural Haryana and participated in various activities like cooking on a tandoor, experiencing ethnic mud huts, serene ponds, cattle barns, camel, bullock and horse cart rides and a tractor ride as well. They actively participated in traditional games like gillidanda, tug of war, kite flying, archery, kabbadi, dart and air gun shooting. They also enjoyed pottery making, painting frescoes on mud walls, application of mehendi, mud bath and tube well bath.



SoM ORGANISES INDUSTRY GUEST LECTURES

SoM invited a number of guest faculties from the industry to talk to the students on a number of subjects. The first discussion focused on, 'Managing change from the perspective of Organisational Behavior and Organisational Development.' It was organised by The Change Express on March 18th, 2015. The key speakers of the Change Express Team were Dr. Marjan J. Franzen, Founder and Director, Kim Franzen, Director and Pamela Dasgupta, Marketing Manager of Franzen/partners.

This was followed by a presentation on, 'Innovation and Jugaad—The Indian Perspective', by Dr. Sanjay Dhir- Assistant Professor, Department of Management Studies, IIT Delhi on 19th March, 2015.

Mr. Varun Malhotra and Mr. Rahul Saini of Edge Institute for Financial Studies Pvt. Ltd. (EIFS), New Delhi addressed the students of B.Com Semester II, BBA Semester IV and MBA Semester II on the subject of, 'Value Investing', on 25th March, 2015.

An Internship Interaction was organised for MBA Year I students on 30th March, 2015 on practical application of "Multi-Skilling and Motivation" by Mr. Samir Kumar,

Manager- Personnel, Steel Authority of India Limited (SAIL). He delivered a guest lecture which was followed by interviews of students interested in pursuing summer internship at SAIL.

Mr. Rohit Chawla and Mr. Raghav, working effectually on an Incubator - HackerLobby, as Business Leaders addressed the students of BBA Year II on 16th April, 2015. They discussed how innovation and creativity are the pillars of successful entrepreneurship.

Mr. R K Sinha, Ex. Director, Finance, Dedicated Freight Corridor Corporation of India Ltd (DFCCIL) addressed the students of MBA Semester IV and MBA Semester II on 9th April, 2015 on the topic, "Project finance". He apprised the students with risk management concepts, financial structure, issues, complications and possible solutions in real deals.

GDGU FACULTIES ENJOY AN OUTBOUND TRAINING PROGRAMME



SoM hosted a Faculty Outbound Training Programme for the faculty of all the Schools of GDGU at Whispering Winds Resort, Sohna on 11th April, 2015. The objective of the training was to break the ice between the faculties across the various schools. The activities at the resort ranged from team building sessions and playing games like "Human Machine", "Spider Web", "Sponge Squeeze" and "Big Ball Volleyball". Certified

facilitators seamlessly helped participants to co-relate the learning from these outdoor activities with workplace issues. During the second half of the day, faculty braving heat, enjoyed various adventure activities such as Burma Bridge, Valley Crossing, Parallel Rope, Rappelling and Rock Climbing, to name a few.



SoM BIDS FAREWELL TO THE FIRST BATCH OF MBA



With the wish for a very successful innings in their near future, the students of first batch of SoM, were given a warm farewell by the juniors on 8th May, 2015. Themed, "Aquamarine", the ambience was beautifully decorated with blue lights and balloons and all the guests came in varied shades of blue and white. The hon. VC Prof. (Dr.) Raj Singh and Dean, SoM, Prof. (Dr.) P.K. Goel

addressed the passing out students with encouraging parting words and blessings. The highlight of the fun filled afternoon was the ramp walk by the graduating seniors, followed by titles for each of them and the giving away of the awards of Mr. and Ms. Farewell. Mr. Vivek Singh and Ms. Ankita Pandey received the respective titles.

CONCLUDING CEREMONY FOR PASSING OUT STUDENTS

A Concluding Ceremony for the passing out students was hosted on 21st May, 2015. Dr. Tanuja Kaushik, HoD, SoM presented the students to Prof. (Dr.) P.K. Goel, Dean, SoM who handed over the certificates to students who had attended the Two-Year Full Time Programme of Master of Business Administration conducted between August 2013 and May 2015, as regular students. The Hon. VC Prof. (Dr.) Raj Singh presented the awards to the most meritorious students: Nitu Bhattacharya for the Best Performer Award in Knowledge Creation and Chetna Kochhar for the Best Performer Award in Analytical Skills. The ceremony concluded with an address by the Vice-Chancellor and Dean and an emotional adieu by the graduating students.



