



Institute of Innovation in Technology & Management
New Delhi



Navonmesh

Students' Magazine

2015



INSIDE THIS ISSUE

From the Chairman's Desk	
From the Director's Desk	
From the Editor's Desk	
Short Stories	
Musings (Poetry Section)	
Monographs (Write ups on various topics)	
What's on TV (Informative Shows)	
Jokes	
Star Students(Photo Gallery)	

VISION

The Institute aims to be a Centre of Excellence promoting value based Quality Education in the emerging areas of professional studies in Information Technology & Management.

MISSION

The Institute endeavors to contribute towards meeting the growing demands for competent and trained Information Technology professionals, Software Engineers and World Class Managers determined to achieve excellence.

EDITORIAL BOARD

Chairman: Shri Ravi Sharma

Director: Prof (Dr.) C.P. Chawla

Editors: Dr. Archana Krishnan & Ms. Surbhi Kakar



I feel great pleasure in releasing this issue of our College Magazine '**Navonmesh**'. Over the years the college has achieved continued success in serving the cause of education. The college presents a happy blend of traditional and modern education where knowledge is imparted to the students so that they may occupy a better place in the modern competitive world, develop all round personalities while retaining the beauty of mind, intellect and soul. I am proud of the institute's Alumni who are holding responsible position in social, political and economic life of the nation. All this has been possible with the dedicated and strenuous efforts of the able managing committee, hardworking and experienced faculty and staff, for which I am highly grateful. I assure that college will play a meaningful role in the competitive times ahead and scale new heights and translating the student dreams into reality. I pray for future growth and prosperity of the college and wish the management, staff and students all success in the years to come.



It gives me immense pleasure to pen a few words as prologue to our in-house magazine '**Navonmesh**' exclusively meant for churning out the latent writing talent which bears immense potentiality of sharpening your communication skill as part of your over all personality development. I congratulate all the contributors and the editorial board for bringing out such a beautiful magazine.

Today education means much more than merely acquiring knowledge. It is acquisition of knowledge and skills, building character and improving employability of our young talent. Measures initiated by the our Honourable Management, steps taken by the college administration, the willing contribution of the teaching and non-teaching staff and overwhelming response and enthusiastic participation of my dear students in the college activates in the recent past, is a testimony of our success. When all the constituents come together and work in unison, the expected results are bound to flow.

I am proud to be the Director of such a wonderful Institution, dedicated to the cause of better India. Come on let's give our best and make this institution a modern temple of learning through our **diligence, devotion and dedication**. Wishing you all the best...!

Institute of Innovation in Technology and Management portrays a new spirit of learning in the area of IT and Management today. It has over the years transformed itself as one of the most prestigious and progressive institutions in Delhi- NCR region, not only producing efficient technocrats and managers but humble human beings too. The Institution has always focussed on the motto of 'Nurturing Excellence' in all areas be it academics, brilliance in co-curricular activities or professional competence and excellence.

'Navonmesh' has always been an integral part of IINTM students who have entered this temple of education. As in the previous editions, our student magazine 'Navonmesh' highlights a culture of knowledge sharing among students in a variety of areas which further gives a thrust to our motto of '**Nurturing Excellence**'. The magazine reflects the '**metamorphosis**' in the students life through the development of knowledge which is evident through the fine quality of monographs submitted with every new edition. The editorial team remains grateful to the faculty members, staff and students for a regular contribution of materials and photographs for the magazine. While we have made sincere effort, any error is deeply regretted. We look forward to your comments and suggestions!

Best Wishes- Dr. Archana Krishnan & Ms. Surbhi Kakar

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SHORT STORIES

STORY ABOUT BELIEF

One businessman was in debt and couldn't figure out a way out of it. Creditors were pressing him. Suppliers were demanding for a payment. He was sitting on a bench in the park with his head down, thinking what could save the company from bankruptcy. Suddenly, an old man appeared in front of him and said, "I see that something is bothering you". The businessman narrated his story to the old man. After listening to the businessman, the old man said: "I think I can help you". He asked the businessman, what his name was, wrote him a cheque and said, 'Take this money'. We will meet here exactly in one year, and you will be able to return it to me at that time. After that, he turned around and disappeared just as suddenly as he appeared.

The businessman saw a cheque in his hands for an amount of 500 thousand dollars, signed by John Rockefeller, one of the richest people in the world at that time! 'I could end all of my problems in no time!' – He thought. But instead, the businessman decided to put the cheque into his safe. Only one thought about its existence gave him strength to find a solution to save his business. With the return of his optimism, he concluded profitable deals. During a couple of months he got out of debt and started to earn money again. Exactly one year later, he returned to the park with the same cheque. At the agreed time the old man appeared again.

And at the moment, when the businessman wanted to return the cheque and to share his story of success, a nurse ran up and grabbed the old man.– I'm so glad, I caught him! –She exclaimed. – I hope he wasn't bothering you. He always runs away from the house and tells he is John Rockefeller.

The businessman was bemused. During the whole year he was spinning and building a business, buying and selling, convinced that he had half a million dollars. And suddenly he understood that it's not the money, real or imaginary, that turned his life up. It was his new confidence and belief that gave him strength to achieve everything that he had now.

