



Institute of Innovation in Technology & Management
New Delhi



Navonmesh
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INSTITUTE OF INNOVATION IN TECHNOLOGY & MANAGEMENT
NAAC Accredited, Affiliated to GGSIP University & Assessed as 'A' Grade by GNCTD, A+
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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 demand for competent and trained Information Technology professionals, Software Engineers and World Class Managers determined to achieve excellence.

EDITORIAL BOARD

Patron: Shri Ravi Sharma
Director: Prof (Dr.) C.P. Chawla
Editors: Dr. Archana Krishnan & Ms. Surbhi Kakar



It is a matter of great pride to pen down the message for 'Navonmesh', the annual magazine of IITM. The institute magazine is a platform for the students to express their creative pursuit which develops in them, originality of thought and expression. The contents of the magazine reflect the creativity and imagination of our students. Academic excellence along with co-curricular and extra curricular activities completes the process of education. It also gives me great pleasure that IITM is progressing in its endeavor towards overall personality development of the students. I take this opportunity to congratulate the Director, faculty members and students for their strong sense of commitment, service and responsibility that has facilitated in transforming this institution into an outstanding and significant temple of learning.

FROM THE DIRECTOR'S DESK...



It is a great pleasure to see the creative expressions of students who have contributed to 'Navonmesh'. IITM has grown significantly in the recent past and continues to work relentlessly to sustain its growth. Through this edition, readers will realize the tremendous changes that are happening in the IITM campus. The magazine highlights a glimpse of growth of the institution on many fronts. The college has been simply unstoppable in its progress as it has been actively involved in various activities that have brought to light the hidden talents of students. The highly qualified and dedicated members of staff have always carried out their duties with a high level of commitment. This magazine has recorded contributions such as short stories, poems, articles and art work of students. They stand as a witness to the monumental efforts taken by the management to make the college a centre of excellence in education and research. I wish the faculty, staff and students of the college success in their future endeavours

It gives us great pleasure in releasing this issue of 'Navonmesh', the college magazine of IITM. The name and fame of an institute depends on the calibre and achievements of the students and teachers. The role of a teacher is to be a facilitator in nurturing the skills and talents of students. This magazine is a platform through which our students exhibit their literary skills and innovative ideas. We would like to place on record our gratitude and heartfelt thanks to all those who have contributed to make this effort a success. We are immensely thankful to the management for giving support, encouragement and a free hand in this endeavour. Last but not the least we are thankful to all the authors who have contributed their articles for the magazine. We truly hope that the pages that follow will make an interesting read. While we have made a sincere effort towards compilation of this magazine, 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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THE LESSON OF FAILURE

I failed to perform yet again
So much potential, yet...
Flattered to deceive.
Gotta try harder
Have to stop failing. But..
The joy of standing back up after falling..
Regaining strength after losing a fight..
Gives an immense pleasure to one's soul and mind..
Failing, my friend is just simply growing better..
Show your worth by actions, not letters..
Compete against yourself rather than your peer..
And you'll see the difference it can make.

Joel Johny, BBA (M1), 3rd Semester

REMEMBER

Remember to forget
The things that made you sad
But never forget to remember
The things that made you glad.
Remember to forget
The friends that proved fake.
But don't forget to remember
Those that are still besides you.
Remember to forget
The troubles that have passed away...
But never forget to remember
The blessings that come each day !

Joel Johny, BBA (M1), 3rd Semester

I WONDER AS I WONDER

I wonder as I wonder,
Out under the sky.
Why do people I care for,
Always have to die?
Are you happy where you are,
Whatever that may be.

I wonder as I wonder,
Do you still think of me?
Is it nice up there in heaven ?
For I know you made it there.
Are the clouds made out of marshmallow?
Do you know that I still care?

I look up at the winter sky,
And shed a single tear.
I think of all the days gone by,
I will always hold you dear...

Ayush Lalwani, BBA(E1), 1st Semester

THERE'S NOTHING LIKE

There's nothing like the deep breaths,
after laughing that hard,
We're still in no plan to part,
Rolling over the floor, making futile
hoax,

We still tend to bring out more strokes.
There's nothing like the deep breaths,
after making such insane cracks,
Now we start to lumber as penguins,
We are attending to the queries our nests are
sending,
Telling them the story that we've managed
blending,
We cut it short for any abrupt endings,
Now heading for take – off, our run is at
distinct stops,
We move in flocks until we reach the
forbidden turn – off,
The reflection of sound waves still lingers
across,
It is peculiar to see how moving a far can
also amplify.
There's nothing like deep sigh, which are out
of relief not worry,
It just took me a moment to realize.

Meghna Sharma, BBA (M2), 5th Semester

DON'T YOU QUIT

When things go wrong, as they sometimes will,
when the road you're trudging seems all up hill,
when the funds are low and the debts are high,
and you want to smile,
but you have to sigh, when care is pressing
you down a bit,
Rest! if you must, but don't you quit.
Life is queer with its twists and turns,
as everyone of us sometimes learns,
and many a failure turns about when
he might have won had he stuck it out;
Don't give up, though the pace seems slow;
You might succeed with another blow.
Often the goal is nearer than
it seems to a faint and faltering man,
Often the struggler has given up
When he might have captured the victor's
cup.
And he learned too late, when the night
slipped down,
How close he was to the golden crown.
Success is failure turned inside out;
The silver tint of the clouds of doubt;
And you never can tell how close you are,
It may be near when it seems afar;
So stick to the fight when you're hardest hit;
It's when things seem worst that you mustn't
quit.

Ishita Anand, BBA(E2), 5th Semester

COLORS OF THE RAINBOW

The colors of the rainbow,
As I so justly know, Are not just colors,
They are much more.
Our Freedom fighters came home
soaked in red-
The color of danger, The symbol of dread
The orange in our flag stands tall and proud,
Waving with elegance over the great big
crowd.

Our fields of sarson, with yellow all around
ss-ss-ss-ss, Sh-sh-sh-sh give out delicate
sounds.
Our great big forests with lush of green
Stand tall in the sun with everlasting sheen
It was poison he drank
and hence became the immortal shiva
Listening to those stories,
we grew Indigo and violet
The colors of love, do bind us together.
That is why I say, you see And perhaps
you will agree that The colors of the rainbow,
are as you now know Not just colors for an
Indian,
They are much more.

Pushkar Tandon, B. Com (H)(M), 5th Semester

NOT AS HAPPY AS YOU

Sometimes in life we feel so blue,
But someone, somewhere is not as happy as
you..
Somewhere far at the border when a soldier
sleeps,
Missing his loved ones he silently weeps...
Somewhere a mother painfully sighs,
Cause her new born baby didn't open her
eyes...
Somewhere a poor dad silently cries,
When he sees his son begging for a bowl of
rice.
Somewhere in an orphanage a little girl's sad
When she misses her mom n dad...
So at times a reason to smile you may not
have any,
Say to yourself that you are happier than
many...
coz life is beautiful and it is not always blue,
And someone, somewhere is not as happy as
you !

