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# PRAJWALAM

Vol 4 Jan-Dec 2017

The News Letter of INMANTEC

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**EDITORIAL MEMBERS**

Mr Gaurav Parasher (Chief Mentor, IT)  
Mr Pankaj Dutta (Chief Mentor, Management)  
Ms Meenu Sharma (Asst. Professor, IT)



## Director's Message

INMANTEC Business School, Ghaziabad is one of the top-league management schools in Delhi/NCR. As a place of learning excellence we aim to provide quality management education, action-centric research and value added consulting to the concerned.

Students are always encouraged to kindle this entrepreneurial spirit in their personality so that they may spot opportunities, mobilize resources and develop innovative solutions to the critical problems of today.

INMANTEC offers a transformational experience to its students by incorporating the highest standards of personal integrity, professional commitment and business ethics in our delivery. We welcome you to discover INMANTEC's multidisciplinary settings, virtually or in person and witness the transformational occurrence of change in our students towards nation building.

**Dr Pankaj A. Gupta**  
Executive Director  
INMANTEC Business School

## Editorial Desk

It is indeed a pleasure for whole PRAJWALAM team to release the issue of year 2017. As always, it serves as a platform to highlight the events and activities that occur at INMANTEC along with Knowledge sharing in form of various articles. We have also made a beginning of new column "Initiatives" to highlight activities and events that are introduced in 2017.

Each year, our team of editors, designers, photographers, and correspondents, in addition of generating creative content from the student population, work extensively to report on events in and around college. The final publication reflects and encompasses the diversity inherent to the academic and extra-curricular spaces in INMANTEC.

We, as a team, hopes to build on these ethos just as much during the upcoming academic years. Sincere thanks to all the team members for their support towards compiling the issue. A special thanks to all faculty members who contributed in successful publication of this issue.

Happy reading...

### Editorial Members

*Mr Pankaj Dutta (Chief Mentor, Management)*  
*Mr Gaurav Parasher (Chief Mentor, IT)*  
*Ms Meenu Sharma (Asst. Professor, IT)*

## Biggest stories of 2017

### 1. Russian interference, Facebook and fake news

The US intelligence community ruled in January 2017 that Russia had used cyber attacks and fake news to influence the US presidential election. The social networks responded by promising to do more to combat the spread of misinformation on their platforms. Mark Zuckerberg defended Facebook's work but said more must be done while Twitter banned Russian news sites.

### 2. WannaCry hits the NHS

Perhaps the most notable cyber attack of the year, WannaCry was the ransom ware that swept around the world in May. Its most alarming victim was the NHS, which saw hospital computer systems come to a standstill – with patients diverted to other units, appointments cancelled and accident-and-emergency wards forced to turn away some arrivals. It highlighted not only the need for more education in cyber security, but also how vulnerable some companies and services remain.

### 3. Uber troubles

2017 was the year to forget for the car-hailing service. In February, former engineer Susan Fowler published a blog alleging sexism at the company. Chief executive Travis Kalanick was also caught on video in a furious row with a driver over journey fares. The company then saw Transport for London deny it a new licence to operate in the city in September, a decision put down to safety and Uber's alleged attitude towards reporting of crime.

### 4. Twitter's 280 characters

In a year where Twitter rolled out a wide range of new features as it attempted to grab new users, none were more newsworthy than the decision to double its signature character limit. The poster child of brevity online, Twitter's 140-character limit rose to 280, prompting a range of creative responses, negative and positive reviews.

### 5. Bitcoin

Crypto currency has been bubbling along beneath the surface of the tech industry for some time but the end of 2017 saw Bitcoin burst into the public consciousness. The value of Bitcoin rose more than 15-fold during the year, peaking at more than 20,000 dollars during December. Questions remain over whether the anonymous nature of the currency and its mechanics can be trusted, and whether its price rise is just the latest "bubble".

### 4. Good and Services Tax (GST)

India rolled out the Goods and Services Tax (GST), known as the country's biggest tax reform since independence, on the midnight of July 1 with a special event in Parliament. Conceived on the principle of 'one nation, one tax, one market', GST subsumes 17 central and state levies.

## Readers Speaks...

It's a complete Newsletter showing every event organised by IT and Management department. New additions such as achievements encourage students to work harder. Article published in it are worth reading. Thanks .....**Kabya Shrivastava, BCA III semester**

I always wait for new edition of Prajwalam with curiosity. Edition 2016 was worth the wait. Articles included in it were informative and interesting. Article written by Mr. Gopal Singh on economic corruption was eye opening. I hope to get more articles to read in coming edition.....**Ishita Goyal, BBA V semester**

It is always a delight to read Prajwalam, as it gives the glimpse of year all activities of IT and Management department. Congrats to the whole team of Prajwalam for the latest edition. Keeps the good work going.....**Varun Gupta, MCA III semester**

## Solemnization @ INMANTEC

### Ullas 2K17 – The Youth Festival

A Youth Cultural Fest, UILLAS, was organized from April 6-8, 2017, in Inmantec Institutions for students from grade VIII to XII. It is an Inter-Campus cultural meet organized with a view to provide a well-rounded holistic development along with a chance of interaction amongst the students of various schools. Students from all around NCR participated with undying fervor and zest making it a big success.

The preliminary selections at first two days ensured that the best of contestants compete with one another in this event. Ullas had four major events as Dancing, Singing, Drawing and Photography Competition.