By: Sakshi Mehta, BBA(E1) 3rd Semester

ALL THAT GLITTERS IS NOT GOLD

Once you start succeeding you get habitual to it and this creates a mental stress of not losing. You feel social pressure of proving yourself to others each time you indulge into any activity. Once there was a boy who was charming, successful, and sociable, seemed to be positive, but his inner self was not the same. He was insecure of letting people succeed over him. He would show that he is okay with others winning as well but he would then create images of those people to be resentful towards him in front of those close to him. He would manipulate the thoughts against the one he felt was against him. The shining surface of his skin was so attracting that people would join his company and enjoy. However, slowly as they would get more into contact with him, they would realise the reality. Once this guy fell into a trap of whispering a few spells and he didn't even know that it would cost him his shine. The guy was talking ill about a girl he hardly knew. It was one of his habits to think that people are inferior to him. That girl got to hear all that he said but as they say “two wrongs don't make a right”. She knew half of the things were in addition to what he must have said but she knew she should not react and so she decided to be a friend, instead of being a foe. The boy was shocked on her such calm temper and all his skin got shattered under her shelter. He now felt as a deeper soul which did not need the glitter at all.

By: Meghna Sharma, BBA(M2) 3rd Semester

MUSINGS (POETRY SECTION)

FAILURE

Failure does not mean, I have accomplished nothing;
It does mean, I have learned something;
Failure does not mean, I have been a fool;
It does mean, I had enough faith to experiment;
Failure does not mean, I am inferior;
It does mean, I am not perfect;
Failure does not mean, I have wasted my life;
It does mean that, I have an excuse to start over;
Failure does not mean that, I will never make it;
It does mean that, I need more practice

By: Yashika Chhabra, BBA (E2) 3rd Semester

PATH OF LIFE

Life's not easy & I should make some aim
Everybody wants to have the best
But best is for few & not the rest
I also thought I am one of the few
Had dreams in my eyes & wished they come true
But as time passed I got to know
Life's not easy & everybody is your foe
My dreams burnt, my heart broke
And destiny played its master stroke
Now I can see two roads ahead
Both are opposite & widely spread
One drops to the ocean of my dreams & love
The waves of which I always wanted to surf
Where I can swim to the abyss
And I can fulfill all my desires
The other one leads to the desert of responsibilities
Where everybody expect me to live with all these
Where life's so dull and there is no love
And you have to serve the people above
I listened to my mind & choose the latter
Where love & dreams don't really matter
I am walking alone with pure boredom
I am so helpless & feel so gone
Damn; I wish I could turn the hands of time
Go back & stick to the oceans shine
I feel so low & just cry & cry
Want to walk THOSE 100 yards before I die.....

By: Ishita Anand, BBA(E2) 3rd Semester

EK PAHCHAAN

Ek pahchan hajaron dost bana deti hain,
Ek muskaan hajaron ghum bhula deti hain
Zindagi ke safar me sambhal kar chalna
Ek galti hajaron sapne jala kar raakh deti hai
Chuh le aasmaan zameen ki talaash na kar,
Jee le zindagi khushi ki talaash na kar,
Takdeer badal jaayegi khud hi mere dost,
Muskurana seekh le wajah ki talaash na kar.

By: Roshan Kumar, BBA (M2) 3rd Semester

अंधकार

अंधकार में दबा हुआ मैं,
अंधकार में छिपा हुआ
न जानू मेरी राह कहाँ है,
हे ईश्वर दे मुझे बता।

अंधकार ने कहा मुझे,
ढूँढ रहा तू कहाँ मुझे,
मैं तो तेरे अन्दर ही हूँ,
डर में सिमटा तू ना, तेरी रूह बैठी है पुत्तर,
फेकेगा तू बाहर मुझे तभी मिलेगा
तुझे तेरे प्रश्नों का उत्तर,
जीवित करले जीवन को तू,
क्योंकि ऐसा मौका फिर ना मिलेगा तुझको।

जाना मैंने जीना क्या है,
मरना क्या है, डरना क्या है,
जीके भी जिन्दा क्यों ना, हे ईश्वर
दे मुझे बता, आशा कहती है,
मुझसे कि आगे बढ़ जा पुत्तर,
भूल जा बीती बातें सारी और
दे जीवन को नई दिशा।

जीवन देता मौका तो है,
पर वक्त भी थमता न है,
ढूँढ ले खुद को तू इससे
पहले कि ले डुबू मैं तुझको,
बारिश की बूंदें भी कहती
बरसे तब ही दिखती हैं हम।
तेरा जीवन भी मेरे जैसा,
आज है जैसा वैसा ना हो कल।

By: Abhishek Sharma, B.Com.(Hons.) (E) 3rd Semester

PURE INSIDE

This is how it starts,
This voice is from my inside heart,
Every day as I grow I lose a bit of my core,
I lose that innocence,
I lose that purity,
I lose every bit of it towards maturity,
I want to go back in time when I was innocuous,
I use to just babble even being conscious,
Lost in world of my own
It was happiness and no worries, to which I was known,
It was the time I was pure inside
It was the time, we were pure inside!

By: Meghna Sharma, BBA(M2) 3rd Semester

MONOGRAPHS

USING THE POWER TO TAKE DECISIONS

Decisions are important part of life and taking them on right time shapes your experience of life. The following are the keys which will enhance your power to take decision:.

