



CampBUZZ

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Message From The Director's Desk...

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Be driven by determined drive to derive desired dividends

Dear Readers,

"Knowing yourself is the beginning of all wisdom."

Aristotle

Even semester has begun; I feel that you should recognize your strength from your success and learn from your significant weaknesses of odd semester. Success is a journey, not a destination.

Force is required for students to enhance capacity and capability to derive desired dividends in their life. You should realize that you are driven by some specified force known as latent force. A force may be defined as a push or a pull. We experience forces all the time in everyday lives. Whenever we lift something, push something or otherwise manipulate other objects, we are exerting a force. Every object in a state of uniform motion tends to remain in that state unless an external force is applied to it.

I have observed over the period of time the attributes which are instrumental to acquire desired dividends. Some of the significant tips to enhance latent force are cited in subsequent order:-

- Dream: A condition or achievement that is longed for an aspiration- You must.
- Passion: A very strong feeling about a person or thing. Passion is an intense emotion compelling feeling, enthusiasm, or desire for something- A driving force.
- Action: The fact or process of doing something, typically to achieve an aim. Without which life will be stagnant, saline and sour.
- Positive Attitude: It leads to happiness and success and can change your whole life. If you look at the bright side of life, your whole life becomes filled with light. This light affects not only you, and the way you look at the world, but it also affects your whole environment and the people around you. If it is strong enough, it becomes contagious.
- Education: It is not the filling of a pail, but the lighting of a fire. Only means of salvation.
- Personal Development: Improve awareness and identity, develop talents and potential, build human capital and facilitate employability, enhance quality of life and contribute to the realization of dreams and aspirations. A continuous process.
- Confidence: The feeling or belief that one can rely on someone or something; firm trust, we had every confidence in the staff. Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure. It is our light, not our darkness that most frightens us. We ask ourselves, who am I to be brilliant, gorgeous, talented, and fabulous? Actually, who are you not to be?
- Curiosity: The important thing is not to stop questioning. You earn by earnestness only.
- Celebrating Achievements: Occasionally in life there are those moments of unutterable fulfillment which cannot be completely explained by those symbols called words. Their meanings can only be articulated by the inaudible language of the heart. It has cascading effects rendering result exponentially.
- Determination: Do not go where the path may lead; go instead where there is no path and leave a trail. You will do different thus be different therefore will not mix in the crowd.

I am more than confident, if the points mentioned above are persuaded positively, you will be able to full fill your aspiration achieving aims and reaching the coveted destination. **GodSpeed.**

Truly Yours,

Prof K K Malviya, Director (Academics)

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SOCIAL NETWORKING SITES BETTER BE SAFE RATHER REPENT

The most prominent form of social networking occurs through websites like facebook, orkut, twitter, MySpace, etc. These websites are known as social sites. These social sites allow people from multifarious walks of life to interact on a common footing. They serve as an online community of internet users, where the members share views on topics of mutual interest. The rise of social networking sites have been phenomenal partly due to the immense freedom it affords. While the internet made the world a global village, the social networking sites brought the world within the four walls.

The best advantage of social networking sites is that it is also the most cost effective way to keep in touch with your people. Here geographical locations are no barrier to stay in touch. These sites allow you to send and receive messages, upload photos, and videos. The social networking sites also facilitate you to procure information on any subjects from anywhere. These sites also make it easier and faster to collect the information. These sites can also be a tool to promote your business, services, products, or websites. Due to the huge number of people who regularly use networking sites it has found huge favors among advertisers.

Social networking sites can provoke extreme reactions. The most glaring disadvantage of social networking sites is the risk of identity theft / fraud. The personal information of users can be used by dubious people for illegal activities. Information like the e-mail address, name, location, and age can be used to commit online crimes and can be misused. Also, many people pretend to be someone else and prepare their online profiles with false information, so as to dupe unsuspecting users. So, if you do not know the person face to face then it will be very hard for you to find the real identity. Another cause of concern is cases of online harassment and stalking. Since the social networking sites, are very poorly regulated so it can be a very fertile ground for people trying to get even with you. They can spread malicious humor among your friends and also download and morph your photos or misuse their videos. Moreover Students are becoming couch potatoes, young generation is not interested in playing outdoor games so physically they are not strong.