On final day, Director Dr. Pankaj Gupta addressed all finalists stating “We have to be Odd one out to possess limelight” and made the competing spirits even more. This 3 day event was marked with rocking performance by Mirchi fame RJ Naved and other star guests.



### Nostalgic Moments

“They came as strangers, they leave as our own kids getting graduate” with this note Inmantec every year organizes Farewell for Management Students. The farewell party for Management students took place with lots of enthusiasm and fervour on April 17th, 2017. On this day, the final year students shared their experiences and best memories in a video interview. Students acknowledged that they enjoyed each and every moment of being an Inmantecian and had a lot to take home in terms of knowledge. As the formalities were completed, students were given a lunch treat which they enjoyed very much. Prof. Mohit Dhawan said a few prang words to the students and wished everyone best of luck for their exams.



### Independence Day

*Freedom in the Mind,  
Faith in the words ...  
Pride in our souls ...*

*Let's salute the nation on this auspicious day.*

Independence was celebrated with great enthusiasm at INMANTEC Institutions. The ceremony started in the morning at college ground with large crowd of staff, students and parents. Executive Director of the Institute, Dr. Pankaj Gupta, unfurled the tricolour flag and all in unison sang the National Anthem and expressed the joy of our freedom. He welcomed the gathering and spoke about the importance of this day. Celebration continued with various patriotic performances by students.

### Orientation Day

Creating an orientation process can be an effective and consistent way of welcoming new students without forgetting any details. This is a way to guide a new comer to save time and ensure consistent information is provided to every new comer in a clear and logical manner. This is designed to introduce new students to life at the college, from academics and community norms to resources and support services. With such intention ISL organize an orientation day for BA; LL.B. and LL.B. courses on September 1, 2017. A motivational speech was delivered by our chief guest Dr. Anurag deep. He elaborates the future aspects for law professional to the students. In continuation of this our ED sir Dr. Pankaj Gupta also welcomes new students and wishes them to be a good lawyer in future.



### Teacher's Day

In India, Teacher's day is celebrated on September 5, to mark the birthday of Dr. Sarvepalli Radhakrishnan, an academic philosopher and India's first vice- President. INMANTEC institutions celebrate Teachers Day every year to honour our teachers. During celebrations this year, Teachers got a chance to become a child again and played various games. The smile and joy on their faces were priceless. Executive Director Dr. Pankaj Gupta and vice chair person Dr. Latika Gupta also participated in various activities.



### Shagotam

'Fresher Day' in any college is an event which every student eagerly awaits from the time of their admissions. Seniors of IT department of INMANTEC Institutions organized 'Shagotam' on Sept 18, 2017. The event started with Saraswati Vandana and followed by valedictory speech of Executive Director Dr. Pankaj Gupta. Students of First and Second year performed various dance, singing and skits to showcase different Eras of Bollywood. Mr. and Ms. Fresher event was also organised for first year students. Every participant was given a chance to show their talent and entertain the audience. Mr. Harsh and Miss Ashi Jain were crowned as Mr. and Miss Fresher MCA whereas Mr. Nitesh and Miss Shikha were crowned as Mr. and Miss Fresher BCA.



## Fresher party (LLB)

ISL organized a sumptuous fresher's welcome party aptly called fresher's party on 12th October, 2017 in auditorium. The purpose of this event is that every "fresher" feels like an integral part of ISL and readies to take challenges of the year ahead. This is a way where seniors welcome fresher's with open heart and juniors accept their invitation with full enthusiasm. The program had various performances but for which all fresher's were excited was the competition of Mr. and Ms. Fresher. It was held in two rounds, including introduction and "question-Answer" round. Winners of the competition were Mr. Shivansh and Ms. Shivani (BA; LL.B. Course) and Mr. Shoiab and Ms. Ekta (LL.B. Course).



## Diwali Celebration

Diwali, the festival of light, is one of the most important festivals of India, which is celebrated with lots of firework and lamp lightening. Like every year, Inmantec Institutions celebrate the festival with various activities such as Rangoli competition, Diya lightening competition among others. All the faculty members of institute participated in these activities with full vigour. Students of Inmantec Institutions celebrated the festival with students of primary school of Kazipura by distributing sweets.



## Inmantec Premier League

Inmantec has always stressed upon the importance of sports to inculcate in its students the spirit of winning and losing, for pooling and galvanizing the energy of the youth and for upgrading their physical fitness as well as mental prowess. Here, extra-curricular activities, including sports, have always been given importance. Inspired by the profound statement "winning is not everything but participation and will to win is everything", a 2 day athletics meet (Inmantec Premier League) commenced on October 12th-13th, 2017.

Inmantec Premiere League 2017, an Intra College Sports Meet was organized by Inmantec Institutions. It had many sports events including Basketball, Volleyball, Badminton, Carom, Tug of War and Race in both men and women category. More than 250 boys and girls from various courses and batches participated in the events quite enthusiastically. Vice Chair person, Dr. Latika Gupta graced the occasion and gave the medals to all the winners.



## Convocation Day

The most awaited day in every student's life is completion of his/her professional course as it is that time in their life when students don their caps and gowns and arm themselves with a big grin. Inmantec Institutions celebrated convocation ceremony for students of all courses (BCA, MCA, BBA, MBA, LL.B, and BA; LL.B.) on Dec 9, 2017.