- 1. Life changes with Decisions, Just do it!** It is the tool you can use in any moment to change your entire life. The minute you make a new decision, you set in motion a new cause, effect, direction and destination of life
- 2. Make quick decisions involving your life:** Make your decisions intelligently, but make them quickly. Don't ponder forever over the question of, if you can really do it. Studies have proved that most successful people take the decision rapidly because they are clear on their values and what they really want for their lives.
- 3. Take more decisions** – The more decision you make, the better you are going to become in making them. Muscles get stronger with use, and so it is with your decision making. Unleash your power right now by making some decisions you have been putting off. You won't believe the energy and excitement it will create in your life.
- 4. Learn from your Decisions** – There are no two ways around it. At times, you may go wrong. When the inevitable happens, instead of beating yourself into ground, learn something, ask yourself, “What's good about this? What can I learn from this”? “Failure” may be unbelievable gift in disguise if you use it to make better decisions in future.
- 5. Stay committed to your decisions, but stay flexible in your approach** – Once you have decided on a particular task, just focus on the end and be flexible in your approach in achieving your goals.

If you really want your life to be successful, then live every moment as last moment of your life. “every big starts with small, so do small things which brings the something big out of you “

By: Abhishek Sharma, B.Com.(Hons.) (E) 3rd Semester

THE GROWING TREND OF BLOGGING

In our daily life we experience a lot of things around us like Sports, News, Business, Fashion and what not. Some of us are so deeply interested in these that we just keep discussing these topics with our close friends and almost with any person we meet in our daily life. These discussions lead to an un-noticed pile of detailed knowledge in our minds about certain topics of daily life.

Now apart from just letting this useful information go without use, we could follow the trend of writing our thoughts on the internet. This is known as Blogging. While overseas, this trend has been followed for more than two decades, blogging in India started in 2004 with India's First Blogger Amit Agarwal with his blog (www.labnol.org).

Later this spread across the whole of Indian sub-continent with blogging in different niche's like Tech Blogs, Business blogs, Fashion Blogs, Food Blogs, Travel Blogs and a lot more. This trend is followed by individuals of all ages in India starting from 15year old school students to 65year old retired citizens.

Most of these blogs have been monetized over the period of time with the amount of popularity they are getting. Amit Agrawal, India's First blogger is currently sitting back at his home and earning nearly 30 Lakhs/month just by blogging. Similarly, there are many other bloggers who are earning a similar amount, some of them have quit their routine jobs to pursue blogging as a full- time work, to generate the most of it.

Now Starting a Blog is as simple as creating your email id on Gmail. Most of all its free until you don't head for starting a highly customized blog. Two of the most popular Blogging Platforms are Blogger and Word Press.

So friends, after reading this, if you feel that you have got passion for something and got some free time, then you should probably start blogging from this very moment. You may soon find blogging to be so much fruitful that you might think of taking it forward as a Career Option.

If you are interested in knowing more about blogging, then you could reach me on my Tech Blog (www.gadgetzone.co.in).

By: Amit Kumar, B.Com. (Hons.) (E) 3rd Semester

NET NEUTRALITY: A GLOBAL PHENOMENA

In simplest terms, Net Neutrality can be defined as the principle that all internet traffic must be treated equally. The supporters of Net Neutrality are of view that internet service providers should not have any right to restrict certain forms of internet traffic on their respective networks. Net Neutrality is sometimes referred to as the **"First Amendment of the Internet."** The "Net Neutrality" debate, as it has emerged over the last five years, is a social, political and economic debate over the public information network known as the Internet and the duties of its private carriers, which include telephone and cable companies and other Internet service providers (ISPs). In the early 2000s, questions surrounding the rights of Internet carriers to block certain network attachments and control access to emergent applications or content providers led to a call to protect "Network Neutrality".

Would Favouring Some Content Improve the Internet Services?

Caching agreements with Internet service providers and services provided by distribution networks do not impinge on content provision because these services are available to all content providers and content providers that do not use these services are still accessible by consumers. Although these services do improve the performance of certain content providers visa-versa for others, the services are only worthwhile for content providers with significant traffic and bandwidth demands; for new entrants with low bandwidth requirements, such services provide little benefit and are a non-issue.

At its broadest, the Net Neutrality debate in the INDIA and around the world is a reincarnation of an age-old debate about the duties of firms that supply infrastructure services essential to the economy, or—in the old common law phrase— firms "affected with the public interest." In the nineteenth century, trains and canals were the focus of this debate; in the twentieth century, it was the telephone and the electric systems; and in the twenty-first century, the Internet has seized the centre stage. That is because the Internet has grown at an exceptional pace since its inception in the early 1990's, and this extraordinary growth is largely due to the freedom and protection that Net Neutrality offers. Groundbreaking ideas and novel products like YouTube, Google, eBay and Torrents have reached to where they are because of Net Neutrality. There are thousands of new online stores, start-ups, and simple ecommerce sites that hope to make big every day. Net Neutrality promotes creative expression.

By: Biny Pal Singh Gill, BCA(NS) 5th Semester

PROJECT ARA/PHONEBLOKS

Change your phone as per your utilization. You are a gamer, then have a new and powerful GPU. If you love to use your phone's camera but it's not enough just change it with better camera. Phonebloks is an open-source modular smartphone concept created and designed by the Dutch designer Dave Hakkens, primarily to reduce electronic waste.

Yes, I'm right, Build your own phone. By attaching individual third-party components (called "bloks") to a main board, a user would create a personalized smartphone. These bloks can be replaced at will to replace broken blok, to upgrade an existing blok, or to expand the functionality of the phone into a specific direction.

In January, Google announced that Ara (Phonebloks), its highly anticipated modular smartphone, would debut first in Puerto Rico as part of a pilot project.



By: Shashank Mahajan, BCA(M) 3rd Semester

DOES GOOGLE KNOW EVERYTHING?