Pushkar Tandon, B. Com (H)(M), 5th Semester

आशा

अगर गिर गये हो
तो उठना सीखो,
उठकर एक बार
चलना तो सीखो।
राह मे आएंगी
बहुत सी मुशकिलात,
पर इन मुशकिलातों से
आगे बढ़ना तो सीखो।
सीखा है मैंने ज़िन्दगी से यही,

अगर रुलाया है इसने,
तो वक्त आया है हसने का भी।
सुबह आती है कई उमंग लिए,
क्या तुमने जाना है इसे कभी?
अगर गिर गये हो तो उठना सीखो,
उठकर एक बार चलना तो सीखो।
ज़िन्दगी तो एक चक्र है,

जीना ही तो इसका महत्व है फिर क्यों न
जिएं इसे गर्व से..?
आखिर यह भी तो एक पर्व है।
नित्य ही संगीत है, नित्य ही शौक है
अगर जाना है तुमने, समझा है खुद को,
जुड़कर इस ज़िन्दगी से
तो नित्य ही उल्लास और उम्मीद है।
पहचानें तो कई मिलेंगे
इस दुनिया में पर अपने
लक्ष्य को कमान सीखो।

Arushi Tanwar, BBA (M1), 3rd Semester

बेटा बेटा

बेटा बेटा
क्या फर्क है बेटा बेटा में
यह बात तो मुझे
कभी समझ नहीं आई
लोग क्यों बेटों के लिए
दुआ मांगते हैं

कभी बेटियों को भी
हौसला दो भाई
बेटियों को तुम बढ़ावा देकर देखो
बेटों को भी पछाड़ देंगी

कौन सा ऐसा क्षेत्र है
जहां बेटा नहीं पहुंच पाई हैं
वकील, जज, प्रधानमन्त्री
और यहां तक कि राष्ट्रपति की
पदवी भी उसने पाई है,
क्यों भूल जाते हैं

लोग बेटा बिना ये
सृष्टि संभव नहीं
हम सबको जन्म
देने वाली माँ भी
बेटा का ही रूप है

बेटे तुम्हारा साथ देंगे
यह बात हुई पुरानी है।

Deepanshu Bajaj, BBA (M2) 5th Semester

अनमोल वचन

एक छेद भी
जहाज को डुबा देता है
और एक पाप् भी
पापी को नष्ट कर देता है

प्रशंसा ऐसा विष है
जिसे केवल आत्माओं
में ही ग्रहण
किया जा सकता है

छोटी छोटी बातों में ही हमारे
सिद्धांतों की परीक्षा होती है
संभव हो तो
कभी भी प्रहार मत करो

प्रतिभा जाती पर निर्भर
नहीं करती जो परिश्रमी है
वही प्राप्त करता है

प्रेम जहां सबसे
अधिक गाढ़ा है
चोट वही सबसे
ज्यादा कठोर लगती है

Deepanshu Bajaj, BBA (M2) 5th Semester

जिंदगी

खट्ठे-मीठे अनुभवों
से गुजरती जिंदगी
उड़ती बिखरती
सिमटती जिंदगी

चाहे तो भीच लो
चाहे तो खोल दो
मोम सी पीघलती जिंदगी

किसके लिए चली है
किसके लिए ठहरी है
रेत सी खिंसकती जिंदगी

आज सूरज सी चमकती
कल चांद सी सिमटती
दिन रात जैसी जिंदगी

क्षण क्षण बनती
क्षण क्षण बिगड़ती

हर पल जी लो पल
भर कि यह जिंदगी

Ashna Thapar, BBA (MI) 3rd Semester

SHORT STORIES

अमूल्य योग्यता

टॉल्सटॉय के मित्र ने काफी पढ़े-लिखे एक व्यक्ति को नौकरी के लिए टॉल्सटॉय के पास भेजा। फिर भी टॉल्सटॉय ने उसे नौकरी पर नहीं रखा। बल्कि उन्होंने एक ऐसे युवक को रख लिया, जिसके पास कोई डिग्री नहीं थी। कुछ समय के बाद वह मित्र टॉल्सटॉय के पास आया और भेजे गए पढ़े-लिखे व्यक्ति की जगह काम काबिल व्यक्ति को रखने की वजह पूछी। टॉल्सटॉय ने कहा, जिस व्यक्ति को मैंने चुना है, उसके पास तो अमूल्य प्रमाणपत्र हैं, उसने कमरे में आने से पहले अनुमति मांगी। दरवाजे पर रखे हुए डोर मैट पर जूते साफ़ किए और फिर आगे आया। उससे जो पूछा, बिना घुमाए फिर उसने उत्तर दिए और मुलाकात पूरी होने पर इजाज़त लेकर वापस चला गया। उसने कोई खुशामद नहीं की, ना ही सिफारिश। उसे अपने पर विश्वास था, उसके पास इनमें से कोई प्रमाण-पत्र नहीं था। वह सीधा ही कमरे में चला आया, बिना आज्ञा कुर्सी पर बैठ गया और तुमसे जान पहचान के बारे में बताने लगा। अब तुम्ही बताओ, उसकी इन डिग्रियों की क्या कीमत है? टॉल्सटॉय के मित्र को असली वजह पता चल गई।

Deepanshu Bajaj, BBA (M2) 5th Semester

MONOGRAPHS

POSITIVE THINKING = LADDER TO SUCCESS

A child does not know how to walk and talk at birth, rather this is taught by the elders. During this process of learning, the child does not even know whether the way they learn these things is right or wrong. They even do not know why they are learning these things. When the child learns to walk, it falls down but always tries to rise up again with that enthusiastic spirit and one day knocks the door of success. This is life! In everybody's life there are ups and downs. We all learn from our mistakes and failures. Failure in one thing provides us the experience to try another thing successfully. One will not achieve success in life, if one stops trying. Even well-known business tycoons at some point in their lives must have faced failures, but they never gave up. They tried hard and achieved success and their achievement is for the whole world to see. Positive thinking plays a major role in the success of a person. One, who thinks positive, has the will to do anything, will be able to face any challenges in life. On the other hand, there are people who think negatively and also guide other people with their negative thoughts. These are the people who are unable to take risks or fear taking risks due to negative result. These type of people will be present everywhere but one has to decide whether to be influenced by the negative people or to follow one's own decision. It is totally dependent upon the person and according to the decision, one will get result. So, positivity in life is very important. It is the way to successful and peaceful life.

Leepakshi Batra, BBA (E1), 3rd Semester

WHO AM I?