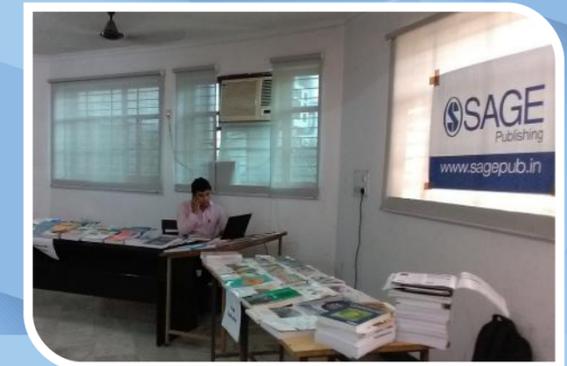
The convocation ceremony was formally opened by Prof. N.K.Taneja (V.C., CCS Univ) along with Sh. Atul Garg (UP state Minister), Sh. Pradeep Verma (CEO, Infotech), Dr. Pankaj Gupta (Executive Director, INMANTEC), Dr. Latika Gupta (Vice Chairperson, INMANTEC), Dr. K.K.Mittal (Director Academics), Dr. Deepak Saxena (Registrar, INMANTEC) and Dr. Pushpraj (Principal, ISL). A total of 200 students were present during the ceremony. Several students received special recognition for their achievements in various fields with token of appreciation and certificates.



## Moments of Year

### Book Exhibition

Information Resource Centre has organized one day Book Exhibition on 28 September 2017 at INMANTEC Campus. Various publications such as Oxford University Press, McGraw Hill Education, Sage Publication, Prime Books, Himalaya Publication, Taxmann Publication etc participated and displayed their books in the exhibition. Books in various genres such as history, fiction, mystery etc were displayed. Students showed great enthusiasm for the event and visited various stalls. Around 400 books were selected to add into Information Resource Centre in consultation with faculties.



### National conference @ INMANTEC

Department of Information Technology organised a National Conference on IPR, Future Technology, Optimization and Management (NCIFTOM- 2017) on Feb. 17, 2017. It was organised as an initiative and a step forward for contributing in India's Intellectual property. NCIFTOM provided a platform for research enthusiasts to showcase their research work in front of community, network with the like minded people for the betterment of self and country. Dr. Deepak Saxena was the convenor of the event. Dr. Avneesh Kumar and Ms. Varuna Gupta were the co convenors. Experts from different institutes Dr. B.K. Sharma (NITRA, GZB) and Dr. Lata Singh (IMS, GZB) were invited to Judge the participants of computers and management streams respectively.

Participants from various institutes such as ITS Mohan Nagar, JPIIT Noida, SGIT GZB, ABESIT GZB, YIET Yamuna Nagar, IET Lucknow, IMS GZB, A.R.S.D. DU and IMSAR, Rohtak presented their papers in various areas of specialisation such as Face recognition, Artificial Intelligence and market analysis among others.

"A Study on The Use of Innovation in Agricultural Sector For Growth of India" written by Ms. Harshini Singh, Dr.Aaakansha Uppal and Ms. Sarika Singh won the award of best paper in Management stream. "Fuzzy Value of Accidental Condition on the Road Using Fuzzy Expert System" written by Mr. Gopal Singh and Dr. Avneesh Singh won the best paper award of Computer science stream.



### Innovative Minds

Innovative Minds was organized by Department of Information Technology on March 3, 2017. The motive of event was to develop an inclination towards research and improving their presentation skills. It was organized in two rounds. The first round was an elimination round where all the registered students were given a random topic to explain in 3 minutes. In second round, selected students were given specific topics to prepare and create power point presentation, which they present in front of audience and judges. Mr. Varun Gupta (MCA, IV sem) stood first, Ms. Anchal Aggarwal and Ms. Pallavi Sharma (BCA, II sem) got second position where as Ms. Arya Rastogi (BCA, II sem) and Mr. Saurabh Srivastav (MCA, IV sem) got third position.

## Brustles@ INMANTEC



## Quiz competition

Bytes club of Information Technology department organised a Quiz competition on March 31, 2017 for all the departments of Institute. Various topics included in Quiz competition were General computer awareness, Current Technologies, Artificial Intelligence and real time systems. Students of all the departments participated in the event.



## Training session of Budding Entrepreneurs

Entrepreneur Development Cell (EDC) organised a two hours training session for future entrepreneurs on July 28, 2017. The aim of the session was to encourage and prepare students for entrepreneurship. Mr. Rahul Goel from CRD cell, Inmantec was the main speaker of the session. He informs students about the process of initiating a start-up and ways to sustain it. Various queries of students were also taken by Mr. Rahul Goel at the end of session.



## Exploring Stock exchange

Entrepreneur Development Cell (EDC) organised a two hours session on the topic "Exploring Stock Exchange" on Sept. 15, 2017. The aim of session was to inform students about the concept and functioning of stock market. It also deals with various risk factors of stock market and methods used by stock brokers to maximise their profit. Dr. N.N. Pandey (Director, PGDM) was the main speaker of the session. Student took great interest in the session. Various queries of students were also taken up by speaker.



## Matinee Show for PGDM

Somewhere between those early morning case studies and late night assignment work; somewhere between those 3 am presentation and evening basketball sessions; department of management discovered that students needed a break. PGDM juniors and seniors together were sent for a movie matinee on September 18th, 2017 to Cinepolis, Red Mall, Ghaziabad which was followed by a fun filled super sponsored by department.