It's quite apparent that whenever we have a doubt, apart from asking about it from our mentors we look towards the search engine giant to come to our rescue. But do you know that Google limits itself in providing the information? There are certain web-pages where Google does not index and show it to us when we type in our query, as Google has a hard time in reaching them. In fact with the help of Google, we can only get access to 0.03% of all the web pages on the internet, SHOCKING, right? This is what Deep Web is. Some people also call it the Invisible Web or the Hidden Web. The only way to access the Deep Web is by conducting a search that is within a particular website or by using the Vertical search engines like CloserLooksearch and Alacra. Search engines such as Google indexes over a trillion pages on the World Wide Web, but there is information on the web that common search engines cannot reach. Most of that are in databases' that need to be searched directly from the particular website. A small pocket of the deep web is filled with hyper-secret communities who gather there in order to escape identification from authorities. Making a street gang virtually which leads to the Dark Web.

Google had to have its ways to crawl in deep web in order to index the web pages. Since 2006 Google is remodelling each year and broaching new techniques and ways to crawl in the deep web and indexing sites needed. Though Web crawlers are the central part of the search engines so their design and major architecture is kept business secret. Whenever the Crawler design is published, there is always a lack of information that prevents reproducing the work from others because there is always of spamdexing. It did come as a shock that the billion dollar company cannot get access to everything available on the Internet! In the near future, the deep web will be explored to all its content and further deep web will develop. There is still a long way for the Search engine giant to sprint through and remember the next time you Google anything, beware that Google isn't showing you everything as it is now not capable enough to get access to them.

By: Raman Solanki, BCA (M) 5th Semester

INTERNET OF THINGS

Internet of things (IoT) as the name suggests is formation of links and connection between physical objects with a basic common objective to share data with the help of internet enabled sensors to remotely control these objects across existing network premises. But, many would question whether it is really possible, that the network which we most often use for entertainment or socializing with our fellows or even for educational purpose, be really used to directly access our house hold or any other object, open up the door or heat up food in micro wave, from switching of fan to surfing TV channels with the help of phone or any other connecting device. YES there have been so many examples where we have been able to control our electronic items from a distance without physical contact, with today's progress, evolution and revolution in the way of working of internet. Experts estimate that the IoT will consist of almost 50 billion objects by 2020.

Such developments have been widely recognized both by governments and international bodies as important and potentially disruptive. The evolution of the Internet is progressing from "a network of interconnected computers to a network of interconnected objects". One such example is the network base application of GPS traffic alert system, where emergency service vehicles/teams like fire truck or ambulance or a PCR van shall have their individual GPS node that can alert all the GPS enabled vehicles around in the traffic so as to effectively clear way for the emergency transit.

So let us imagine a world totally based and working on this concept where a man walks towards his garage and with the sensor attached to him, transmits a signal opening the garage and as soon as he touches the car, the car doors are opened and the car gets started and while driving, if he tries to overtake other cars then it would transmit a signal, letting the other drivers to know the scenario, at the same time the traffic police is able to monitor his unethical move, stops him limiting the risk of road accidents. This may even be helpful if in the farming lands, there's any strange animal like moment or issues of unwanted or mischievous fire near the farming land. With the internet of object we may be able to save the crops from getting wasted.

Thus, the concept of Internet of Things named by British entrepreneur Kevin Ashton in 1999, would lead to a massive chain reaction leading to a complete change in working of the society. We are well aware that a wider Internet of Things will inherit all the privacy issues associated with the existing Internet and in addition will have concerns regarding the authentication of other communication partners where each partner is either a 'Smart' object or a service. However, scientists believe the way the HTTP and other internet safeguards were introduced, Internet of Things would also get authenticated and essential protocols may soon be in place to protect its working.

By: Siddharth Iyer, BCA (E) 1st Semester

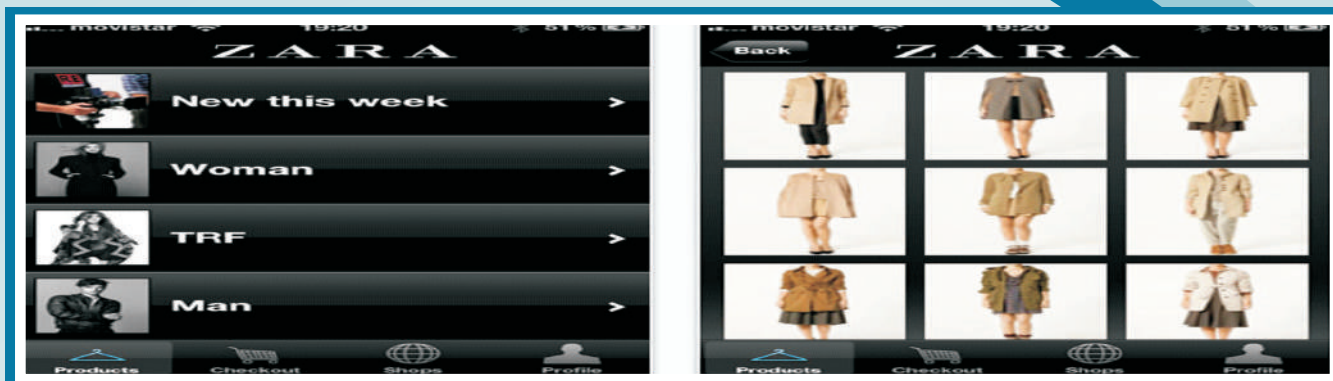
INFLUENCE OF APPS IN MARKETING

Before you enjoy that cup of coffee each morning, chances are you've already turned to a mobile app to start your day. Whether it's finding your way to a meeting, logging your fitness routine, or even adding the cost of that latte to your weekly budget, one thing is clear: Apps are now an integral part of our daily micro-moments, with people spending an average of 30 hours per month in them, according to Nielsen Report. Apps play a key role in those I-want-to-know, I-want-to-go, I-want-to-do, I-want-to-buy moments.