It was 5 am on a spring morning, cool breeze was flowing all around me. Ahh... What a peaceful time it was, the perfect time to think just about yourself, listen to your mind, heart and soul. The first question that came in my mind was “Who am I?” All of us would have questioned ourselves at some point in time to understand our inner-selves. Most of us think that we know ourselves extremely well and that there is nothing that we are unaware about ourselves. “*Arre mere pyare doston, sapno ki duniya se bahaar aa jao, kyunki sabke andar kuch na kuch aisa hota hai jiske bare me unhe nahi pata hota*”. We must understand that there is always a blind window in everyone which they are unaware of. Well the blind window of every person opens up at the right time as per the situation. We try a lot to know ourselves properly, but life is full of surprises and God has hidden a lot of surprises in you. Nowadays what people know about themselves is all they hear from their parents and peers. Most of it is correct, but not all. The key to unlock your true-self is not with others, someone else cannot get a duplicate key from a key maker and unlock the potential in you. So, the key to unlock your potential is by taking risk. People who take risk tend to know themselves better because they face their failures and still do not give up. They listen to their mind, heart and soul, which in turn takes them closer and closer to their inner selves. So readers listen to your heart, take as many risks as you can, fill your life with adventure and keep smiling always, because time never stops at a place it keeps on moving ahead.

Vishakh Chikara, B.Com. (H)(M), 3rd Semester

WHY FAILURE IS THE KEY TO SUCCESS

Failure happens to everyone. The only thing that separates people who succeed from those who don't is a proper understanding of the power of failure. Success requires that you learn from mistakes along the way rather than falling into despair and giving up. Here are few reasons why failure is the key to success.

Failure is a Function of Trying: The best way to measure your progress at something is the number of setbacks and “failures” you have had. If you haven't failed yet, chances are you aren't trying very hard. Failure is the blacksmith's hammer that tempers the sword of success. If you look at all the great men and women throughout history, you'll notice that they had one main thing in common. They failed, and they failed often. Think of Thomas Edison. How many times did he fail to find the right filament for his light bulb? Henry Ford knew of failure intimately. So much so that he is quoted for saying the following: “Failure is the opportunity to begin again, more intelligently.” Clearly, failure represents opportunity and growth, not deficit and loss.

Success Lies in Seeing Failure as a Tool: Just as all the greats have something in common, so do the true “failures” of life: their inability to use failure as a tool. When you feel that sinking, desperate sensation known as failure and you take it to heart, you diminish yourself. You give your power away to an external event. Success is about learning how to recognize *why* you failed, and *how* you're going to compensate for it. Remember, failure is an opportunity, not a burden. Be grateful for a chance to grow. Success occurs in leaps and bounds for people who are ready for it. To genuinely create value, day in and day out, requires determination, purpose, and most of all, that subtle yet all-important trait known as character. Failure is a far better character builder than any affirmation or fleeting goal. While each success will propel you by a small amount, failure will forge your career – and your personality – like nothing else will. Success takes willpower, intelligence, determination, and grit. But more than anything else, it requires failure. Use this is an opportunity to reassess your relationship to the true key to success that so many people fear.

Ishita Anand, BBA(E2), 5th Semester

360-DEGREE VIRTUAL REALITY

360-degree VR or 360-degree virtual reality is an audio visual simulation of an altered, augmented or substituted environment that surrounds the user, allows looking around in all directions, just as people can in real life. 360-degree VR can be used for many purposes other than entertainment. The virtual reality technology can be used in most kinds of training that involve a physical environment, including pilot and driver training, surgery

and undersea and space exploration via remote-control robots. There are different types of 360-degree VR, including live and previously captured videos or real time, real time rendered 3D games and pre-rendered computer graphics imagery (CGI).

Events captured as video from the real world require a number of cameras to record the surrounding environment. While this kind of VR can be rigged by multiple individuals using numerous cameras, it takes two cameras per view to create depth and a lot of tricky post-processing and editing. NextVR is a 360-degree VR product which costs an estimated \$18,000 with features such as six thousand pixels, six-camera purpose-made device, which records three views from a center point. The 2015 MTV video music awards were broadcasted through this method. CGI-based VR games and computer hardware have been capable of supporting VR for years and visual quality is always increasing, to the point that the need to pre-render graphics is questionable. This is an important improvement because having to pre-render graphics limits the interactivity of the simulated world. Nevertheless, for the highest visual fidelity and realistic lighting, the same computer hardware can produce a better, more complex image when given more time to work on a frame of animation. However, to produce pre-rendered CGI, the time required is multiplied by the number of views required to render a scene. Although the hardware to create 360-degree VR has existed for years, the technology for the user experience hasn't until recently. A decent user experience can be created using multiple projectors but this is an expensive way to experience VR. Currently available 360-degree VR consumer systems include Oculus Rift, Morpheus, HoloLens and Vive & Gear

Sanya Sakhuja, BBA (E2), 5th Semester

LOGISTICS MANAGEMENT

Logistics management is a supply chain management component that is used to meet customer demands through the planning, control and implementation of the effective movement and storage of related information, goods and services from origin to destination. Logistics is a process which is concerned with the activities that have an impact on making goods and services available to customers when and where they wish to receive them. The objective is to plan and coordinate all the activities necessary to achieve desired level of services and quality at lowest possible cost. The scope of logistics includes the entire ensemble of activities starting from the procurement and management of raw materials to delivery of final product to the customer. The ultimate purpose of any logistics system is to satisfy the customer by establishing linkages of people at all levels in the organization directly or indirectly to the market place. Logistics management has evolved over the last three decades from the narrowly defined distribution management to the integrated management and to the global supply chains. The mission of logistics management is to plan and coordinate all activities to achieve desired levels of delivered service and quality at the lowest possible cost. In order to succeed in today's global market place, companies must always be cognizant of these trends and develop a logistics management strategy that capitalizes on the latest technology solution available today so that they can meet the demands of their customers today and be well prepared for the uncertainties of the future.

Amish Suri, BBA(M1), 5th Semester

UNDP - SUSTAINABLE DEVELOPMENT GOALS (SDG's)

The United Nations Sustainable Development Summit was held on 25th Sep 2015 where the world leaders adopted 2030 agenda for sustainable development. The SDGs or Global Goals adopted earlier in 2000, aimed at an array of issues that included reducing poverty, hunger, disease, gender inequality and access to water and sanitation. Enormous progress has been made on the millennium development goals, showing the value of a unifying agenda underpinned by goals and targets. Despite this success, the indignity of poverty has not ended for all. The 2030 agenda comprises 17 new SDGs as below:

1. No poverty
2. Zero hunger
3. Good health & well being
4. Quality education
5. Gender equality
6. Clean water & sanitation
7. Affordable & clean energy
8. Decent work & economic growth
9. Industrial innovation & infrastructure
10. Reduce inequality
11. Sustainable cities, communities
12. Sustainable consumption & production
13. Climate action
14. Life below water
15. Life on land
16. Peace, justice & strong institutions
17. Partnerships for the goals

With the objective to achieve SDG's recently, the 2015 United Nations Climate Change Conference was held in Paris, France, from 30th November to 12th December 2015 which Registered an active support from the Indian Prime Minister Shri Narendra Modi on the Paris Agreement. This agreement is included within the United Nations Framework Convention on Climate Change (UNFCCC) dealing with greenhouse gases emissions, mitigation, adaptation and finance starting in the year 2020. On 22nd April 2016 (Earth day), 174 countries signed the climate change agreement in New York & began adopting it within their own legal systems. Thus, the UNDP is working & collaborating with other countries to make the mankind sustainable.