BUZZING BEES CONTRIBUTES

A CASE FOR WOMEN ENTREPRENEURS

We live in a man's world. While difficult to accept, it is a stone-cold fact that puts women at a large disadvantage, especially when it comes to entrepreneurship and business which is traditionally seen as a man's domain. Even though, the number of women entrepreneurs is steadily rising, there are still a lot of obstacles they have to overcome. In addition to the typical challenges faced by women all over the world, Indian women have to fight against deep-rooted traditions and values as well. We have women excelling in every field today, yet, we see very few women entrepreneurs.

It all comes down to the patriarchal society of India. As compared to the previous years, there has definitely been an improvement in the status of women, but it still falls behind when compared to western societies. The traditional mindsets entail that men are the breadwinners in the family which can hold women back from taking initiatives to start their own businesses. They can get largely discouraged by their own family members and peers who cannot see a woman's worth. This can be apparent even in the upbringing of a child – male children are groomed to take on the father's business when he retires while the female children are just helping out with, for example, domestic work.

Even in well established large business houses, one sees that only the sons inherit the business and are expected to carry on the traditional business. The only instance where daughters are encouraged to take on the mantle of a family business is when they do not have sons. Why is there this bias? Why are women, no matter how well qualified; are expected to take a back seat? Are they perceived as a life long liability?

A girl child is far less accommodated for when it comes to education. A large percentage of Indian women are illiterate. They are not seen as valuable as male children when it comes to financially providing for the family and, in fact, are seen as a financial burden. Early marriage too might put an end to the education of a woman because it is no longer seen as necessary for her to pursue further studies and a career when she has a family and, soon enough, children to take care of, which brings us to yet another point – familial duties.

Indian women are expected to prioritise family over work. They are supposed to take care of their husbands, children and in-laws while simultaneously completing their domestic duties in the house before looking at anything else. The demands from their family can stress out a woman who is considering starting up a business and can make her rethink her worth as an entrepreneur. Even women who have gone past these problems face the task of balancing their work-life schedule as they are still expected to soldier on with their domestic chores. They also have to face tough competition from the more educated and experienced males.

Societal discrimination also plays a part. The Indian society tends to assume that females are not as competent when it comes to more risk-taking, aggressive and leadership-requiring roles. Women are socialised into being more reserved and soft-spoken and this is also what is expected of them. Religion and castes also come into play in societal discrimination; certain castes have more strict restrictions on women. A woman from a rural area is even more

likely to face such problems.

These values and beliefs can be observed in several situations. One example is that when it comes to raising capital, women entrepreneurs tend to have a harder time than male entrepreneurs. Investors generally give more consideration to a businessman than a businesswoman because they do not have as much confidence in a woman's business abilities.

Beyond all these challenges is one more of safety and security. With the startling number of crimes against women, including harassment and rape, rising, female entrepreneurs are faced with the daunting decision of possibly risking their lives when taking on jobs that may require dedication and long hours of work into the night.

Still, we can see women entrepreneurs facing and conquering all these obstacles. A notable Indian example would be Dr. Kiran M. Shaw, Chairperson and Managing Director of Biocon Limited. Women in modern India have certainly come a long way when just years back, few of them were getting into the business world. They have risen up from among the barely existing female business network and are part of the change for women. It is also comparatively far easier for society to comprehend the notion of female entrepreneurs now. Female entrepreneurs are very essential to a country. Especially in India, a developing country, they will be of much help to the economy. Also, entrepreneurship may be a possible financial solution to dependent women if given the right opportunities.

Women simply need determination and persistence when facing such obstacles. It is only then they can make a place for themselves in this man's world. The changing values of the Indian society, or the world itself, will also further support the women's march into business. People will soon be more accepting of women as an equal counterpart. Women should be able to rightfully take their place alongside men, in whichever field they wish to go into, whether it is traditionally a male's job or not, and not have to face any sort of discrimination based on their gender.

Every individual, organization and institution has to contribute towards the upliftment of women. They should be encouraged to become entrepreneurs and chase their dreams.

Kamana Rai
BA (Hons) Psychology, (SoHSS)

THE STORY OF AN ONSITE LECTURE

It is rare when surprises pop up one after another. But that was what happened at our first onsite guest lecture with Architect Karan Grover. The session was humorous and interactive and made our day; well, at least mine! I don't know about others..... but, it was interesting to find the guest lecturer sipping vodka.

Let me tell you the whole story of that day:

We left the campus at 2:30 pm. After reaching the destination I felt "Hey!! Are you sure that this is the right place?" There was a simple compound wall and a small street in front of the house. The great Indian street chaos made my doubts even stronger.

Then, as I entered the house Nothing happened. By this time, I was sure that we were at the wrong place. Then, I saw two old figures approaching us ... a man and a lady... one was bald ... no not the lady... the man! That round curvature thrashed my doubts because he was our guest lecturer, Mr. Karan Grover. He greeted us with a glass of vodka in his hand.