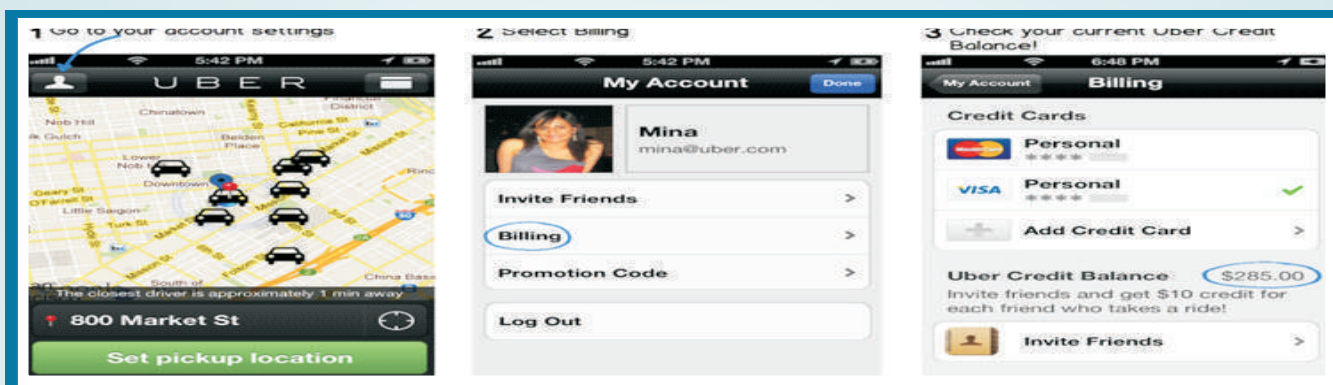
They are also a powerful way for brands to build deeper relationships with their customers. A mobile app marketing strategy can complement a brand's offline experience (in-store special offers, for example), drive e-commerce, or simply help connect a brand with its loyal customers. Together with mobile websites, they've become important to both consumers and marketers. Consumers can purchase variety of products online on different websites and through different apps. There are different websites such as FLIPKART, AMAZON, JABONG, etc, which have their apps too. Individuals can look for various products through their smart phones, the advent of which has made shopping convenient and cheaper. These websites play a role of megastore for the consumer.



These are the apps where you can find all multi-brand products but there are many more apps for each company, which is increasing product sales by multitude of times. There are fashion companies which have their own apps, such as:-



There are apps for travelling purpose too. Such as OLA, UBER, ZIPCAR, etc.



Hence, nowadays apps play an important role in marketing.

By: Suyash Shukla, B.Com. (Hons.) (E) 3rd Semester

GOODS AND SERVICE TAX BILL

The Goods and Service Tax Bill or GST Bill, officially known to be The Constitution (One Hundred and Twenty-Second Amendment) Bill, 2014, would be a Value added Tax (VAT) to be implemented in India from April 2016. GST stands for “Goods and Services Tax”, and is proposed to be a comprehensive indirect tax levy on manufacture, sale and consumption of goods as well as services at the national level. It will replace all indirect taxes levied on goods and services by the Indian Central and State governments. The introduction of Goods and Services Tax (GST) would be a very significant step in the field of indirect tax reforms in India.

The Goods and Services Tax (GST) will bring the following changes:

- Parliament and state legislatures will have concurrent powers to make laws on GST. Only the centre may levy an integrated GST (IGST) on the interstate supply of goods and services, and imports.
- The GST Council will recommend rates of tax, period of levy of additional tax, principles of supply, special provisions to certain states etc. The GST Council will consist of the Union Finance Minister, Union Minister of State for Revenue, and State Finance Ministers.
- The Bill will empower the centre to impose an additional tax of up to 1%, on the interstate supply of goods for two years or more. This tax will accrue to states from where the supply originates.
- Parliament may, by law, provide compensation to states for any loss of revenue from the introduction of GST, up to a five year period.

Benefits of GST to various Stake holders

For the Centre and the States

According to experts, by implementing the GST, India will gain \$15 billion a year. This is because, it will promote more exports, create more employment opportunities and boost growth. It will divide the burden of tax between manufacturing and services.

For individuals and companies

In the GST system, taxes for both Centre and State will be collected at the point of sale. Both will be charged on the manufacturing cost. Individuals will be benefited by this as prices are likely to come down and lower prices mean more consumption, and more consumption means more production, thereby helping in the growth of the companies.