Aarushi Tanwar, BBA(M1), 3rd Semester

MERGERS AND ACQUISITIONS

Mergers means when two companies become equal partners while acquisition means when one company takes over another company. Following are the main motivating factors for mergers and acquisitions:

1. Obtaining quality staff, other skills, knowledge for your industry and other business intelligence.
2. Reducing competition as there is added capital, technology, and human resources.
3. Diversification of business for accessing wider customers, services, products, etc.
4. Corporate synergy which means better use of complimentary resources.
5. It also leads to increased value generation, increase in cost efficiency and increase in market share
6. It also leads to tax gains and can even lead to a revenue enhancement through market share gain
7. Mergers and acquisitions generally succeed in generating cost efficiency through the implementation of economies of scale.

RECENT MERGERS AND ACQUISITIONS:

1. Microsoft acquires LinkedIn at \$26.2 billion, and it is by far Microsoft's largest acquisition ever.
2. New Delhi based online marketplace Snapdeal acquires Exclusively.com
3. New Delhi based online restaurant based Zomato buys Turkish rival Mekanist
4. Hike, messenger app by a Joint Venture of Bharati enterprises and SoftBank acquires US-based Zip Phone
5. Anil Ambani's Mumbai based Reliance Infrastructure acquires India's largest ship building and heavy industries company Pipavav Defence and offshore Engineering Company Ltd
6. Tesla buys Solar City to create one-stop clean energy shop in \$2.6b stock deal
7. Myntra acquires Jabong for \$70 million
8. Titan set to acquire online jewelry platform CaratLane. Titan will acquire 62 per cent stake in the online jewelry platform for INR357.24 crore.

IMPACT ON INDIAN ECONOMY

Mergers and acquisitions in India have led to massive upsurge in the Indian economy. Some of the countries that seek mergers and acquisition in India with the aim to enhance and trade in the sectors such as legal, informative, accounting, tax and investment banking include Canada, Holland, Belgium, Italy, Sweden, Norway, Poland, Germany, Spain and the United Kingdom. India's merger and acquisition (M&A) deal for the first half (H1) of 2016 stood at \$23 billion of which nearly 70 percent (i.e. \$15.7 billion) came from domestic and outbound transactions, was largely an outcome of domestic optimism.

Aashna Thapar, BBA (M1), 3rd Semester

FUTURE OF MOBILES

Future phones are being touted as the ultimate multifunctional gadgets and are expected to be more closely embedded in our day-to-day lives than ever before. Some experts predict that the future mobile phones will become remote controls for our whole lives, while others forecast that in the future mobile phones will literally run our lives for us. One thing is for certain, the technology involved in mobile phones and mobile networks has developed so rapidly over the last few years that it's going to be an exciting ride in the future. Who could have thought of having a face to face live conversation through mobile phones 10 years ago?

In the near future, we might see 'Transparent' phones. One such vision for the mobile phone development was Nokia's The Morph phone, which Nokia claimed could "transform the user's experience". This was designed by Tapani Tyhanen, who was director and head of Nokia's Research Center Laboratory in Cambridge. The Morph phone suggests that phones of the future will involve transparency and transformability. The other boost in future would be 'Flexibility'. In layman's terms, this means future mobile phones may be bendy and come in many shapes and forms. For years, Samsung has been showing off flexible concept phones at trade shows that are so robust they can be folded in two by the user. But so far, the closest it has come to bringing the technology to market was the Galaxy Round Smartphone. This featured a significantly less jaw-dropping curved screen and sold disappointingly.

However, given its more recent innovative approach to smartphone shapes, the Galaxy Edge, which was home to a ridged panel that doubled as a second screen, we think Samsung will continue to experiment with flexible phone technology and fully expect it to be first to market with a bendable handset. These features are just a glimpse of future phones. The future holds a Super Surprise for us.

Umang Dwivedi, BCA (M2), 1st Semester

GREEN HUMAN RESOURCE MANAGEMENT

With everyone, from customers to employees to investors becoming more and more environment-conscious, 'Green Human Resource Management' (referred as green HRM or GHRM) is emerging as a significant area in management. The human resource plays a key role in the success or failure of an organization's efforts towards going green. It is the 'HR function' (HRM function) that enables to align the policies of the organization to the green goals and drives green practices to be ingrained in the organization's culture. It is the side of HRM that is concerned with transforming normal employees into green i.e. environment-friendly employees so as to achieve environmental goals of the organization and finally to make a significant contribution to environmental sustainability. The globally growing concern for environment compels businesses to move towards sustainable operations and formulate green policies. The international standards for environment protection and preservation call for businesses to devise environment-friendly strategies. Many employers now recognize that green programs at the workplace can promote social responsibility among workers and help retain top talent. Many green companies boast of low employee turnover rates as compared to their non-sustainable counterparts. Many companies are adopting green practices which help them in reducing carbon footprint through less printing of paper,

video conferencing and interviews, encouraging employees to turn off lights and computer monitors when not in use, keeping only minimal lights during non-working hours for safety, encouraging online sharing of training material with the message ‘print this e-mail only if necessary’ in their official e-mail signature and more. Some of the areas where companies can incorporate more environmental conscious practices include teleconferencing, online policy and manual documents, electronic storage of paperwork, providing recycling trash bins around the office and in the cafeteria. The companies are focusing on telecommuting/work from home and car pool programs for greening of business. As companies begin recycling, upgrade to energy-efficient heating/air conditioning systems and seek production efficiencies that save energy or reduce carbon emissions, it is natural to consider green benefits. Specific actions like offering incentives to staff for buying a hybrid car, use of public transport and bikes are seen in practice. Organizations often launch carbon credit cards where employees receive points for taking public transport or walking to work, or video conferencing rather than taking a flight. Employees with most points are then rewarded.