We went into the house and my eyes lit up by the way things were placed. Long corridors with stairs going up and cleverly designed rooms and the garden behind the house. But, it was not over yet ... After roaming around the house, we were asked to collect in front of a projector... I think, it was Mrs. Malti Nehru, the owner, who noticed how comfortable we were with each passing second. And, she perfectly managed to collect an unruly bunch of teenagers within 2 minutes.

Architect Karan Grover introduced his house project and told his life story...how he was chosen by an old archaeologist to continue his work after his death. And, how ultimately the continuation of that research led to many discoveries and recognition of Champaneras, now a UNESCO world heritage site. It was the funniest, yet the most inspiring lecture. And, the person behind the words, Mr. Grover hants off to you, sir!! You made my day!!

Now, I can visualise how life works. How important it is to work and leave no stone unturned. So, after that, we had snacks and bid farewell to Mr. Grover.

The meaning of life as laid out by Mr. Karan Grover in itself was very inspiring. I learned some fine details of it that day. I look forward to more such onsite guest lectures that would come our way. And one more thing, the lemonade was awesome!!

Robin Sharma
B. Arch (SoAP)

DEVIL IN THE MIRROR

A cornered soul, a plunging hitch, dark, rebellious, fiery wings,

An undead flame, that only grows, the eyes, insane, the blackness sown,

I look away in fear and chaste, unappealed by my own new tastes,

With age and wisdom, came pain, and rage, I pray to welcome the long passed sage,

The innocence has bled, it now haunts, same as a wandering ship, without a berth, sailing on plenty of thorns,

I place a hand above the glass, see if this test it may pass.

And yet its only I who fails, I who lost, I who trailed.

Entering a new road, the safe, warm door closes down on me, desperate to revisit the unreachable, desperate to shade myself under a more familiar tree.

And, yet I move a step ahead, and still I held onto the thread, and yet I inched a season deeper, and still I held onto the peeper, until the gap within was cursed, it died and burnt, till there was no more.

Till the hand clutched itself in despair, darkness overshadowed every shore. I chilled at my brand new sight, broken down, taken by the clawing night.

Pouring out the last shreds of light, in the end I gave up the fight.

Tarang Sharma
BJMC (SoC)

PARATHAS AND JALEBIS IN OLD DELHI

It is always wonderful to visit and explore new places. For me, Old Delhi was enigmatic as I had heard a lot about it from my parents and friends, about the market, about parathewaligali, and, most important, about Red Fort but I had never got a chance to visit.

One day before Diwali I went to Old Delhi with one of my best friends. As we came out of the metro station of old Delhi, we saw the narrow, patched road milling with crowds. It dawned upon us how different old Delhi is from New Delhi.

I observed that the place was crowded with people from all walks of life. There was a lot of hustle and bustle. There were fruit sellers selling seasonal fruits and attracting buyers in their own style. We also sampled the fruits. There were also scores of garment sellers trying to lure people.

As far as my eyes could reach there were all kinds of people- rich people with branded cases, old people with bicycles and scooters that we hardly get to see in New Delhi.

We went to the famous parathewaligali and we had parathas which were delicious. Then, we walked towards the Red Fort which is one of the most remarkable historical places of India. It was decorated with lights on the occasion of Diwali. There were many shops selling handicrafts. We also went to the museum where we saw old-time guns, fuses, soldiers' uniforms, armour, bullets etc. Then we saw Diwan-e-aam, a great symbol of Mughal architecture.

The beauty of the place lies in experiencing and feeling it, and I must say old Delhi is a must-visit place. We had an amazing experience discovering it.

And yes please have a jalebi in the century-old sweet shop on the corner of ChandniChowk and DaribaKalan road!

Prateek Singh
MBA (SoH)

THE TRAGEDY

In this tragic life of his
he always wondered what role did
his wife play
His life was nothing, but a cycle of pain
What always mesmerized him
was the strength that wife of his always gave him
She would gain all the hope, all the strength, all the courage
to shoo away the pain
and selflessly pass it to her husband
in vain
Still unhappy and in pain,
he would see no hope in life ahead.

Only when she was gone
He realized what role his wife played
in this tragic life that he led
Since then, his days became longer than usual, nights became lonely and importantly, a very dear soul missing
Neither could he cry, shut his mind or turn his back
Nor, could he do what she'd always wanted: smile, love, have faith and simply go on.

Anisha Kohli
BJMC (SoC)

GET OFF YOUR PHONE; BREATHE AGAIN

Attachment to the external always suffocates inner peace - Bryant McGill.

Technology is advancing at an incredible speed. Communication is easier. People can connect with each other in a matter of seconds, no matter where they are in the world. There are apps for free voice and video calls to different countries. Time and space has no limitations, there are no boundaries. You are connected to every person you know or are in touch with so to say, twenty four seven.

Doesn't this thought scare you?