## Talk session

INMANTEC institutions organised a talk session for all the students on the topic "Overcoming Challenges in Diversity" by Mr. Dynashwar Mulay on Sept. 22, 2017. He is currently posted at Secretary, Ministry of external affairs, holding the passport division of India and was former ambassador to various countries. Mr. Mulay talked about a very vibrant topic of overcoming Challenges for the graduates who will soon acquire bigger position in business, trade and society. He also talked about the importance of staying connected with one's roots. He also advised the students to bring creativity and innovation in their work & shared his own experiences at the ministry. Students showed great interest and even participated by asking questions to Shri Mulay. The exclusive session concluded with an excited and cheerful applaud by the students present there.



## Business Carnival

Entrepreneur Development Cell (EDC) organised one day business carnival on Oct. 14, 2017. Students were asked to submit a business proposal in which they plan a stall to be placed in college campus. Students of various branches enthusiastically participated in this event and submitted their proposal to the organisers. Selected teams were allowed to display their stall in the carnival. Shikha, Viplav, Satish, Payal, Ayushi, Shivam Srivastav and arun kumar (BCA – 1 yr) were the winners of the event.



## Tech Launcher

Department of Information Technology organized a four days event "Tech Launcher" starting from Oct 6, 2017. The event included various competitions such as Debate competition, Quiz, LAN gaming and Treasure hunt. Students from all the branches participated in various competitions. Students debated on various current topics such as Driverless cars, Bullet trains etc. They also enjoyed competing in LAN game of car racing. The final stage of event was a Treasure hunt, where students were supposed to decode clues given as QR codes.



## Police Station Visit

Police is the subject of state and one of the most important pillars in criminal judicial system. It also plays an important role in the matters related with law and Order. It prevents and controls the crime in the society. The purpose for this visit is to understand the structure of police station, nature of their duties, knowing about case diary, malkhana etc., observing the pattern of FIR, community policing role and progress, trends of crime and nature. For achieving such objectives ISL organized a visit to police station on November 7, 2017.



## Detention Centre Visit

As police plays a role to prevent crime in society, jail administration helps in punishing and rehabilitating the offenders who got punishment from the courts for the violation of certain law and orders. For such reason ISL organized a visit to Dasna Jail on November 11, 2017. During this visit students get aware the functioning of jail administration and facilities provided by them to the offenders.



## Interdepartmental Quiz Competition

ISL has always emphasized on the all round development of its students and in continuation of this process "An Inter-Departmental Quiz" was organized on November 16, 2017 in ISL auditorium in which 8 teams were participating from different discipline. The questions were quoted from variety of fields (Indian Polity, Environment, Computer, Science, Sports etc). There were 6 different rounds in competition. The team of BA; LL.B got 1st position, LL.B. Got 2nd position and PGDBM got 3rd position. All the participants got certificate of merit.



## National law day

National law day or constitution day was celebrated by the students of law department on November 24, 2017. The students of BA; LL.B. and LL.B. were present their views through presentation and take an oath to help in reaffirming the society as a legal personnel. Director Academics, Dr. K.K. Mittal, also discuss the importance of constitution in our society and without it how our life is to be.



## Law Day Seminar

In continuation in the celebration of national law day ISL attend a 2 day seminar conducted by law commission on November 25 – 26, 2017 in Vigyan Bhavan, Delhi. The seminar was inaugurated by President of India Honorable Sh. Ramnath kovind. The gathering was also addressed by honorable Lok Sabha speaker Smt. Sumitra Mahajan and Honorable Chief Justice of India Sh. Dipak Mishra. It was a great experience for the students to get interacted with such a high dignitaries of India face to Face.



## Legal Literacy camp

To accomplish the motive of free legal aid, ISL in collaboration with DALSA organize a legal literacy camp on 28th November'17. Sh. in this camp Secretary of DALSA Sh. Saroj Kumar yadav (civil judge senior division) gave his views on the importance of legal aid and also discuss the procedure of how to get free legal aid for the aggrieved person. He also states that court also appoints an "Amicus curiae" for those who cannot able to appoint a lawyer for themselves. He also brief out the process of speedy trial to the students.



## Workshops@ INMANTEC

S. No.	Specialisation	Date	Topic	Expert
1.	BBA/BCA/MCA/ MBA	10/02/2017	Idea Generation	Mr. Vinay Chaddha ( GVC Systems)
2.	BCA/MCA	23/02/2017	Android mobile Application	Mr. Divay Dhiman (MCN professionals)
3.	BCA/MCA	07/03/2017	Fundamentals of Object Oriented Programming	Mr. Sandeep Karan (CAC Technical)
4.	BCA/MCA	11/04/2017	Java Hibernate	Mr. Anuj Rai (CEPTA, NOIDA)
5.	PGDM	06/09/2017	Team Building	Ms. Kashvi Kahol
6.	PGDM	11/10/2017	Journey Ahead	Mr. Abhishek Chandel



## Initiatives

### Centre for Joy @ Work



**Mr C V Ramanan**  
Director, Centre for Joy @ Work  
Inmantec Institutions  
Editor, Pranjana

Centre for Joy @ Work was created at INMANTEC Institutions in March 2017, to facilitate understanding and managing the self for enriching relationships and enhanced productivity.

Imagine the quality of our relationships and the richness of this world if we play our various roles with a clear understanding of who we are and why we are here...