Apart from this we have to be very careful while accessing these sites and see the other side of the coin also, we would like to suggest you that "excess of every thing is bad" and make you aware of the harmful effects. young generation thinks that they are far ahead in thinking than their ancestors They think themselves to "know it all" so they do not want to discuss anything with their elders and are inclined to get money without any efforts. They can be easily lured by some baits and can be trapped. So be aware of all these points so, you do not have to repent.

आधुनिक आर्किटेक्ट एक चैमवपूर्ण मकान बना सकते हैं परंतु उस मकान में रहने वालों के सुखद जीवन की गारंटी नहीं दे सकते जबकि वास्तु विज्ञान वास्तु अनुरूप बने मकान के रहवासियों व मालिक के शान्ति पूर्ण, समृद्धिशाली एवं विकासपूर्ण जीवन की गारंटी देता है।

आधुनिक भवन निर्माण तकनीक मुख्यतः भौतिक सुख सुविधा का ध्यान रखती है परंतु आंतरिक सुख शान्ति का विचार नहीं करती। प्राचीन भवन निर्माण तकनीक अथवा वास्तु विज्ञान मरिचक, शरीर व आत्मा के स्थायित्व को ध्यान में रखकर स्वस्थ वातावरण के निर्माण पर जोर देता है। यदि निर्माण वास्तु सिद्धान्तों के अनुकूल न हो तो वहाँ के निवासी और वहाँ कार्यरत लोगों के विचार व कार्य असम्यक व अविवेकपूर्ण होते हैं, जिसमें वे अस्वस्था व अशान्ति को प्राप्त होते हैं। वास्तु विज्ञान में समाहित प्राकृति के नियमों का भली भाँति पालन करने से प्रकृति वहाँ के निवासियों एवं कार्यरत लोगों को संबल प्रदान करती है। अतः आंतरिक सुख शान्ति के लिए लोग वास्तुशास्त्र की शैली व सिद्धान्तों की ओर आकर्षित हो रहे हैं।

आजकल नगर व शहरी क्षेत्रों के असीमित विकास, बढ़ती जनसंख्या व आवश्यकताओं के कारण भवनों का निर्माण एक जरूरत हो गया है। अतः इन बहुमंजिला भवनों के निर्माण में आत्मीयता व शान्ति के सुरम्य वातावरण को उत्पन्न करने एवं बनाये रखने के लिए उचित तकनीक की आवश्यकता है। इसको अन्देखा नहीं किया जा सकता। वर्तमान में की गयी लापरवाही अनचाहे कष्टों, रोगों एवं अर्थहानि का कारण तथा भावी विकास में बाधक हो सकती है, ऐसा अनेक उदाहरणों से सिद्ध हुआ है। किसी गलती को भविष्य में सुधारने की अपेक्षा वर्तमान में ही उसे न करना बुद्धिमानी है। वास्तु नियमों के पालन से प्रकृति हमें संबल प्रदान कर हमारे लक्ष्यों को सरल, व अल्प प्रयास से शीघ्र पूरा कर देती है।

दिशाएँ

वास्तु विज्ञान/शास्त्र जिसे भवन निर्माण कला में दिशाओं का विज्ञान भी कहा जा सकता है, इस समझाने के लिए सर्वप्रथम दिशाओं के विषय में जानना आवश्यक है। हम सभी जानते हैं कि धरातल स्तर (Two Dimension) में आठ दिशाएँ होती हैं— पूर्व, ईशान, उत्तर, वायव्य, पश्चिम, नैऋत्य, दक्षिण व आग्नेय। ऊपर आकाश व नीचे पाताल को सम्मिलित करने पर (Three Dimension) 10 दिशाओं में पूरा भूमंडल/संसार व्याप्त है अथवा कहा जा सकता है कि पूरे विश्व को एक स्थल में केन्द्र मानकर 10 दिशाओं में व्यक्त किया जा सकता है।

दिशा एवं विदिशा के भूखण्ड व भवन

भवन या भूखण्ड का उत्तर, चुम्कीय उत्तर से 22.5 से कम घूमा होने से ऐसे भवन या भूखण्ड को दिशा में ही माना जाता है जबकि 22.5 या उससे अधिक घूमा हुआ हो तो उसे विदिशा या तिर्यक दिशा का भूखण्ड या भवन कहा जाता है। निम्न चित्र से स्पष्ट हो जायेगा।



TELEVISION IS THE LEADING CAUSE OF VIOLENCE IN TODAY'S SOCIETY

Unfortunately much of today's television programming is violent, while TV violence is not only cause of aggressive or violent behaviour. While this may be partly true to violence but violence shown through movies which effect society and criminal activities. When we watch TV we usually see many images of violence and people hurting others. The problem with this is that it can become traumatic especially in children. Kids those are starting to grow and are sharpening their personality values and beliefs can become aggressive or they can lose a sense of reality and fiction of what they are seeing.