Smridhi, BBA(M2), 1st Semester

(THE GST BILL)

Goods and Services Tax (GST) is a value added tax, levied at all points in the supply chain with credit allowed for any tax paid on inputs acquired for use in making the supply. It would apply to both goods and services in a comprehensive manner with exemptions restricted to a minimum. The Constitution Amendment Bill for GST was passed in the Rajya Sabha on 3rd August 2016. In keeping with the federal structure of India, it is proposed that GST will be levied concurrently by the Centre (CGST) and the States (SGST). It is expected that the base and other essential design features would be common between CGST and SGST, across SGSTs for the individual States. Both CGST and SGST would be levied on the basis of the destination principle. Thus, exports would be zero-rated, and imports would attract the tax in the same manner as domestic goods and services. Inter-State supplies within India would attract an Integrated GST/ IGST (aggregate of CGST and the SGST of the Destination State).

In addition to the IGST and with regards to supply of goods, an additional tax of up to 1% has been proposed to be levied by the Centre. The revenue from this tax is to be assigned to the origin states. This tax is proposed to be levied for initial two years or such longer period as recommended by the GST Council. This will be a game changing reform for Indian economy by developing a common Indian market and reducing the cascading effect of tax on the cost of goods and services. It will impact the tax structure, tax incidence, tax computation, tax payment, compliance, credit utilization and reporting leading to a complete overhaul of the current indirect tax system. GST will have a far reaching impact on almost all the aspects of the business operations in the country, for instance, pricing of products and services; supply chain optimization; IT, accounting and tax compliance systems.

Aditi Handa, BBA(M1), 3rd Semester

(NITI AAYOG)

NITI Aayog or the ‘National Institution for Transforming India’ is a Government of India policy think-tank established by the Narendra Modi government to replace

the Planning Commission. The primary objective for creation of NITI Aayog is to foster involvement and participation in the economic policy-making process by the State Governments of India. The Union Government of India announced the formation of NITI Aayog on 1st January 2015, and the first meeting was held on 8 February 2015. The Prime Minister serves as the ex-officio chairman of Niti Aayog.

In the context of governance structures, the changed requirements of our country, point to the need for setting up an institution that serves as a Think Tank of the government – a directional and policy dynamo. The proposed institution has to provide government at the central and state levels with relevant strategic and technical advice across the spectrum of key elements of policy. This includes matters of national and international import on the economic front, dissemination of best practices from within the country as well as from other nations, the infusion of new policy ideas and specific issue-based support. The institution has to be able to respond to the changing and more integrated world that India is part of.

An important evolutionary change from the past will be replacing a centre-to-state one-way flow of policy by a genuine and continuing partnership with the states. The institution must have the necessary resources, knowledge, skills and, ability to act with speed to provide the strategic policy vision for the government as well as deal with contingent issues.

Perhaps most importantly, the institution must adhere to the tenet that while incorporating positive influences from the world, no single model can be transplanted from outside into the Indian scenario. We need to find our own strategy for growth. The new institution has to zero in on what will work in and for India. It will be a *Bharatiya* approach to development.

The NITI Aayog will work towards the following objectives:

1. To evolve a shared vision of national development with the active involvement of States in the light of national objectives. The vision of the NITI Aayog will then provide a framework ‘national agenda’ for the Prime Minister.
2. To foster cooperative federalism through structured support initiatives and mechanisms with the States on a continuous basis, recognizing that strong States make a strong nation.
3. To develop mechanisms to formulate credible plans at the village level and aggregate these progressively at higher levels of government.
4. To ensure that the interests of national security are incorporated in economic strategy and policy.
5. To pay special attention to the sections of our society that may be at risk of not benefitting adequately from economic progress.
6. To design strategic and long term policy and programme frameworks and initiatives, and monitor their progress and their efficacy. The lessons learnt through monitoring and feedback will be used for making innovative improvements, including necessary mid-course corrections.
7. To provide advice and encourage partnerships between key stakeholders and national and international like-minded Think Tanks, as well as educational and policy research institutions.
8. To create knowledge, innovation and entrepreneurial support system through a collaborative community of national and international experts, practitioners and other partners.
9. To offer a platform for resolution of inter-sectorial and inter-departmental issues in order to accelerate the implementation of the development agenda.
10. To maintain a state-of-the-art resource centre, be a repository of research on good governance and best practices in sustainable and equitable development as well as help their dissemination to stake-holders.
11. To actively monitor and evaluate the implementation of programmes and initiatives, including the identification of the needed resources so as to strengthen the probability of success and scope of delivery.
12. To focus on technology up gradation and capacity building for implementation of programmes and initiatives.
13. To undertake other activities as may be necessary in order to further the execution of the national development agenda, and the objectives mentioned above.

Sambhav Jain, B.Com. (H) (E), 3rd Semester

OPERATING SYSTEM ROOTING

Rooting of OS is the methodology through which an individual can attain the privileged non accessible features of the designated OS. This can be done by installing an application which can be executed both on laptops, desktops and smartphones. This application gives the user administrative permissions and facilitates complete access to all the programs files of your device (though some actions may cause harm, so caution should be used).

Rooting helps the user to remove unwanted system mount applications, improves the efficiency of the system, allows FULL data backup, and provides a platform for the working of restricted apps like WIFI-Hacking, WIFI killing, hacked game apps and other applications. Different devices require different methods for acquiring roots access. There are two main stages for installing a root providing app –

1. Deactivating the security provided and hardbound by the manufacturer like -unlocking the boot loader.
2. Installing super user management applications.

Operating System rooting can be performed with applications such as kingroot and kingo root. However, rooting or unlocking the restricted feature of a device would end the manufacturer provided after sales services, and some rootings in device may cause hang ups or crashing of the devices which are not supported by the manufacturer's terms and conditions.

Siddhanth Iyer, BCA (E), 3rd Semester

WEB 2.0

Web 2.0 describes World Wide Web sites that emphasize user-generated content, usability, and interoperability. Web 2.0, it was more common for the average web user to have social networking profiles on sites such as Myspace and Facebook, as well as personal blogs. The content for both were generated dynamically from stored content, allowing for readers to comment directly on pages in a way that was not previously common.

One of the most significant differences between Web 2.0 and the traditional World Wide Web is greater collaboration among Internet users, content providers and enterprises. Originally, data was posted on web sites, and users simply viewed or downloaded the content. Increasingly, users have more input into the nature and scope of web content and in some cases exert real-time control over it. Most of the technologies used in delivering web 2.0 are rich web technologies, such as Adobe Flash and JavaScript. Web 2.0 applications are often based on the decentralized download methodology that made Bit Torrent so successful, in which each downloader of content is also a server, sharing the workload and making heavily demanded content more accessible that it would be in the centralized model where demand can lead to overwhelmed servers and pages. However, critics of Web 2.0 maintain that it makes it too easy for the average person to affect online content, which can impact the credibility, ethics and even legality of web content. The extent of data sharing and gathering also raises concerns about privacy and security.