Apart from teaching powerful and value based courses like Organisational Behaviour, Human Resource Management and Business Ethics & Corporate Governance, the Centre has on-going activities like training, counselling & mentoring and is also involved in other miscellaneous aspects.

### Activities so far

- The Centre conducted a 2-days workshop on Total Quality Person (TQP) on June 8 & 10. The highlights of the interactive workshop on TQP for the teachers of the institute were:
- Integrated Personality Enrichment
- Self Awareness and Development
- Inspirational Leadership
- Effective Communication
- Building Winning Relationships
- Life and Time Management
- Being Proactive
- Emotional and Spiritual Intelligence
- Lessons from Indian Ethos and Wisdom
- Addressing Stress
- Work-Life Balance
- Happiness and Success -Quality Life and Living

This was done through 30-odd moving stories each with a lesson of life, around 10 games with take-homes, slice-of-life examples, assignment and case, besides fun and humour.

The experience was thoroughly enjoyable. It was wonderful to observe the enthusiasm of our talented faculty members.

- On behalf of the institute and on the initiative of our Librarian at IRC, the Centre for Joy @ Work shared TQP the spiritual odyssey, on November 28 with DELNET, as part of their National Convention, NAELIN 2017.

TQP is a spiritual, value-based and powerful philosophy based on Indian Ethos, Scriptures and ancient wisdom. More than 600 workshops have been held over the last two decades with people from all walks of life, in 30 cities pan India, from Uttarakhand to Andaman & Nicobar Islands.

Invariably, there is laughter, tears and some great feelings. Many find TQP mesmerising & riveting, soul-stirring & life-changing, and in their kindness, say it is the best thing they have heard in their lives...

The Centre looks forward to more group and individual interactions in our *sadhana*, journey of life and pilgrimage of continuous learning & improvement towards excellence.....

Centre for Joy @ Work believes being happy is our choice and is in our hands. When we work and live life with joy, we can achieve huge levels of success.

**Let's create magic together!**

### INMANTECians Honours Faculties

It is necessary for all of us to honour people who play an important role in shaping our life. Teachers are one of them. Management Students at Inmantec institutions honoured their teachers and expressed their gratitude on teacher's day. Teachers were presented momentos, cards, titles and gifts as a token of appreciation for their outstanding contribution in the field of teaching and student's lives. The ceremony to give "Teacher Award" began on a high note with a welcome speech by Executive Director Dr. Pankaj Gupta. He said, "We celebrate hundreds of functions, but this event is something I always look forward with the aim of raising the prestige and give recognition to the meritorious services of outstanding teachers, who, through their commitment to excellence in teaching made an enormous impact on the students. Our hardworking and dedicated mentors are the greatest assets of the Institution." Chair Person Dr. Latika Gupta was also present on the occasion along with all faculty members.



### DELNET Workshop

Information Resource Centre, INMANTEC organized a One-Day Workshop on "DELNET Discovery Services, Open Source Software & Communication Skills for LIS Professionals" in collaboration with DELNET on Saturday, March 4, 2017 at INMANTEC. DELNET networks more than 5,700 libraries in 33 States and UTs in India and eight other countries. It provides access to more than 2.5 crores bibliographic records of Books, Journals, Journal articles etc. Around 250 Participants have participated in this Workshop. Topics covered in the workshop were: "Facilities of Open Source Software for Libraries", Software "Delplus" for Library Automation, "DELNET Consortium" for E-books and E-Journal and "Communication Skills" for LIS Professionals. Main facilitators of this workshop were Dr. H. K. Kaul, Dr. Sangeeta Kaul, Prof. Jansurya Sharma and Dr. Rajesh Kumar.

### Workshop on Plagiarism

Information Resource Centre has organized a half day workshop on 11th March, 2017 at Seminar Hall on 1.00 pm on the topic "Enhancing Writing Skills", "Use of Plagiarism Software and tools" & "How to avoid Plagiarism". Two corporate trainers have conducted this workshop and inform faculty members about Plagiarism tools. Faculties of various departments attended this workshop and learnt about plagiarism software and its implementation.

### National Workshop on Open Source Software Koha & D Space

A 3-Day National Workshop on Open Source Software Koha & D Space was organized by Information Resource Centre, in collaboration with Delhi Library Association (DLA) and Ranganathan Society for Social Welfare and Library Development (RSSWLD) at INMANTEC Campus, Ghaziabad on 14th-16th July, 2017. Dr. Ravinder Kumar Sharma, Librarian, United Nation Information Centre, New Delhi was the Chief Guest of the Workshop. In his opening address, he stressed upon the need of Open Source Software in current scenario. Three Days Training session was conducted by Mr. Vinod Kumar Mishra, Assistant Librarian, NIT Rourkela, Orissa.



## IRC@INMANTEC



## Impact of Advertisement on People's Psyche



Ms Tanya Singhwal  
Student, Bachelors of  
Business Administration,  
Third Semester)

Advertising is something that has existed throughout human history. It is basically the hatred of one person to another or the belief that another person is less human - because of the color of their skin, language, customs, place of birth or any factor that supposedly reveals the basic nature of the person. It has influenced wars, slavery, the information of nations, and legal codes. No matter how far people have developed, there is still this thinking of fairer people being better looking than others. The media, instead of trying to break this stereotype, are promoting it through the various fairness cream advertisements.