Social networking sites have become so accessible that people can see when you were last online. Where is the privacy? We're so busy consumed in ourselves and the world that exists in a small, portable, rectangular box (our phones) that the quality of our social interactions that happen face to face in different situations has gone down. We have forgotten how to communicate with each other. We talk without hesitation on chat but when it comes to talking face to face with each other, we are at a loss for words.

Another thought that should scare you.

When a person is behind the phone and talking through messages, responsibility flies out the window. Essentially, what this means is that people can say things over chat which they would never think of saying, if you were talking to them face to face.

Let me give you another perspective.

This is one perspective that I connect with very well myself. You are connected to essentially everyone you have known for a good five or six years. This means that you are getting all sorts of information every

moment. Be it messages, Snapchat stories, pictures updated on Instagram, status that are updated on Facebook, you are constantly thinking and seeing and engaging with the outside world through a small screen.

Take a break

I have recently got my phone back, I didn't have it for a good two months. Let me tell you, this wasn't easy. Obviously the first reason being, I had instant contact with my friends whenever I wanted to talk, or needed help with some work, or needed them to send me things. The second reason was all my work and the updates from class, assignments, tests, and any important information was communicated through Whatsapp. For the first two weeks, I used to dream about getting my phone back. But, it struck me, for the first time in a long time that I can disconnect myself. It was my break. It was my time to BREATHE. I was so used to my phone that I forgot that I can also access Facebook on my laptop to talk to anyone, if I needed to. Slowly but surely the dependency on my phone reduced to almost nothing.

These two months, though they were tough, I had a chance at living a simple, disconnected life. A life where I could take time out for myself to move away from the ruckus and to move away from constant connection. I didn't feel obliged to answer back anymore; I didn't feel like it was my responsibility to make sure I was talking to a person.

The importance of taking time out for yourself, to breathe, to think about simple things, to do things for yourself and to relax cannot be stressed enough. It makes you feel like a different person altogether.

Let me tell you my idea of finding peace. Switch off your phone or keep it on silent, light five or six candles around the room, maybe even some incense, switch off the lights of your room and switch on some soothing music. Close your eyes and think of a peaceful place. You only need fifteen minutes of this, and you wake up a different person.

Move away from the apps and the contents of your phone, work towards a healthy face-to-face social interaction and most importantly take a breather, because if you can't take time out for yourself, how can you expect to give other people your precious time. You would be the one suffering, not anyone else. Make yourself happy, treat and pamper yourself more often because if you feel good, it will show. If you give enough time to yourself to rejuvenate from the day's events you will be a more contented person.

Ichha Bhan | SoHSS

BUMBLE BEES OF BJMC A CLASS OF 16!

To start with Anisha, who completes all the given tasks,
without any questions to ask,
Aishwariya doesn't look lazy,
But listening to her views, one can go crazy,
Aditya in all situations tries to be cool,
But is good at playing pool,
Avantika is scientifically inquisitive,
But is also very innovative,
Deeksha has amazing artistic skills,
And entertain us with thrills,
Himanshu is the sports person of our class,
And likes to use a phone as a time pass,
Khushboo makes you rock to the beat of pop,
And she just loves to shop,
Manisha makes good friends,
Who always try out new trends,
Rahul is good at keeping money,
But is as sweet as honey,
Rajat is the accountant of the class,
And his heart is as clear as glass,
Sunit is always late,
And hangs around with his jovial mate,
Shavab has long, beautiful hair,
And she is always seen in a pair,
Sweta makes everyone cool,
And is a good dancer too,
Shaquille is always lost in his dreams,
And on top of that, he always screams,
And yes, I am an affectionate pal,
Who loves to dedicate poems to one and all.

**Nitika Kherra
BJMC (SoC)**

SCHOOL OF ARCHITECTURE AND PLANNING

Prof. Chhabi Mishra

Attended National Conference on "Architecture Education Today for the Profession Tomorrow", organised by Indian Institute of Architects/ COA at India Habitat Center, New Delhi, On September 1, 2014.

Attended a Workshop-cum-training session on "Celebrating Habitat: The Real, The Virtual and The Imaginary", by Prof. B.V Doshi, conducted by COA in association with NGMA (National Gallery of Modern Art) on October 11, 2014 at National Gallery of Modern Art, New Delhi.

Attended a seminar on "Architectural Education - Turmoil - Opportunities - Future Course" held in Dec 2014, at PHD Chamber of Commerce, New Delhi.

Attended and presented a paper in an Innovation Workshop by Mahindra and Mahindra on "The Future of Urban Mobility" in Mumbai, April 2015.

Attended and presented a paper at a conference "Wisdom, Values and Landscape Architecture-towards Smart Cities" organized by ISOLA (Indian Institute of landscape Architects) in Pune, Feb 2015.