Chandan Keshri
B.Tech (Civil) 1st Year

In past years there have been some cases of kids carrying guns to school and even hurting others with it. Those kids have been linked to excessive use of violent video games and war games. All these harmful activities get imprinted on their minds and without thinking they implement these actions. so, if not completely but partially this is one of the reasons of causing violence in today's society



LET'S LAUGH

- ❖ *Sardar: I've pain in my right leg
Dr. : Its Nothing. Its only because of old age.
Sardar: as far as I know, both my legs are of same age*
- ❖ *Ram : In my dreams rats play football every night
Doctor : Take this tablet you will be ok.
Ram : Can I take tomorrow, tonight is final game.*
- ❖ *Salesman-Which Soap do you Use?
Santa-BABA'S Soap,
BABA'S Paste,
BABA'S Brush.
Salesman-Is Baba International Company?
Santa: No, Baba is my room mate*



Ajay Kumar
B.Tech (EC) 1st Year



REPUBLIC DAY

26th January 1950 is one of the most important days in Indian history as it was on this day the constitution of India came into force and India became a truly sovereign state. The country finally realized the dream of Mahatma Gandhi and the numerous freedom fighters who, fought for and sacrificed their lives for the Independence of their country.



Poonam Yadav
MBA 1st Year

The whole of India turned out on 26 January to celebrate the country's Republic Day, marking the anniversary of the day the world's biggest democracy, became a republic in 1950 with nationwide exhibitions of history, cultural diversity and military strength.

The patriotic fervor of the people on this day brings the whole country together even in her essential diversity. Every part of the country is represented in occasion, which makes the Republic Day the most popular of all the national holidays of India.

SAY NO to plastic Bags

Plastic bags were introduced to the United States in 1957, according to World watch Institute. Plastic bags are lightweight, durable and water resistant their production also requires the use of nonrenewable resources.

Only a fraction of all plastic bags are recycled. However, these qualities also make them harmful to the animals and the physical environment. Most wind up in landfills, where birds and other animals are strangled as they catch their necks in the handles. In addition, animals, including livestock, consume plastic bags, which contaminate the digestive system of the animals and eventually kill them. Plastic bags are used by everybody.

You get them right from a vegetable vendor to a designer store. They are convenient and easy-to-use. But, most of us are unaware of the repercussions that are occurring and will take place in the future.



Kratika Agarwal
MBA 1st Year

LOGICAL REASONING

Logical reasoning is the process of using a rational, systematic series of steps based on sound mathematical procedures and given statements to arrive at a conclusion .Logical Reasoning is also known as abstract or Critical Reasoning, it may be either verbal , alphanumerical or diagrammatic base. Unlike other Numerical Reasoning or Verbal Reasoning tests which ask candidates to say if a statement following on from a short passage is true, false, or impossible to tell. Logical reasoning or abstract reasoning tests are psychometric tests constructed from abstract symbols and diagrams that require you to spot patterns and rules that transform one item into another.



There is no specialized knowledge required in order to do well on these tests. Logical reasoning tests assess a candidate's ability to use logic and structured thinking to deduce from a short passage which of a number of statements is the most accurate response to a posed question. Practice and learn about logical reasoning tests as they appear at employers' assessment days. Job test offers comprehensive logical reasoning questions and explanations, just as they appear in real life Remember that Logical Reasoning makes up half the exam, and Strengthen

.Logical Reasoning questions are common. Here's a step-by-step guide to help to solve them. I. Observed the pattern of changes occurring in the sequences/series. II. Try to find the rule by which changes are appearing III. finally we can easily know what will be next step of series or sequences. e.g. Look carefully at the sequence of symbols to find the pattern. Select correct pattern.



In this series, the figures increase the amount of shading by one-fourth and, once a square is completely shaded, starts over with an unshaded square. In the second segment, you will notice that the figure goes from completely shaded to completely unshaded. This is why choice (1) is the correct

choice. skills for logical reasoning tests requires you to work through questions that you are likely to face in logical reasoning tests. When you practice, try to carefully inspect each sequence and make sure that you understand the reason why shapes or symbols move in one direction or the other or why some shapes turn in a clockwise direction whereas others anti-clockwise. Try to inspect the sequences closely and eliminate the least likely answers

I am confident that if the tests are under taken with the due to seriousness your logical faculty will be ensitized expected to perform well.