Chirag Chopra, BCA(E), 5th Semester

ROBOTICS-AS-A-SERVICE (RAAS)

Deploying a fleet of robots, maintaining them, and integrating robotics with multiple databases across the retail value chain is challenging both in terms of budget and effort. When procured as a product, the robot is bundled with the software and hardware capabilities needed for executing specialized tasks autonomously. A new business model where robots are offered as a service rather than as a product can help address these challenges and concerns. The advantages of the Robotics-As-A-Service (RaaS) business model are outlined below:

- 1. Minimal upfront costs:** Since robots are programmed to execute complicated computation on a cloud server, the costs associated with employee adoption of Real Application Clusters (RAC) platform are minimal.
- 2. Smarter networks:** Robots are likely to be designed to be part of an intelligent ambient system. This means that they can interact with surveillance cameras and Radio-frequency identification (RFID) antennae, enabling a smarter business network. For instance, robots can analyze customer footfall captured from surveillance cameras and send alerts to store personnel on shelf replenishment, thereby eliminating out-of-stock situations.
- 3. Economies of scale:** The RAC service provider can deploy a fleet of robots to support multiple business functions, reducing the average cost of ownership. Technologies such as cloud that enable resource sharing can help further reduce costs. In addition, with only a single human operator needed to manage, monitor, and control multiple robots, companies can eliminate several overheads and associated costs.
- 4. Easy up gradation of skills:** For a robot, learning a new skill can be as simple as downloading a mobile app. This can help reduce the effort and time taken to learn new skills, empowering robots to improve performance quickly. For instance, business solutions developed by robotics operators can be recorded as a log that can later be retrieved by a robot for solving similar problems. Robots can not only learn from human operators but also from other robots.

Online players such as Amazon are using robots in their distribution centres. These robots fetch merchandise and deliver it to workers for packaging and shipment. Amazon has installed 15,000 robots across 10 warehouses in the U.S. to get packages out more quickly. Robots have allowed Amazon to ship packages in as little as 13 minutes from pick stations, which earlier used to take average of hour and a half! From customer interactions to store operations, robots are delivering efficiencies and improvements on several fronts.

Nishit Mehrotra, BCA(M), 5th Semester

ANDROID VS iOS

Google's **Android** and Apple's **iOS** are operating systems used primarily in mobile technology, such as smartphones and tablets. Android, which is Linux-based and partly open source, is more PC-like than iOS, in that its interface and basic features are generally more customizable from top to bottom. However, iOS uniform design elements are sometimes seen as being more user-friendly. You should choose your smartphone and tablet systems carefully, as switching from iOS to Android or vice versa will require you to buy apps again in the Google Play or Apple App Store. Android is now the world's most commonly used smartphone platform and is used by many different phone manufacturers. iOS is only used on Apple devices, such as iPhone.

Apps Available on iOS vs. Android

Android gets apps from Google Play, which currently has 600,000 apps available, most of which will run on tablets. However, some Android devices, such as the Kindle Fire, use separate app stores that have a smaller selection of apps available. Many originally iOS-only apps are now available for Android, including Instagram and Pinterest. Google's open app-store and other exclusive apps are also available, including Adobe Flash Player and Bit Torrent. Android also offers access to Google-based apps, such as Youtube and Google Docs. The Apple app store currently offers 700,000 apps, 250,000 of which are available for the iPad. Most developers prefer to develop games for iOS before they develop for Android. Since a recent update, the Youtube app has become unavailable on iOS, but iOS still offers some exclusive apps, including the popular game Infinity Blade and Twitter client Tweetbot. The bottom line when comparing Google and Apple's app stores is that most popular apps are available for both platforms. But for tablets, there are more apps designed specifically for the iPad while Android tablet apps are often scaled up versions of Android smartphone apps. Developers at startups often focus on one platform (usually iOS) when they first launch their smartphone app because they do not have resources to serve multiple platforms from the get go. For example, the popular Instagram app started with iOS and their Android app came much later.

Shweta Dwivedi, BCA (M2) 1st Semester

(WHAT'S ON TV)

NDTV PRIME

Show Time: TUESDAY 8 PM

In this era, technology is in limelight for making our lives easier. Everything is just a click away! This has catapulted to development of many "APPS" for convenience of users.

"HOW TO" show gives you a guide to all the latest mobile apps which you even may not be aware of and may prove to be helpful in your day to day basis.

Aashna Thapar, BBA (M1) 3rd Semester

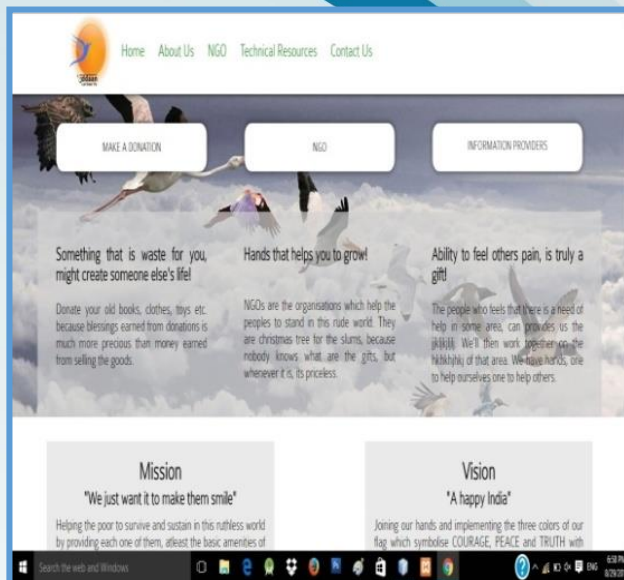
(OUR STUDENT ACHIEVEMENTS)

UDDAAN'- LET THEM FLY

UDDAN is an initiative by four of our BBA(E), 3rd Semester students who have developed a website which helps to meet the basic needs of the society with the motto 'by the People and for the People'. UDDAAN is an interface to encourage people to donate things which are not used by them, but may be very essential for others. Such people are registered with UDDAAN and the individual details are shared with the concerned NGOs. After this, the NGO volunteers go to the specific location and collect the donations, which are further distributed to the needy people. Founder Members of UDAAN include:

***Shakuntala Singh * Shivam Sharma * Shrutika Bansal * Shubham Bhardwaj**
- BBA(E), 3rd Semester

Website : <http://www.uddaan.in/Udaan/index.php>



INTERNATIONAL SHOOTING

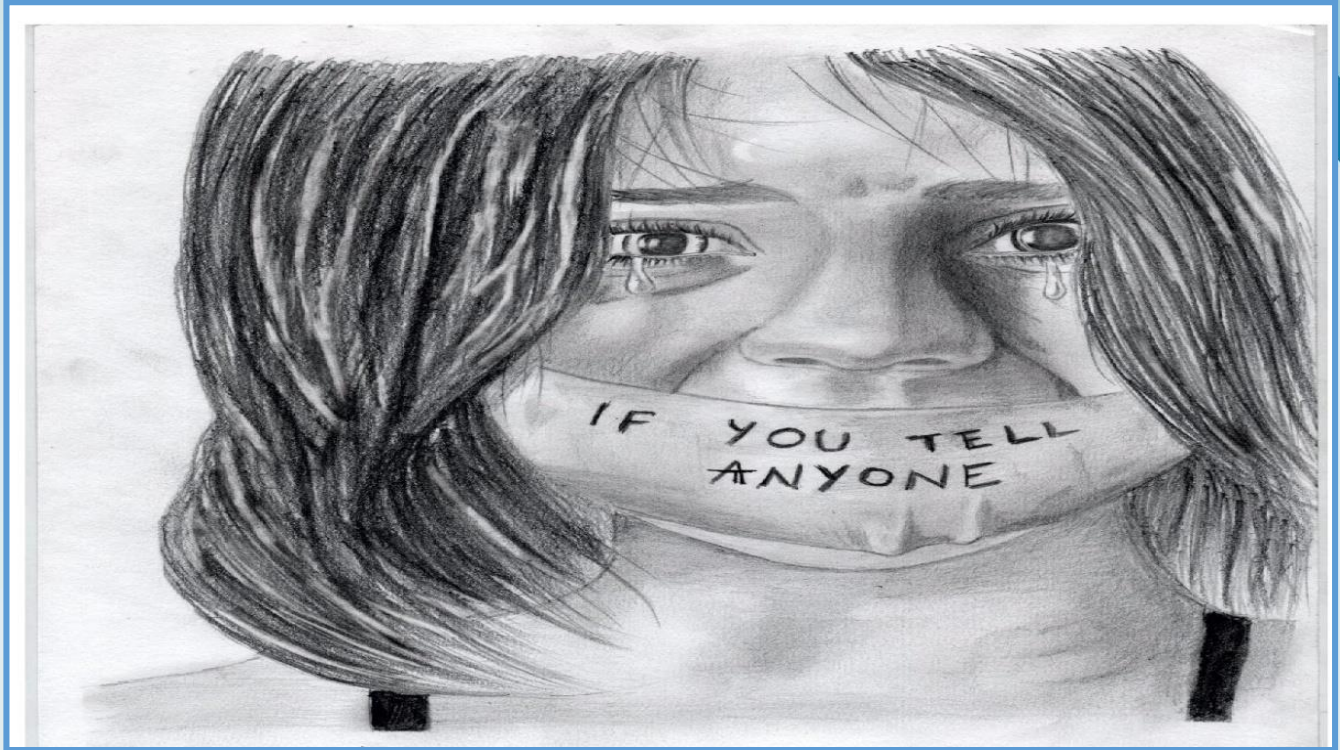
Mandeep Kaur Popli, a student of BBA(E2) Batch 2013-16 is an International level shooter.

Her recent achievements include:

- Won Gold at 36th Delhi state shooting championship, August 2016.
- Won Team Silver Medal at 13th Asian Shooting Championship (Kuwait) in 10 Mtr Air Rifle Category, November, 2015.
- Represented India in 8th Asian Air gun Championship(Delhi), November 2015
- Represented Delhi in National Games in Kerala where only three students got a chance to represent Delhi team in Senior Women 10 Mtr air rifle, September, 2015.



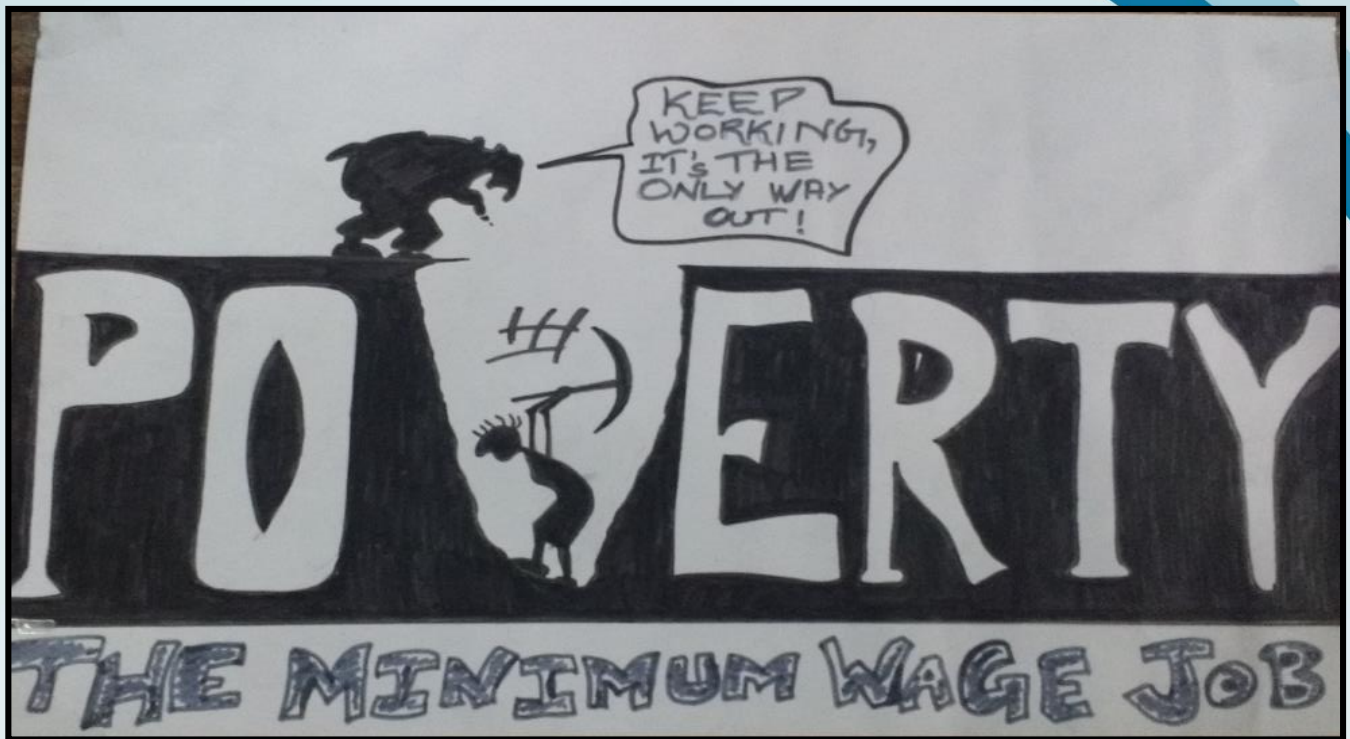
(ART WORK)