Attended a symposium on Sustainable Smart Cities organised by Indian Institute of Architects (IIA) and Council of Architecture (COA) in Delhi, March, 2015.

Ms. Bharti Chadha

Submitted a research paper titled "Off-Site Manufacturing-A Way towards Lean Construction" for 7th International Conference on Emerging Technologies in Civil Engineering, Architecture and Environmental Engineering for Global Sustainability organised by "KrishiSanskriti" at Jawaharlal Nehru University, New Delhi, April 2015.

Presented a Case Study on "Day Lighting and the Retail Environment" at International Conference on Design, CODE 2015, G.D. Goenka University, Sohna, Gurgaon in June, 2015.

Attended a workshop on "Energising Gurgaon through Solar" at Artemis hospital in Feb 2015.

Attended a conference on "Women in Architecture in India-Challenges in 21st Century", at India International Centre, June 2015.

Ms. Parul Singh

Submitted a research paper titled, "Social Impact of Rehabilitation and Resettlement Policy in Uttar Pradesh - Case Study of GautamBudh Nagar" for 7th International Conference on Emerging Technologies in Civil Engineering, Architecture and Environmental Engineering for Global

Sustainability organised by "KrishiSanskriti" at Jawaharlal Nehru University, New Delhi, April 2015.

Attended a conference on "Women in Architecture in India-Challenges in 21st Century" at India International Centre, June 2015.

Attended a 5-day training programme on "Heritage Identification-Documentation-Conservation" organised by National Institute of Advanced Studies in Architecture (NIASA), in DIT University, Dehradun, July 2015.

Ms. Guneet Raj Singh

Gave a presentation on "Children and the City: How Child friendly are our Neighborhood Spaces?" at ACRECONF 360 degree view on Emerging Mega-Trends in Built Environment at India Habitat Centre, New Delhi, March 2015.

Submitted a paper on "Children and the City: How Child friendly are our Neighborhood Spaces?" in a National Conference on Investigative Perception in Built Environment organised by Maharaja Agrasen College of Architecture and Design, Baddi in Association with Indian Institute of Architects and Indian Green Building Council.

SCHOOL OF ENGINEERING

Dr. Keerti Jain, Ms. Smita Sood

"Maximum Zero Method to find Initial Basic Feasible Solution for Transportation Problem", in International Journal of Applied Engineering Research: Volume 10 (35), 2015; 27547-2755.

"The Maximum Difference Method to Find Initial Basic Feasible Solution for Transportation Problem", in Asian Journal of Management Sciences, 03 (07), 2015: 08-11.

Dr. Keerti Jain, Ms. Vineeta Singh

"A New method of construction of a series of nested BIBD", in Journal of Combinatorics Information & System Science: Vol. 39, No. 1-4 Comb. (January - December 2014).

Dr. Priyanka Sharma, Dr. Keerti Jain, Ms. Vineeta Singh

"Statistical Comparison of Antimicrobial activity of 1,5-benzothiazepines Derivatives", Journal of Chemical Sciences & Applications, 6(1), 29-36 (2015).

Dr. Priyanka Sharma

"A Biological Evaluation & Microwave Assisted Synthesis of 1,5-Benzothiazepine", International Journal of Applied Engineering Research, 10(35), 27467-27470 (2015).

N. Singh, M. Jain and Dr. Nisha Arora

"Economic Lot Sizing for Unreliable Production System with Shortages", International Journal of Mathematics in Operational Research, Interscience Publisher, vol. 7, no. 4, pp. 464-483, 2015.

Ms. Renu Chugh, Ms. Prakriti Rai, Ms. Smita Sharma

"Some Relations on Eight Order Mock Theta Functions", International Journal of Mathematical Sciences, 35(1) (2015), 1677-1682.

"Certain Multiple Series Identities", International Journal of Advanced Studies in Computer Science & Engineering, 4(1) (2015), 1-9.

"Some Extensions of Multiple Gaussian Hypergeometric Series", South East Asian Journal of Mathematics and Mathematical Sciences, 11(1) (2015), 97-105.

Dr. Deependra Kumar Jha, Ms. Akanksha Sharma and Dr. Sandeep Nagar

"Performance Evaluation and Ranking of Mobile Phones using Data Envelopment Analysis", International Journal of Applied Engineering Research IJAER Volume 10, Number 35 (2015) Special Issue.

Dr. Shalini Bhaskar Bajaj, Mr. Manish Grewal

"Two Layered Secure Message Digest Algorithm" (2015). TL-SMD, IEEE IACC 2015, June 12-13, 2015, Bangalore.

