

GIPS

जी०एन०आई०ओ०टी० इंस्टीट्यूट ऑफ प्रोफेशनल स्टडीज़
GNIOT INSTITUTE OF PROFESSIONAL STUDIES
(Affiliated to Chaudhary Charan Singh University, Meerut)
An ISO 9001:2015 and 14001:2015 Certified Professional Institute

COURSES OFFERED : BBA | BCA | B.Com | B.Sc (CS) | B.Com (Hons)

संवाद

VOL 2 ISSUE 5 || MAY 2023

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Dear all,

"I am always doing that which I cannot do, in order that I may learn how to do it" - Pablo Picasso

Greetings from the GNIOT Institute of Professional Studies...

It is with great pride and immense pleasure that we present to our esteemed readers the forthcoming edition of our College Newsletter 'संवाद'. We are delighted to share with you the latest news, noteworthy events, and captivating stories from our vibrant college community. Our unwavering commitment to the pursuit of knowledge and personal growth has transformed our college into a thriving center of creativity, innovation, and academic distinction. Furthermore, we are thrilled to offer a host of engaging events, updates, and exciting opportunities for internships and careers, all designed to ensure that your time here is both enriching and rewarding.

We extend heartfelt congratulations to each and every individual who has contributed to the success of our institution. We commend the tireless efforts of our editorial team in bringing this remarkable edition of the Newsletter to fruition.

As you delve into the pages of this edition, we wish you a joyous and thought-provoking reading experience that will invigorate your mind and propel you toward a future filled with success.

Thank You



DEPARTMENTAL ACTIVITIES

Industrial visit to Barclays (May 02, 2023)

"Innovation in IT is key to creating a better banking experience for customers"

Believing in this notion GNIOT-IPS organized an Industrial visit to Barclays, Noida for BCA 1st year & 2nd year students.

The objective of this visit was to provide students with an opportunity to gain practical insights into the operations of a leading financial institution.

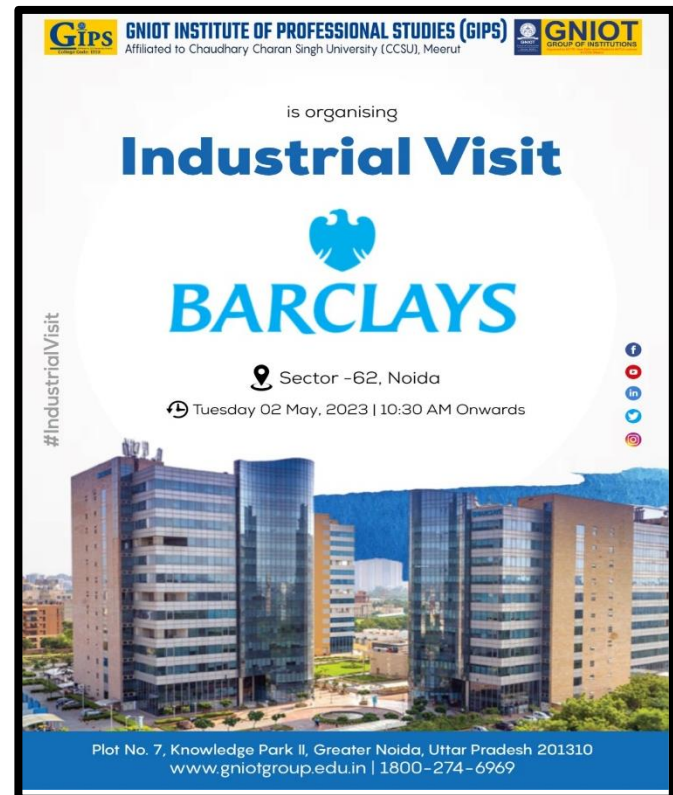
Students were given detailed explanations of the workings of the financial industry", including the role of banks in the economy, the types of financial products and services offered by banks, and the various risks and challenges faced by the banking sector.

The industrial visit to Barclays proved to be an enriching experience for the students.

The visit also helped the students to bridge the gap between academics and corporate.

The highlight of the visit was insights into the day-to-day operations of the bank explained by the experts.

The questions from our students were also answered with perfection, providing them with valuable information on the skills and qualities required to succeed in the banking industry.