Dr. Mahesh Chandra
Asso. Prof. School of Engineering

Activities Assimilated

Ignited Minds...



Students engrossed in performing practical in Electrical Engineering Lab



*Mr Mohd. Umer external examiner
Involved in Viva-Voce of Students in
Architectural Design One*



*External examiner Mr Kaushal Kumar
Conducting Viva-Voce of Students of MBA
in Computer Concepts & M. Application*



*Er Praseon Chaudhary external examiner
Examining Students of B.Tech (1st Year) in
Computer Aided Engineering Graphics Lab*



*Mr Rajesh Gupta, external examiner
assessing students in
Engineering Physics Lab*



*External examiner Er Marut Dev Sharma
evaluating students in
Electrical Engineering Lab*



*Er Anurag Sharma, external examiner
examining students of B.Tech in
Computer Programming Lab*



CREDIBILITY BUILDING

In such an aura of cut throat competition dominated by 'survival of the fittest' people have become self centered and selfish. They have forgotten their values and blame others for the circumstances they are living in. It is the high time to instill values and belief among people. Every one in the world wants to be admired and respected for which one should build credibility. Credibility means trustworthiness and reliability, to be a good human being one must aspire for this attribute. This attribute is innate as well as can be achieved by practice. You may improve upon the said trait by practicing following tips:



- Practice Self-Discipline & Introspection. Do you ever wonder why some have too much and others are barely surviving? The answer is discipline and self-sacrifice. Success, however you define it, is easy. But you got to be consistent.
- Listen to be successful: Have patience, you must do the uncomfortable now in order to be comfortable later.
- Lift up others: Give a little encouragement and feel-good words are FREE. Why not give them generously? Be a hero, help others, lift somebody up!
- Take Responsibility. When we mess up, we need to fess up, fix it up and move on! Stop blaming! Some of us blame past circumstances for our failure, forget it and take responsibility.
- Be humble & generous. We are all made of the same stuff regardless of our rank or position. It is said that you can always tell a big person by the way he or she treats little people. In the end, we will all leave this world without titles.

There you have it. Develop and strengthen these attributes. The people nearby your area, be it from work or family, will begin to draw unto you. And soon, they will call you a hero and most important is that you will feel satisfaction.

Dr Veer Pal Singh Jee
Senior Most Trustee
Hardayal Group of Industries

MANAGEMENT MANTRA FOR SUCCESS

Jack Welch joined as CEO of GE in 1981. At that time the firm had a market capitalization of \$13 billion. In 2000, when he stepped down the firm's turnover had increased multifold to \$ 500 billion. What was the secret of Welch's success? He laid down the following points for managers to be successful:



- Create a vision and then ignite your organization to make this vision a reality - Get people so passionate about what they are doing that they cannot wait to execute this plan. Have great energy, competitive spirit and the ability to spark excitement and achieve results. Search for leaders who have such qualities.
- Focus on strategic issue - Your job is to understand the vital issues within each of your business. Recognize the talent needed to win to those markets.
- Focus on the main issue - Your job is to see the big picture. Don't manage every detail. Don't get caught up in the minute details, but instead inspire others to execute some of your vision. Surround yourself with great people and trust them to do their job and contribute their best to the organization.
- Involve everyone and welcome creative ideas from everywhere - Anyone can be a leader, just so long as they contribute, and the most meaningful way for anyone to contribute is to come up with a good idea. Business is all about getting the best ideas from everyone. New ideas are the lifeblood of the organization, the fuel that makes it run. "There is the person with a new idea". There is simply nothing more important to an organization than expressing ideas and creating a vision.
- Lead by example - To spark others to perform, you must lead by example, Jack Welch's mastery of the four E's of leadership – Energy, Energize, Edge and Execution – was always in evidence. "He had great energy, sparked others had incredible competitive spirit, and had a record of execution that was second to none. This is a key of the Welch phenomenon".

ENSUING EVENTS FOR THE MONTH OF FEBRUARY-2013

1-3	Educational Tour
9-	Presentation
16-	Biography (Arch & Mgmt.)
26-	Presentation
25&26	conduction of C.T. 1

Ujjwal Jain
Asst. Prof. School of Management