Vishal Kumar BCA(M), 5th Semester



Aditi Handa, BBA(M1), 3rd Semester



Priya Panesar, BBA(M2), 1st Semester



Mansi Tanwar, BBA(M2), 1st Semester

BATCHWISE IITM TOPPERS: 2015-2016

BBA (EVENING)



Sonu Singh- 84.07
Batch: 2015-18



Ishita Anand-82.08
Batch: 2014-17



Himanshi Behl- 89.23
Batch: 2013-16

BCA (MORNING)



Cinthiya Singh- 87.25
Batch:2015-18



Richa Bora-87.25
Batch: 2014-17



ArushiBhatnagar-88.57
Batch: 2013-16

BCA(EVENING)



Parshant- 82.90
Batch: 2015-18



Parul Ganotra-87.45
Batch: 2014-17



Hardik Gandhi-85.29
Batch: 2013-16

B.COM(H)(MORNING)



Divya Gupta-81.50
Batch: 2015-18



Meghali Arora-88.30
Batch: 2014-17



Dhwani Kambo-90.60
Batch: 2013-16

B. COM(H) (EVENING)



Sambhav Jain-79.70
Batch: 2015-18



Suyash Shukla-87.80
Batch: 2014-17

BBA(CAM)



Deepak-82.10
Batch: 2013-16

1. Dr. Sarmistha Sarma, Associate Professor(Management) and Ms Sneha Sharma, Assistant Professor(Management)

A Global initiative was launched in the year 2015, to promote the concept of “Peace Marketing” by Professor Alexandru-Mircea Nedelea and Professor Marilena-Oana Nedelea from Stefan Ciel University of Romania. The concept was endorsed by Professor Philip Kotler, USA and Hidehiko Yuzaki, the Governor of Hiroshima Prefecture in Japan. A result of the initiative was a compilation of article by thinkers across the globe on the concept of Peace Marketing and the ways and means of implementing the same at present time when peace seems to elude all nations. The articles were brought out as a book in August 2016 at Romania edited by Alexandru-Mircea Nedelea and Professor Marilena-Oana Nedelea by the name of “Peace marketing” and here an article by the name “Philosophy Behind Peace Marketing and the Choices Available for the World” written by two of our faculty members- Dr. Sarmistha Sarma and Ms Sneha Sharma, was published.



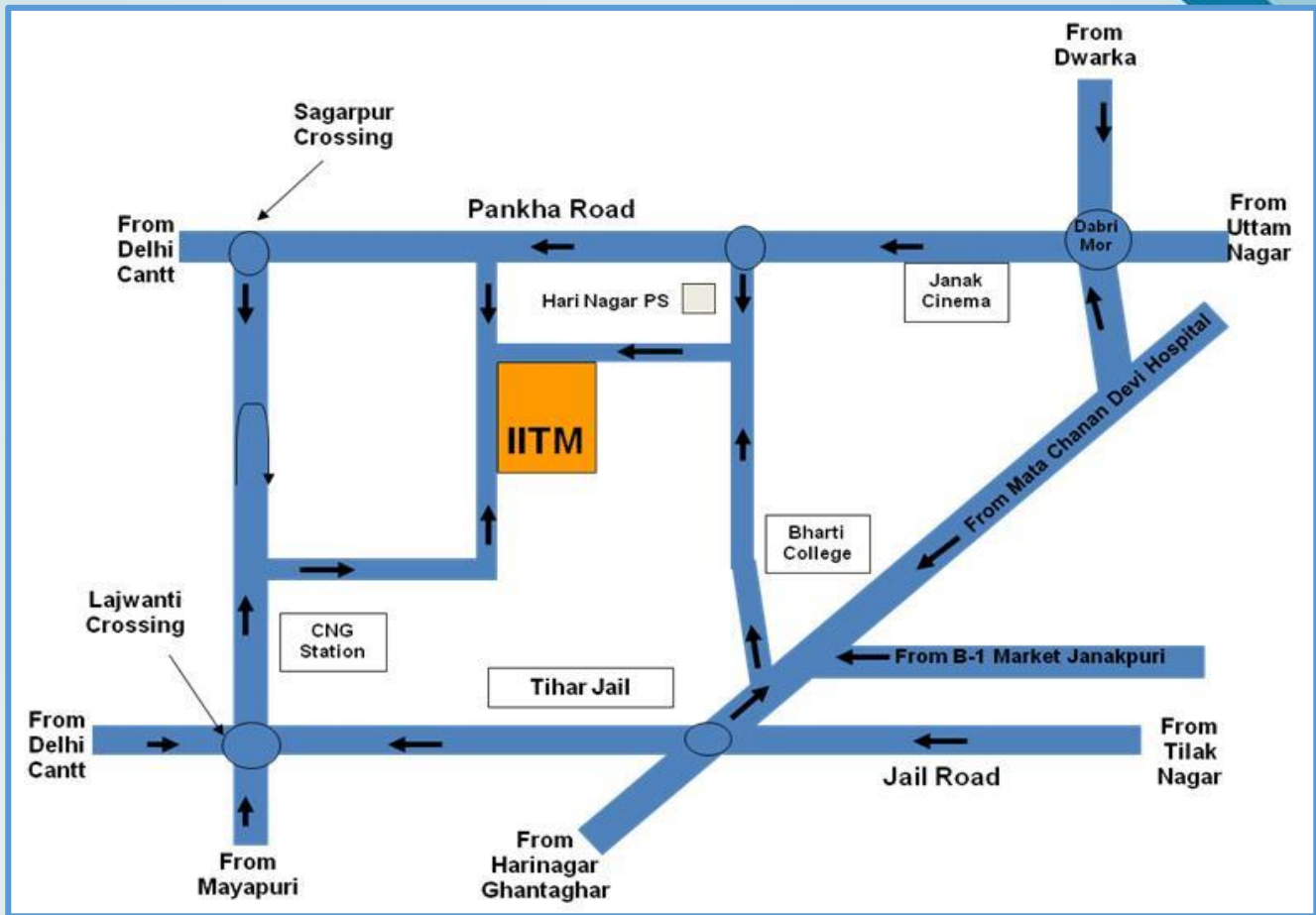
2. Ms. Suruchi Sinha, Assistant Professor(IT)

Ms. Suruchi Sinha is presently working on Artificial Intelligence and specifically in the area of Cryptography for Information Security. She used Machine Learning Algorithm to optimize the function to make secure network. Instead of pseudo random generator function, she used quantum energy techniques. This work was inspired from the work of Prof. Dr. Erric Fulp PNNL, WakeForest University, Richland. Paper was accepted, presented and published in IEEE INDIACOM March 11-13, 2016, New Delhi.





ROUTE MAP



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Website: www.iitmjp.ac.in Knowledge Portal: iitmjp.iitmjp.org