Key Issues and Analysis

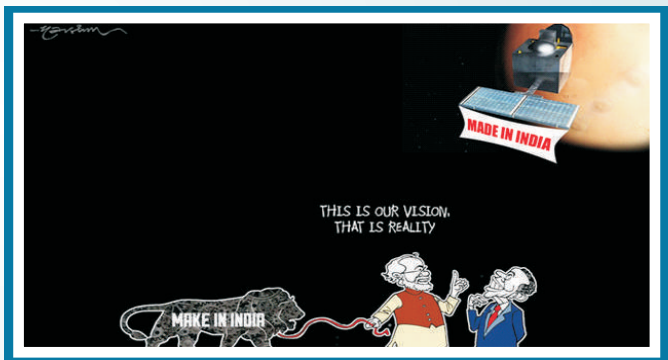
- An ideal GST regime intends to create a harmonised system of taxation by subsuming all indirect taxes under one tax. It seeks to address challenges with the current indirect tax regime by broadening the tax base, eliminating cascading of taxes, increasing compliance, and reducing economic distortions caused by inter-state variations in taxes.
- The additional 1% tax levied on goods that are transported across states dilutes the objective of creating a harmonised national market for goods and services. Inter-state trade of a good would be more expensive than intra-state trade, with the burden being borne by retail consumers. Further, cascading of taxes will continue.

- The Bill permits the centre to levy and collect GST in the course of inter-state trade and commerce. Instead, some experts have recommended a modified bank model for inter-state transactions to ease tax compliance and administrative burden.

By: Priya Batra, B.Com. (Hons.) (M) 3rd Semester

MAKE IN INDIA

Make in India is an initiative of the Government of India to encourage multinational and domestic companies to manufacture their products in India. It was launched by Prime Minister Narendra Modi on 25 September 2014 during a function at the Vigyan Bhawan. After initiation of this programme in 2015, India emerged a top destination for Foreign Direct Investment surpassing China and the US. On 29 December 2014, a workshop was organized by the Department of Industrial Policy and Promotion which was attended by Modi and his Cabinet ministers, chief secretaries of states and various industry leaders. The Prime Minister said “FDI” should be understood as “First Develop India” along with “Foreign Direct Investment.” He urged investors not to look at India merely as a market, but instead see it as an opportunity.



The major objective behind the initiative is to focus on 25 sectors of the economy for job creation and skill enhancement. Some of these sectors are: automobiles, chemicals, IT, pharmaceuticals, textiles, ports, aviation, leather, tourism and hospitality, wellness, railways, design manufacturing, renewable energy, mining, bio-technology, and electronics. The initiative hopes to increase GDP growth, tax revenue, and quality standards, minimize the impact on the environment, attract capital and technological investment in India, lower barriers to doing business, promote foreign investment, global recognition for Indian economy while improving the life of a common man. The fundamental mission is to transform India- Asia's third-largest economy into a manufacturing powerhouse like China.

As a result of the Make in India Initiative, between September 2014 and August 2015, the government received Rs 1.10 lakh Crore (US\$17 billion) worth of proposals from companies interested in manufacturing in India. 24.8% of smart phones shipped in the country in the April-June quarter of 2015 were made in India, up from 19.9% the previous quarter.

In January 2015, a memorandum of understanding was signed between the Spice Group and the Government of Uttar Pradesh to start a mobile phone manufacturing unit in Uttar Pradesh with an investment of 500 Crore.

In January 2015, HyunChil Hong, the President & CEO of Samsung South Asia, met with Kalraj Mishra, Union Minister for Micro, Small and Medium Enterprises (MSME), to discuss a joint initiative under which 10 "MSME-Samsung Technical Schools" will be established in India. In February, Samsung said that it will manufacture the Samsung Z1 in its plant in Noida. In February 2015, Hitachi said it was committed to Make in India initiative. It said that it would increase its employees in India from 10,000 to 13,000 and it would try to increase its revenues from India from ₹100 billion in 2013 to ₹210 billion. It said that an auto-component plant will be set up in Chennai in 2016.

In February 2015, Huawei opened a new research and development (R&D) campus in Bengaluru. It had invested US\$170 million to establish the research and development centre. In June 2015, France-based LH Aviation signed a MoU with OIS Advanced Technologies to set up a manufacturing plant in India to manufacture drones. Around the same time, Xiaomi began initial talks with the Andhra Pradesh government to begin manufacturing smartphones at a Foxconn-run facility in Sri City. On 11 August 2015, the company announced that the first manufacturing unit was operational and introduced the Xiaomi Redmi 2 Prime, a smartphone that was assembled at the facility.

On 18 August 2015, Lenovo announced that it had begun manufacturing Motorola smartphones at a plant in Sriperumbudur near Chennai, run by Singapore-based contract manufacturer Flextronics International Ltd. The plant has separate manufacturing lines for Lenovo and Motorola, as well as quality assurance, and product testing. The first smartphone manufactured at the facility was the 4G variant of the Motorola Moto E (2nd generation)..

In January 2015, the Spice Group, a memorandum of understanding was signed between the Spice Group and the Government of Uttar Pradesh to start a mobile phone manufacturing unit in Uttar Pradesh with an investment of Rs.500 Crore.

Indian Prime Minister Narendra Modi launched his ambitious "Make in India" program last September. In addition to Make in India initiative, "Zero Defect Zero Effect" is a slogan coined by Prime Minister of India, Narendra Modi which signifies production mechanisms wherein products have no defects and the process through which product is made has zero adverse environmental and ecological effects. The slogan also aims to prevent products developed from India from being rejected by the global market.