Young Innovator Presentation competition-2023 (May 04, 2023)

"Innovation is the ability to see change as an opportunity - not a threat"

Believing in this notion The Hawks Insight – The IT Club, of GNIOT Institute of Professional Studies, organized an Inter College Event- "The Young Innovator Presentation competition-2023."

The objective of this competition was to promote and encourage creativity, innovation, and problem-solving skills among students.

It aims to provide a platform for young minds to showcase their ideas and solutions to real-world problems.

Through this competition, we hope to foster collaboration, learning, and networking among students from different colleges. The competition also aims to inspire and motivate students to pursue their ideas and turn them into reality.

The screening round was conducted on 26th April'23 and 7 teams were shortlisted for the final round.

Results are:

1st Position: Kartik Srivastav & Aastha Srivastav (BBA) GNIOT-IPS

2nd Position: Samien Shrestha & Maaz Ajaz (Bsc. (CS) Sharda University

3rd Position: Shivanya Agarwal & Archi Snehi (BCA) GNIOT-IPS

The event was well coordinated by members of the IT Club under the profound guidance of our honorable Principal Prof. (Dr.) Savita Mohan.



Branding Above Brands: Personal Branding (May 10, 2023)

"Life isn't about finding yourself, Life is about creating yourself"

GNIOT Institute of Professional Studies, Marketing Club hosted an engaging workshop titled "Branding above Brands: Personal Branding - A Way to Industry 4.0. Dr. Tanvi Gupta, the esteemed founder, and CEO of Young Mindz Edtech Advisory LLP, graced the event as the resource person. This workshop proved to be an enriching experience, a super bowl of valuable insights, where participants delved into the world of personal branding. Through a blend of humor, brainstorming sessions, interactive games, and practical exercises, attendees explored the nuances, benefits, and potential drawbacks of personal branding.

The message was very clear and striking for our young entrepreneurs and future management professionals to start branding themselves as early as possible by participating in every activity organized on campus and off campus as well as building interpersonal relations with industry people by doing internships and certificate courses.

As time and tide wait for none therefore in today's competitive environment if one is aiming to grow his name and recognition or is just interested in determining how one comes across to others, building and maintaining a strong personal brand is important for finding success.

Hence the workshop organized today provided a real-world hands-on experience to our students as to how they can stand out differently from millions of professionals around the world. The workshop concluded with certificate distribution to the students.

The poster features the GIPS logo (GNIOT Institute of Professional Studies) and the GNIOT Group of Institutions logo. It identifies the organizing body as VIPANAN THE MARKETING CLUB. The main title is "Branding Above Brands: Personal Branding a Way to Industry 4.0" with the subtitle "Craft your own brand". It lists the resource person as Dr. Tanvi Gupta, Founder & CEO of Young Mindz Edtech Advisory LLP, and the principal as Prof. (Dr.) Savita Mohan. The event is scheduled for 10th May, 2023, at 10:00 AM onwards in Seminar Hall, GIPS. The location is Plot No. 7, Knowledge Park II, Greater Noida, Uttar Pradesh 201310. Contact information includes the website www.gniotgroup.edu.in and the phone number 1800-274-6969. Social media icons for Facebook, YouTube, LinkedIn, Twitter, and Instagram are also present.



VOL 2 ISSUE 5 || MAY 2023



GNIOT INSTITUTE OF PROFESSIONAL STUDIES (GIPS)
Affiliated to Chaudhary Charan Singh University (CCSU), Meerut



IS ORGANIZING

A WORKSHOP ON

Branding Above Brands Branding a Way to India

Craft your own brand

10th May, 2023



Dr. Tanvi Gupta
Founder & CEO, Young Minds
Editorial Advisory IIP



Prof. (Dr.) Savita Mohan
Principal-GIPS



Awareness Program on Cyber Security & Women Safety (May 16, 2023)

"A woman's safety should never be compromised, whether it's in the physical world or the digital realm"

GNIOT Institute of Professional Studies successfully conducted Awareness Program on "Cyber Security & Women Safety" The program aimed to educate students, faculty, and staff members about online safety and raise awareness about the unique challenges faced by women in the digital world.

The program commenced with an opening session where the Principal of GNIOT Institute of Professional Studies Prof. Dr. Savita Mohan welcomed our esteemed chief guest IPS Preeti Yadav (ADCP Woman Safety, G.B Nagar) and the significance of cybersecurity and women's safety in the digital age was emphasized.