Almost all the advertisements related to cosmetic products, promises for a fairer and glowing skin. It can be considered as the best suited example for racism because they are inculcating a feeling of inferiority in dark skinned people. They are one of the fastest means to reach out to society in various ways. Such advertisements make you think and wonder how differently you will be perceived by society even if it had not bothered you before. Therefore, media does not only give out information or spread awareness, but also affect your psychology and make you feel and think differently. This is the 21st century and yet, these advertisements are still affecting us and making us change the way we are according to stereotypical norms of society.



## Crypto Currency – Futuristic Medium of Exchange



Mr Saurav Srivastava  
Student, Bachelors of  
Computer Application,  
Fifth Semester

Bitcoin is the first Crypto currency, launched in 2009. Bitcoin is launched in worldwide, distributed, decentralized digital currency unlike traditional currencies like dollars, euro, INR etc. Bitcoins are issued and managed without any central organizations. Using bitcoin, you can be your own bank.

**"You can't stop things like Bitcoin. It will be everywhere and the world will have to readjust. World governments will have to readjust"** - John McAfee, Founder of McAfee

### How does Crypto currency Work?

There are four major factors to know how crypto currency works, which are:

**Public Ledgers:** From the beginning of crypto currency all the confirmed transactions are stored in a public ledger. Coin owners' identifications are encrypted and the crypto currency uses other cryptography techniques to ensure record keeping. This ledger ensures the accuracy of Bitcoin's (crypto currency) balance sheet in digital wallet. Bitcoin calls this public ledger a Block Chain.

**Transactions:** Transfer of some coins or funds between two digital wallets are known as transactions. The transaction submitted to the block chain and waits for confirmation. To provide a mathematical proof that the transaction is coming from the owner of the wallet, wallets use an encrypted digital signature when a transaction is made. This confirmation takes some time to complete the process.

**Mining:** In normal life mining is like to produce something. In the language of crypto currency mining can known as the confirming the transactions between two digital wallets and adding them into block chain or public ledger. Mining is the open source that means anyone can confirm the transactions. First miner adds the block of transaction to public ledger. Once a block is added to the ledger, all correlating transactions are permanent and a small transaction fee is added to the miner's wallet (along with newly created coins). The mining process is what gives value to the coins and is known as a proof-of-work system (POW).

### Understanding Blockchains:

A blockchain is known as a public ledger of all crypto currency transactions. When new transactions are made, blocks of the transactions are added to the blockchain.

To spend or receive Bitcoins, a Bitcoin holder must create a transaction and broadcast it to the entire Bitcoin network.

- For a transaction to be successful it must be added to the blockchain (a public digital ledger).
- "Miners" are those in the network competing to collect transaction data, verify transactions against the existing blockchain (existing ledger), and solve a cryptographic puzzle that allows them to add a block of recent transactions to the blockchain (receiving new coins as a reward).
- The fact that so many have the same record, and that so many are trying to confirm the same transactions, helps to ensure each sequential block of the public ledger is accurate.
- Once a block is added to the chain it is there forever and becomes public record.

In other words public ledger is also known as blockchain of all transactions in the world of crypto currency. And the bitcoin blockchain is a record of all bitcoin transactions.

### How a Blockchain Works?

Blockchain technology is one of the fundamental concepts in most of the crypto currency system. When the transaction of crypto currency is submitted between two digital wallets, it includes public key that relate back to private key, so the transaction is anonymous and encrypted.

The first member (or group of members) of the network to properly solve the puzzle gets to append that block of transactions onto the end of the current block chain. When a new block is added to the chain, new coins are created and awarded to whoever successfully added the block to the chain. The process of adding blocks to the chain is known as crypto currency mining.



## Performance Testing Using Jmeter

Ms Varuna Garg, Asst. Professor, IT Department



Performance testing is helpful to assess the quality of the system under various workloads. Quality can be measured through reliability of the system, usage of resources, scalability etc.

### Types of Performance Testing

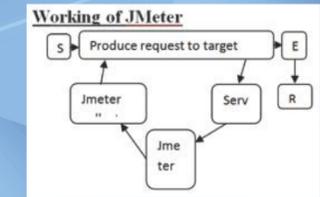
**Load testing** -The objective of load testing is to check the stamina of server to perform under expected user load. Load testing can be performed, to check the server reaction at the sudden increased load generated by users.

**Stress testing** - involves testing an application under extreme workloads to see how it handles high traffic or data processing. The objective is to identify breaking point of an application.

**Volume testing** - Under Volume Testing, large no. of data is populated in database and the overall software system's behavior is monitored. The objective is to check software application's performance under varying database volumes.

In this article, major emphasize is given to load testing. It is used to measure systems and applications behavior under extreme conditions. There are various tools available for load testing like JMeter, Loadrunner, winrunner etc. This article deals with Jmeter.

**Jmeter:** The Apache JMeter is an open source testing tool designed to test the load of the server. To test the server load using JMeter, we need to give the information of user like number of users, time for each user, number of loop etc. In JMeter, users send the requests to a target server. As the response of the request, a summary report is sent to show the performance of the target server.



### Steps to run Jmeter:

1. Create a test plan.
2. In this test plan, create a new thread group.
3. Click on Thread Group and Add number of thread users (Simultaneous users), Ramp-up period (Time to start the thread) and loop count (number of times to perform).
4. To add http request, click on thread group add Sampler.
5. Click on HTTP Request in the sampler.
6. To calculate the summary report, In thread group -> Add listener-> View results

Through these steps, it can be shown that JMeter is a useful load testing tool. It facilitates discovery of various issues of load testing and increase performance of your web application.