According to Our Prime Minister Shri Narendra Modi, it is a government's responsibility to have a global vision where the focus should be "Look East," and "Link West". Further, it is being emphasized that 'Mission Swachh Bharat' and "waste to wealth" could lead to good revenue models for business, improving infrastructure of the future – including i-ways besides highways, port led development, optical fibre networks, gas grids and water grids. The Prime Minister also unveiled the Make in India logo, and launched the website - www.makeinindia.com

By: Sourabh Dhamija, BCAM (E) 5th Semester

WHAT'S ON TV

START UP INDIA

Show Time:

Fridays at 10:30 PM on ET Now

Start Up India captures the spirit of the Indian Start-up Community - it features the different elements of the startup ecosystem and profiles the journey of the most innovative Indian startups. Main highlights of the show:

- The highs and lows, the challenges, the story so far - with views from customers and other members of the supply chain.
- It highlights investors and the forms of raising capital and also focuses on profiling venture capitalists.
- Highlights how a firm registers itself? How does it cut costs? How does it outsource recruiting? Remember, there's no better time than now to go out there and start up...

DR. SUBHASH CHANDRA SHOW

Show Time:

Saturday at 10 pm on Zee News and 7pm on Zee Business

Sundays at 11 am on both Zee News & Zee Business.

This show will also be telecast on other channels of Zee Media.

Always dreamt of being a pioneer and establishing your own business but don't know how to go about it? Zee Media is here with the Dr. Subhash Chandra Show, a 1 hour show where the television industry stalwart Dr. Subhash Chandra engages with the youth and shares ideas that will help young entrepreneurs and aspiring minds for business.

JOKES

Exam me fail hone ki wajah kya di hain, aaj k honhaar students ne ??

1 saal me 365 din hote hai..

Roz 8 ghante sone ke Yani pure saal ke 122 din

$365-122=243$

aur summer vacation gino 61 din..

$243-61=182$ din

Usme 52 sunday..

$182-52=130$ din..

Diwali - holi etc... Festival ke 40..

College festival 15 din [$40-15=25$]

$130-25=105$ din.

Khane pine nahane ke 3 ghante ke hisab se 46 din...

$105-46=59$ din

Roj ke 1 ghante dosto ke..

Uske 15 din..

$59-15=44$ din..

Ab hum 10 din to bimar bhi rahte hi h pure sal mein.

$44-10=34$ din bache..

T.V dekhne ke 3 din pure sal m ..

$34-3=31$ din bacha Yaar

1 saal me 1 din hi to birthday aata hai.

Ab birth day ke din kon padhe yaar..??

By: Roshan Kumar, BBA(M2) 3rd Semester

Agar Bollywood ke log cricket me (apne hi style me) hote to kya hota dekhiye:

Amitabh: Hum jha khade hote hai creeze whi se shooro hoti hai

Shashi Kapoor: Bhai tum catch dete ho ki nhi!?

Amitabh: Jao phele jakar unse catch mang ke aao jisne mere ek over me 6 chakke mare the!

Gabbar: Kitni ball thi???

Kaliya: Sardar 6

Gabbar: balle 6 aur ye gende 3??

Ha....ha....ha bhoot nainsafi hai ye....

Gabbar: Worldcup kab hai Kab hai worldcup??

Gabbar(to Thakur): Ye wicket mujhe de thakur!

Thakur: Nahiii

Gabbar: Ye wicket mughe de thakur!

Thakur: Nahiii

Gabbar: Ye wicket mughe de thakur!

Thakur: Nahiii.....

((then gabbar boled thakur))

Rajesh Khanna: Starc! I hate bouncers re

Shatrudhan Sinha: Uthi ko chakka khete hai, dabi ko chokka, aur uthi..sima se phele
gire to use moka khete hai

SRK: K....k....k....k....k....catch.....

((tab tak catch choot gya))

Aamir: Ye no-ball hai no-ball....

Sunny Deol: Tumhara strike rate 100 hoga,
Lekin hamara strike rate 150 hai aur rhega...

Amrish Puri: Ja simran ja, bna le apni century..

Anil Kapoor: Abe boundary pe lag ake...ball pakr
Lena.....JAKAS...