Ms. Prerna Sharma

"Moving Bed Biofilm Reactor (MBBR)", International Journal of Applied Engineering Research (IJAER), Volume: 10, Number: 35, Special Issue 2015, pp.27410-27419

Dr. Charu Agarwal, Mr. Siva Kumar CH.V, Ms. Shalini Singh

"Simultaneous determination of drug combination in pharmaceutical formulation by area under curve and first order derivative spectroscopy", International Journal of Applied Engineering Research (IJAER), Volume: 10, Number: 35, Special Issue 2015, pp.27468-27478.

Dr. Mayurika Goel, Mr. Bharat Singh

"Efficacy of major chemical constituents isolated from Himalayan Lichen Ramalinaroesleri Nyl. against soil borne plant pathogenic fungi (Efficacy of Himalayan Lichen Compounds)", International Journal of Applied Engineering Research (IJAER), Volume: 10, Number: 35, Special Issue 2015, pp.27490-27495.

Ms. Shweta Mongia, Ms. Shipra Kataria

"CDBMS Physical Layer issue: Load Balancing", International Journal of Applied Engineering Research (IJAER), Volume: 10, Number: 35, Special Issue 2015, pp.27505-27510.

Ms. Aishwarya Anand

"Infrastructure management in Amazon – EC2 Instance", International Journal of Applied Engineering Research (IJAER), Volume: 10, Number: 35, Special Issue 2015, pp.27511-27516.

Dr. Sandeep Nagar, Ms. Ruchi Gupta, Dr. Deependra Kumar Jha

"A Multi-Agent System Incorporating Prediction Signal to Improve Reliability and Response Time of a Smart Grid", International Journal of Applied Engineering Research (IJAER), Volume: 10, Number: 35, Special Issue 2015, pp.27526-27530.

Mr. Nitin Bhardwaj, Mr. J. Bhatti, Mr. Bhupender Parashar, Mr. Naresh Sharma

"Stochastic analysis of standby system with different failure" in International Journal of Applied Engineering Research (IJAER),

Volume: 10, Number: 35, Special Issue 2015, pp.27553-27563.

Ms. Shakunpreet Kaur, Dr. Harpreet Singh

"Role of WC-Co blending in enhancing wear resistance of HVOF-sprayed Cr3C2-25NiCr coatings on 347-H boiler steel", International Journal of Applied Engineering Research (IJAER), Volume: 10, Number: 35, Special Issue 2015, pp.27573-27580.

Mr. Vikas Khatkar, Dr. Sudeep Sharma

"Study of Agricultural Supply Chain Management and Initiatives of Haryana State Government for Production Upliftment", International Journal of Applied Engineering Research (IJAER), Volume: 10, Number: 35, Special Issue 2015, pp.2581-27585.

Mr. Deepak Jain

"Use of Non-Conventional Energy Sources for Production of Solid CO2: A Theoretical Study", International Journal of Applied Engineering Research (IJAER), Volume: 10, Number: 35, Special Issue 2015, pp.27594-27600.

Dr. Prateek Kala, Dr. Pulak M Pandey

"Magnetic Tool Design For Effective Finishing Of Flat Paramagnetic Workpiece", International Journal of Applied Engineering Research (IJAER), Volume: 10, Number: 35, Special Issue 2015, pp.27608-27612.

Mr. Dinesh Rathod, Mr. Abhishek Pandey, Mr. Tuhin Rahariya, Mr. Sunil Pandey

"Weld Bead Properties Variation in Underwater Welding", International Journal of Applied Engineering Research (IJAER), Volume: 10, Number: 35, Special Issue 201, pp.27616-27631.

Dr. Sudipta K Mishra, Dr. Sandeep Nagar and Mr. Ramandeep Singh

"Building a Prototype Real-Time Soil Moisturing and Forecasting System", International Journal of Applied Engineering Research (IJAER), Volume: 10, Number: 35, Special Issue 2015, pp.27444-27449.

Dr. Nisha Arora

"A Mathematical Model for Production-Distribution Coordination for Multiple Products", International Journal of Applied Engineering Research (IJAER) Special Issue, vol. 10, no. 35, 2015, pp. 27543-27546.

Mr. Arun K Tayal, Dr. Anshu Gupta, Dr. Anindita Roy Chowdhury

"Designer Brick from Construction Site Waste", International Journal of Applied Engineering Research (IJAER) 2015, 10(35), 27670-27674.

Ms. Shreya Prakash, Dr. Anindita Roy Chowdhury, Dr. Anshu Gupta

"Monitoring the Human Health by Measuring the Biofield Aura - An Overview", International Journal of Applied Engineering Research (IJAER). 2015, 10(35), pp. 27654-27658.

Dr. Sudeep Sharma, Ms. Yamini Sharma

"Development of SCADA system for temperature and humidity control using PLC and eclipse software for GUI in vertical farming", South Asian Journal of Multidisciplinary Studies, Volume 2, Issue 2.