## Women Safety in India – A Work in Progress or Myth



Ms Rashmi Singh  
Asst. Professor  
Mgmt. Department

**If a woman is happy, then the family is happy; when a family is happy, only then society is happy.**

According to Swami Vivekananda- "That country and that nation that do not respect women have never become great, nor ever be in future." It is very true that women in India are given a place of Goddess Lakshmi in the Indian society. However, we also cannot ignore the negative aspect of women status in India. Every day and every minute some women of all walks of life (a mother, a sister, a wife, young girls, and girl baby children) are getting harassed, molested, assaulted, and violated at various places all over the country. Areas like streets, public spaces, public transport, etc have been the territory of women hunters. In some cases a girl child is sold by her parents just to earn some money. Girls generally face acid attacks on the streets and kidnapping for the sex purpose by strangers. According to the statistics, it is found that a woman is raped in India every 20 minutes.

There is a big list of crimes against women in India such as acid attack, child marriages, domestic violence, child abuse, dowry deaths, female infanticide and sex-selective abortions, child labour, honor killings, rape, sexual harassment, trafficking, forced for prostitution, and many more.

According to a study, 65% of Indian men believe women should tolerate violence in order to keep the family together and women sometimes deserve to be beaten. Honor killings are often a result of strongly patriarchal views on women and the status of women in society. In these traditionally male-dominated societies women are dependent first on their father and then on their husband, whom they are expected to obey. Women are viewed as property and not as individuals with their own independent authority. As such, they are expected to follow male authority figures in the family – failure to do so can result in extreme violence as punishment. In India, the women participation in workforce was just at 27% compared to China and Brazil where it is between 65-70%. Even in neighboring Sri Lanka and Bangladesh the figure is higher.

Over the past few millennia, the status of women have been subjected to various changes – from the equal status that they enjoyed with men during the ancient times to the truncated medieval times to the promotion of women rights in the modern era, Indian women have socially suffered. Today women have been able to climb higher, albeit with difficulties with repercussions like the Glass Ceiling Effect in corporate enterprises.

India won't be a great country till every girl child, in every corner feels safe and can walk fearlessly, even at night. We chant a thousand slogans and take pledges to protect the dignity of our women but that never works. Our actions need to speak louder than the words. There have been instances when people risked their lives to protect the dignity of women.

India is a great country with a great growth rate and is an emerging power. If our life, dignity and honor are at stake, then everything else, including the economy is secondary. Development that doesn't take care of human dignity, respect and security is nothing but pseudo-development. We have tremendous human capital in the face of females. They can contribute to the development of our country only if they feel safe at their workplace. We need to restore the dignity of the woman in our society and give her the highest status in every walk of life. All the men and women with goodwill need to come forward to restore "her" status.



## Achievers

**Congratulations students for the wonderful performance!!**

This is the perfect time to tell you that gaining knowledge is a process that goes on until the last day of your life. It's been a long hard road, but you accomplished your goal and passed the exam with flying colours.

**You survived! Now it is time to celebrate the success!**

We @ INMANTEC are so proud of the countless hours of study and hard work that you've put into realising your dreams. You worked hard and you did it! Enjoy life to the fullest. May your hopes and dreams become reality!!

### List of Students with Max Attendance



Name : SHWETA TYAGI  
Session : BCA (2016-2019)  
Semester : 1-2 sem  
Percentage : 89.4



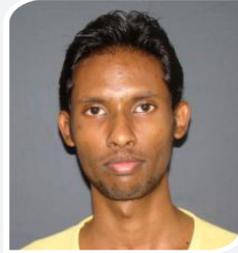
Name : NITIN KUMAR  
Session : BCA (2015-2018)  
Semester : 3-4 sem  
Percentage : 84.9



Name : Km ISHIKA RANA  
Session : BBA (2016-2019)  
Semester : 1-2 sem  
Percentage : 84.9



Name : DEVASHISH SHARMA  
Session : BBA (2015-2018)  
Semester : 3-4 sem  
Percentage : 91



Name : SAURABH SRIVASTAV  
Session : MCA (2015-2017)  
Semester : 3-4 sem  
Percentage : 76.7



Name : Km RENU  
Session : MCA (2016-2018)  
Semester : 3-4 sem  
Percentage : 76.7



Name : VISHJEET SINGH  
Session : MBA (2016-2018)  
Semester : 1-2 sem  
Percentage : 73.34



Name : VARSHA GUPTA  
Session : PGDM (2016-2018)  
Semester : 1-2 sem  
Percentage : 88.6

### Top Rankers - For Excellence Awards Dec 2017

#### 1st



Name : ARYA RASTOGI  
Session : BCA (2016-2019)  
Semester : 1-2 sem  
Percentage : 74.92



Name : ANUSHI GARG  
Session : BCA (2015-2018)  
Semester : 3-4 sem  
Percentage : 77.83



Name : ANKUR DHAKA  
Session : BCA (2014-2017)  
Semester : 5-6 sem  
Percentage : 78.67



Name : SHUBHAM TOMER  
Session : BBA (2016-2019)  
Semester : 1-2 sem  
Percentage : 71.19



Name : VANI AGARWAL  
Session : BBA (2015-2018)  
Semester : 3-4 sem  
Percentage : 69.92