By: Roshan Kumar, BBA (M2) 3rd Semester

STAR STUDENTS (PHOTO GALLERY) OUR TOP ACHIEVERS IN MAY-JUNE 2015 EXAM

BCA (Morning) 2nd Semester



RICHA BORA
89.4 %



CHARVI MEHTA
87.3%



RAVEENA RATHORE
86.5 %

BCA (Morning) 4th Semester



ARUSHI BHATNAGAR
83.5%



MANISHA RAWAT
83.4%



DEEPAK DHAWAN
83.4 %



ARADHANA HARJAI
82.9%

BCA (Morning) 6th Semester



NALCI
89.9 %



HIMANI DAHIYA
89.7 %



ADITI SHARMA
88.3%

BCA (Evening) 2nd Semester



ANKIT TAYAL
85.6%



AMAN PRABHAT
83.6%



LAKSHAY SHARMA
82.9%

BCA (Evening) 4th Semester



HARDIK GANDHI
84.3%



DIVYA RAWAT
83.1%



EKTA GARG
82.4%

BCA(Evening) 6th Semester



PRIYANKA RAI
91.7 %



ANURADHA KAKRAKOTI
89.7%



ABHISHEK GARG
86%

B.Com(Hons) (Morning)- 2nd Semester



PUSHKAR KAPOOR
83.4 %



MEGHALI ARORA
79.8%



HARJOT SINGH
78.6%

B.Com(Hons) (Evening) 2nd Semester



SUYASH SHUKLA
79.6%



RICHIN MATHEW THOMAS
76%



AMIT KUMAR
74.6%

B.Com(Hons) (Morning)- 4th Semester



DHWANI KAMBOJ
90.5%



SRISTHI JAISWAL
85.7 %



NEHA ROHILLA
83.5 %

BBA-(Morning) 2nd Semester



RITIKA KHANDELWAL
83.00%



LATA YADAV
79.57 %



AASHU GOYAL
77.14%

BBA-(Morning) 4th Semester



SAGAR TANWAR
89.00 %



GAGNEET KAUR
87.29%



DAKSH JUNEJA
85.00%

BBA- (Morning) 6th Semester



SANCHIT DEWAN
84.5%



VIKAS SHARMA
83.5%



JOYWANT BHATIYA
82.5%

BBA-(Evening) 2nd Semester



SAKSHI MEHTA
85.71 %



RITESH VERMA
80.86%



ROCHAK KALRA
80.29%

BBA-(Evening) 4th Semester



HIMANSHI BEHL
85.71 %



CHESHTA KHURANA
84.43 %



NEHA AGGARWAL
84.14%

BBA-(Evening) 6th Semester



SHORMISTHA DEB
86.33%



RAHUL SINGH
84.67%



PRIYA NAGPAL
83.67%

BBACAM (Morning) 4th Semester



LIJI MARY KURIAKOSE
86.63 %



RAMANDEEP SINGH
84.5 %



DEEPAK
83.65 %

BBA CAM-(Evening) 6th Semester



ANJALI
91.2 %



MEGHA SHARMA
80.6%



RAHUL KUMAR
77.4%

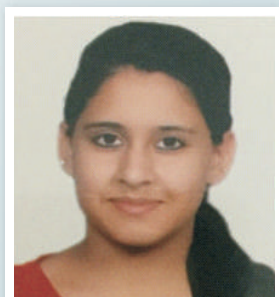
BBA CAM-(Morning) 6th Semester



MEENU
85.8 %

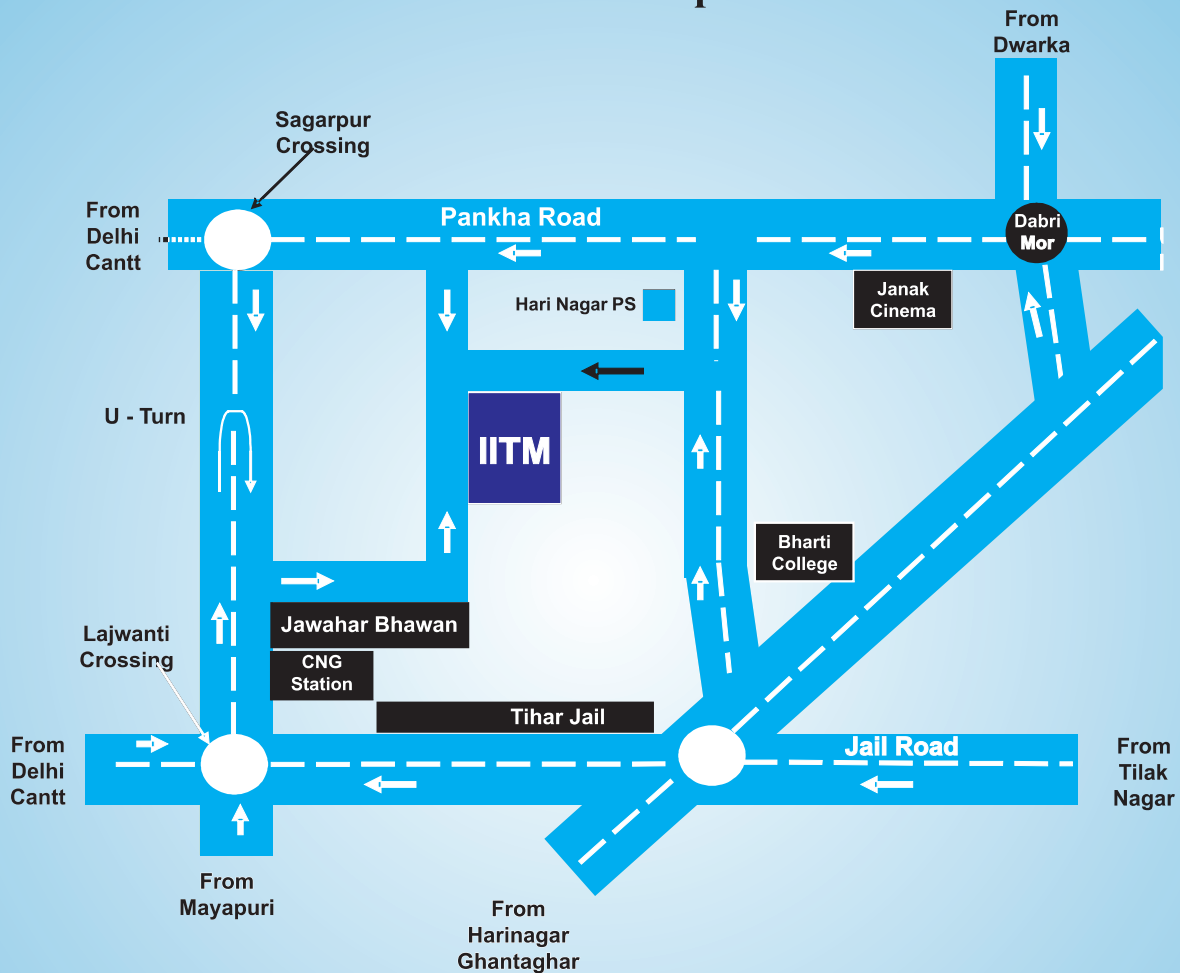


KARAN PANDEY
85.4%



TARUSHI MEHTA
84.4%

Location Map



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