SCHOOL OF HUMANITIES AND SOCIAL SCIENCE**Dr. Kakoli Sen****Book Chapter**

Contributed a chapter "Role of Mentoring Students in Higher Education: The Why and How of it", edited book, "Enhancing the Quality of Higher Education in India – A Holistic Approach", published by Archers & Elevators Publishing House.

Conference Presentations

Presented paper titled, "Encouraging Graduate Entrepreneurship Intentions: Role Of Personality Factors And Entrepreneurship Education", International Journal of Arts and Science (IJAS) International Conference held at Martin Medical Centre, Harvard University, Boston, Massachusetts from May 26-30, 2015. Also invited as Session Chair.

Presented Paper titled "Retail Lighting and its impact on Consumer Behavior" at CODE – 2015, 16-17 June at G.D. Goenka International Conference on Design in association with Oklahoma State University, USA and Politecnico da Milano, Italy.

Ms. Priya Vij

Participated and Presented a Research Paper titled 'Retail-nomics of India' at 2nd International Conference (GDGU ICON, 2015) on Changing Landscape of World Economies: Need for Alternative Growth Models organised by G.D. Goenka University held on February 19-20, 2015

Ms. Sakshi Kaul

Presented paper titled "Emerging from Loneliness and despair: Case Study of Women's experiences of loneliness", co-authored by Dr. S. S. Vohra, at the Cognitive and Behavioural Psychology Conference held in Singapore, 9 - 10 Feb 2015.

SCHOOL OF FASHION & DESIGN**Dr. Sanjay Gupta**

"Digital Trends: Transforming the Fashion Industry", Lecture at International Inkjet Printing Conference 2015, Inkjet India digital Textile Printing, 26- 27 February 2015.

"Lighting and The Art of Attraction", India Mondo Arc, 1(2) 2015.

Ms. Sonali Pal and Mr. Devender S Kharb

"Key lighting trends that emerged from the Euroluce for year 2015", In CODE International Lighting Conference, (GDGU SoFD 2015), The art of Attraction: Lighting Design for Retail Interiors. 16-17 June 2015.

Ms. Koshalpreet Kaur

"Design Intervention and Revival of Chitra Pothi Craft", poster was exhibited at Semiofest Conference, Paris, 4- 5 June 2105.

Mr. Phaneendra Nath Chaturvedi

"Relevance", Exhibited at STORYLTD Absolute Online Auction of Indian Modern & Contemporary Art, conducted by Saffron Art (India, UK, USA), 14-15 April 2015.

"Contemporary Day Sale", Exhibited at Contemporary Indian Art, Mumbai Live Auction conducted by Saffron Art, 12-13 February, 2015.

"Anthropometric Man at Nazarbagh-1 and 2", Neerja Modi International Art Camp at Neerja Modi Visual and Performing Art Centre, Jaipur, 22-28 Feb 2015.

"The Magic Bullets –I", Exhibited at Asia Contemporary Art Show, Hong Kong conducted by Fabrik Art Gallery, Hong Kong, May 2015.

"The World of Phaneendra Nath Chaturvedi", a documentary directed by Vinod Bhardwaj and Rohit Suri, produced in 2012 and featured at The Metamorphosis (www.academicvideostore.com), Asian studies section, by Alexander Street Press, USA, Jan 2015.

Mr. Mohit Bhardwaj, Mr. Manish Joshi, Ms. Paulette Hebert, Ms. Chayati Kaushik, Ms. Rashika Singh and Ms. Mukti Garg

"Illuminating the Coffee culture", Poster presentation in CODE International Lighting Conference, (GDGU SoFD 2015), The art of Attraction: Lighting Design for Retail Interiors, 16-17 June 2015.

Mr. Manish Joshi, Mr. Mohit Bhardwaj, Ms. Paulette Hebert, Ms. Sowmya Batra, Ms. Pallavi Malhotra and Ms. Prachi Bhatia

"Study of Footwear retail stores and their lighting", Poster Presentation in CODE International Lighting Conference, (GDGU SoFD 2015), The art of Attraction: Lighting Design for Retail Interiors, 16-17 June 2015.

Mr. Mohit Bhardwaj, Mr. Manish Joshi, Ms. Paulette Hebert, Ms. Divya Jain, Ms. Muskaan Arora and Mr. Rahul Saini

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SCHOOL OF MANAGEMENT

Dr. Tanuja Kaushik

Editor of book titled, "Changing Landscape of World Economies: Need for Alternative Growth Models", published by Excel India Publishers, New Delhi, 2015.

Chapter titled, "Strengthening Bonds between Corporate, NGO and Educational Institutions in Achieving Business Sustainability", published in the book titled "Business Sustainability: Challenges and Issues", Bloomsbury, New Delhi, 2015, pp. 55-68.