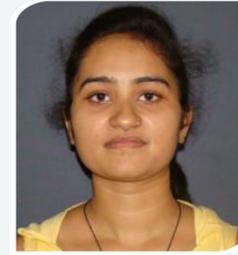
Name : SULTANA  
Session : BBA (2014-2017)  
Semester : 5-6 sem  
Percentage : 82.67



Name : NEHA YADAV  
Session : MCA (2016-2018)  
Semester : 3-4 sem  
Percentage : 78.45



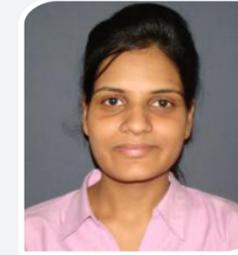
Name : POOJA TEOTIA  
Session : MCA (2015-2017)  
Semester : 5-6 sem  
Percentage : 86.1



Name : SHRADDHA AGNIHOTRI  
Session : MBA (2015-2017)  
Semester : 3-4 sem  
Percentage : 74.16



Name : KHUSHBOO SINGH  
Session : MBA (2016-2018)  
Semester : 1-2 sem  
Percentage : 70.18



Name : VARSHA GUPTA  
Session : PGDM (2016-2018)  
Semester : 1-2 sem  
Percentage : 9.59



Name : DEEPSHIKHA CHOUDHARY  
Session : PGDM (2015-2017)  
Semester : 3-4 sem  
Percentage : 9.57

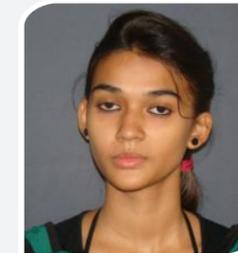
#### 2nd



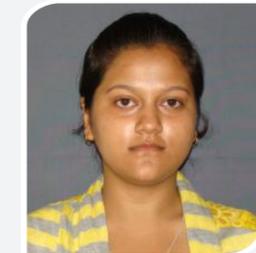
Name : AAANCHAL AGARWAL  
Session : BCA (2016-2019)  
Semester : 1-2 sem  
Percentage : 73.92



Name : SHIVAM SHARMA  
Session : BCA (2015-2018)  
Semester : 3-4 sem  
Percentage : 72.42



Name : VIDHI SHARMA  
Session : BCA (2014-2017)  
Semester : 5-6 sem  
Percentage : 78.83



Name : ISHIKA RANA  
Session : BBA (2016-2019)  
Semester : 1-2 sem  
Percentage : 70.38



Name : RASHMI TOMAR  
Session : BBA (2015-2018)  
Semester : 3-4 sem  
Percentage : 69.83



Name : NIDHI SHUKLA  
Session : BBA (2014-2017)  
Semester : 5-6 sem  
Percentage : 80.58



Name : DOLLY GOEL  
Session : MCA (2016-2018)  
Semester : 3-4 sem  
Percentage : 78.35



Name : NEERAJ KUMAR  
Session : MCA (2015-2017)  
Semester : 5-6 sem  
Percentage : 85.5



Name : **HARSHNI SINGH**  
Session : MBA (2015-2017)  
Semester : 3-4 sem  
Percentage : 73.32



Name : **SHALU VERMA**  
Session : MBA (2016-2018)  
Semester : 1-2 sem  
Percentage : 70.06



Name : **Ms RAJ BALA**  
Session : PGDM (2016-2018)  
Semester : 1-2 sem  
Percentage : 7.95



Name : **VIVEK KUMAR MANDAL**  
Session : PGDM (2015-2017)  
Semester : 3-4 sem  
Percentage : 9.09

## Placements PGDM

The CRD team of INMANTEC work hard throughout the year to make our students employable. Due to their untiring efforts, we achieved 100% placement goal for the year. Below is the list of our students getting maximum package along with few others who are able to get better placements.

1.	Vivek Kumar Mandal	Ceasefire	Sales Executive	5 LPA
2.	Abhishek Mandal	Gill India	BDE	4.80 LPA
3.	Anjan Murmu	Everest Spices	Sales Executive	3.60 LPA
4.	Suresh Ram	Om Logistics/Digital Indya/Itz Cash	BDE	3.60 LPA
5.	Gyanendra	Ananda	Sales Officer	3 LPA
6.	Vinod Kumar	Denave India	BDE	3 LPA
7.	Mayank Deep	Zopper	IT Sales Executive	2.52 LPA
8.	Amit Kumar	Zopper / Doing his own business	IT Sales Executive	2.52 LPA

## Placements at a glance

## MBA

1.	ARCHNA KUMARI	Anarock Properties	BDE	5.40 LPA
2.	KAPIL PATHAK	Anarock Properties	BDE	5.40 LPA
3.	PRINCE TOMAR	Cavinkare	BDE	4.20 LPA
4.	ANKUR SHARMA	IIFL	Executive - Marketing	3.60 LPA
5.	SUMITA NEGI	FCR Ltd	HR Executive	2.64 LPA
6.	DEEPAK PAL	Panchsheel Builders	BDE	2.40 LPA
7.	SHIVAM JHA	Mohit Raj & Associates	BDE	2.40 LPA
8.	TUSHAR KUMAR DEVAL	Dr. Kleenz Lab	BDE	2.40 LPA

## MCA

1.	BALKRISHNA THAKUR	Prologic Web	2.40 LPA
2.	BANDANA	Prologic Web	2.40 LPA
3.	JAYDEEP RANA	Prologic Web	2.40 LPA
4.	POOJA TEOTIA	AS Software	2.40 LPA