Paper titled "Business development models: A comparative analysis of two leading fast food joints in Delhi/NCR", published in "Changing Landscape of World Economies: Need for Alternative Growth Models" (2015), ISBN: 978-93-84869-28-1, pp.527-533.

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Ms. Ramandeep Kaur

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Ms. Rashmi Sundriyal Gairola

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Mr. Rajneesh Kler

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Dr. Satyender Pratap Singh and Mr. Sanjay Kumar Mangla

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Mr. Sanjay Kumar Mangla and Dr. D.R. Agarwal

"Plan-wise Analysis of Development Strategies in India with Special Reference to Economic Reforms of 1991", Presented and Published in Conference Proceedings, International Conference on Changing Landscape of World Economies: Need for Alternative Growth Models, February 19-20, 2015 organised by G.D. Goenka University, Gurgaon, pp. 461-469, Excel India Publishers, New Delhi ISBN: 978-93-84869-28-1.

Ms. Hitesha Yadav, Mr. Sanjay Kumar Mangla and H. Singhal

"Economic Contribution to the World Economy: Shift from Developed Nations to the Third World Countries", Presented and Published in Conference Proceedings, International Conference on Changing Landscape of World Economies: Need for Alternative Growth Models, February 19-20, 2015 organised by G.D. Goenka University, Gurgaon, pp. 79-86, Excel India Publishers, New Delhi ISBN: 978-93-84869-28-1.

FORTHCOMING CONFERENCES

RED SET 2015 REDSET 2015 - The 2nd International Conference on Recent Developments in Science, Engineering and Technology



Theme: "Scientific and Technological Innovations for Sustainable Development"

Dates: October 30-31, 2015

If knowledge is a substance, brain is a container and a good speaker is like a faucet then a conference is a setup where knowledge is poured into other people's heads not only in the presentation sessions, but also through social interactions. To provide a stage for facilitating cordial interaction among the participants, the School of Engineering has organised REDSET-2015, whose theme is "Scientific and Technological Innovations for Sustainable Development". The conference aims to bring together researchers, academicians, scholars and experts from the academia and the industry to deliberate the latest trends in the field of sustainable development.

Conference website: <http://redset.in> | Contact e-mail: redset@gdgoenka.ac.in | Face book Page: <https://www.facebook.com/redset.gdgu> | Paper Submission Link: <https://easychair.org/conferences/?conf=redset2015>

ELIXIR 2015 Elixir 2015 - September 4, 2015

The School of Management has organized an International Case Conclave on September 4, 2015. The objective of the conclave is to provide a platform to scholars to present innovative and original case studies.

AGORA 2015 AGORA 2015, National Conference on Disaster and Risk Management
October 8-9, 2015



The School of Architecture and Planning is organising AGORA (Alpha Genesis of Resources in Architecture) 2015, a National Conference on Disaster and Risk Management on October 8-9, 2015. The conference aims to provide a premier inter-multi-trans-disciplinary forum to present and discuss the most recent innovations, trends, and concerns, practical challenges encountered and the solutions adopted in the field of Disaster and Emergency Management. Many leading academicians, researchers, administrators, practitioners, NGOs, will be participating in the conference.

ICON 2016 ICON 2016 "Flattening of the Globe: Propelled by E-Commerce and Supply Chain"
February 4-5, 2016

The School of Management will host the third two-day International Conference ICON 2016 on the theme "Flattening of the Globe: Propelled by E-Commerce and Supply Chain" on February 4 and 5, 2016. During the conference, eminent industry experts and academicians will deliberate on key marketing issues.

GDGU ICAP 2016 GDGU ICAP 2016 | 1st INTERNATIONAL CONFERENCE ON APPLIED PSYCHOLOGY
3-4 March, 2016

The School of Humanities and Social Science is organising the first International Conference on Applied Psychology on March 3 and 4, 2016. The theme of the conference is "Power, Perception and Personality: Protagonists of Change".

IMPORTANT TIMELINES : Submission of abstract(s): on or before September 10, 2015 | Communication of acceptance of abstract(s): October 10, 2015 | Submission of full paper: on or before December 18, 2016 | Communication of acceptance: January 8, 2016 | Last date for registration: January 20, 2016 | For more information, please contact: Ms. Divya Padalia, +91 78 383 72930 | Email: divya.padalia@gdgoenka.ac.in

MEDIACLAVE 2016 Mediaclave 2016 - First International Conference on Digital Media
April 5-6, 2016

The School of Communication will host its first international conference on Digital Media on April 5 and 6, 2016. The theme of the conference is: "Mobility, commerce, content and sustainability: Challenges and solutions".

SPORTOPIA

SPORTOPIA 2015
ANNUAL SPORTS FEST ON
20TH AND 21ST
NOVEMBER 2015

BASKETBALL
CRICKET
KABADDI
FOOTBALL
BADMINTON
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FOR DETAILS CONTACT
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