Our chief guest IPS Preeti Yadav provided us with valuable insights into cybersecurity. She focused on educating participants about the signs of online harassment, providing support resources, and encouraging the importance of reporting incidents.

The awareness program received an overwhelming response, with active participation from students, faculty, and staff members. The Cybersecurity and Women's Safety Awareness Program successfully achieved its objectives by equipping participants with valuable knowledge and skills to navigate the digital landscape safely.



The poster features the GIPS and GNIOT logos at the top. It includes the text: "GNIOT INSTITUTE OF PROFESSIONAL STUDIES (GIPS) Affiliated to Chaudhary Charan Singh University (CCSU), Meerut". The main title is "Awareness Program on CYBER SECURITY & WOMEN SAFETY". It lists the organizer as "Ms. Preeti Yadav, IPS, ADCP Woman Safety, G. B. Nagar". The event details are: "16th May, 2023, Tuesday, 10:00AM Onwards" at "Seminar Hall, GIPS". The address is "Plot No. 7, Knowledge Park II, Greater Noida, Uttar Pradesh 201310". The website and contact number are "www.gniotgroup.edu.in | 1800-274-6969".





Industrial Visit to Mother Dairy (May 17, 2023)

"Learning is not confined to the four walls of a classroom. True education happens when students step into the real world, exploring industries and witnessing firsthand the marvels of human innovation"

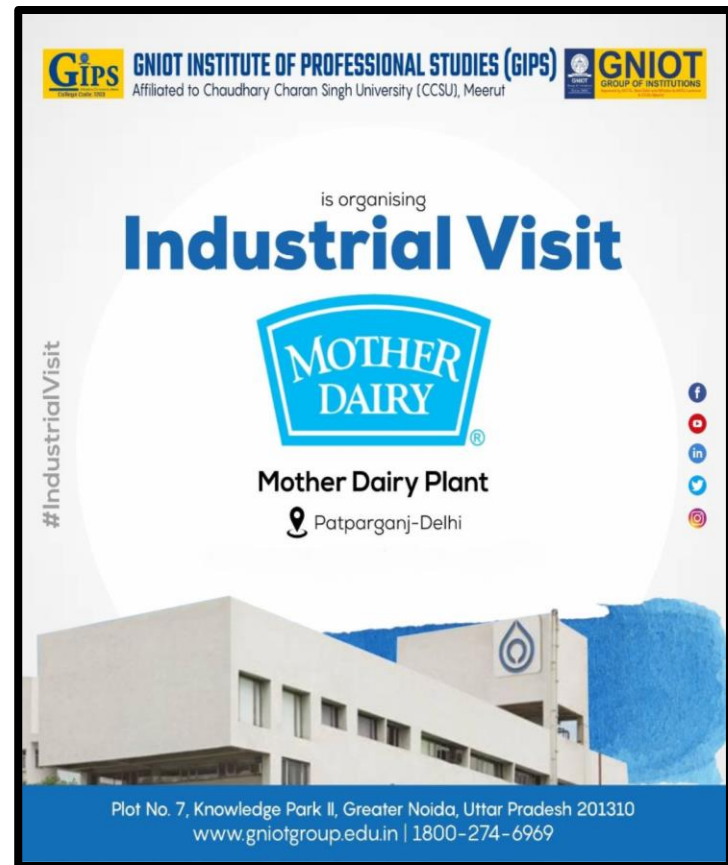
GNIOT Institute of Professional Studies organized an Industrial visit to Mother Dairy for the students of the BBA course on 17th May 2023.

The visit was not only educational but also an eye-opener about the efforts made by Mother Dairy to promote sustainable practices and support local farmers. It was heartening to see their commitment to ethical sourcing and community development initiatives.

We would like to express our gratitude to the Mother Dairy team for organizing this enriching experience for our BBA students. The visit has undoubtedly broadened students' understanding of the dairy industry and its significance in our daily lives.

The students were able to get a wealth of information about the dairy industry, emphasizing the importance of quality control and hygiene.

Students even got to witness the state-of-the-art testing and processing techniques used to ensure the highest standards in milk production. The visit was organized under the profound guidance of Prof. Dr. Savita Mohan.



Faculty Development Programme on Data Analytics & Transformation (May 18, 2023)

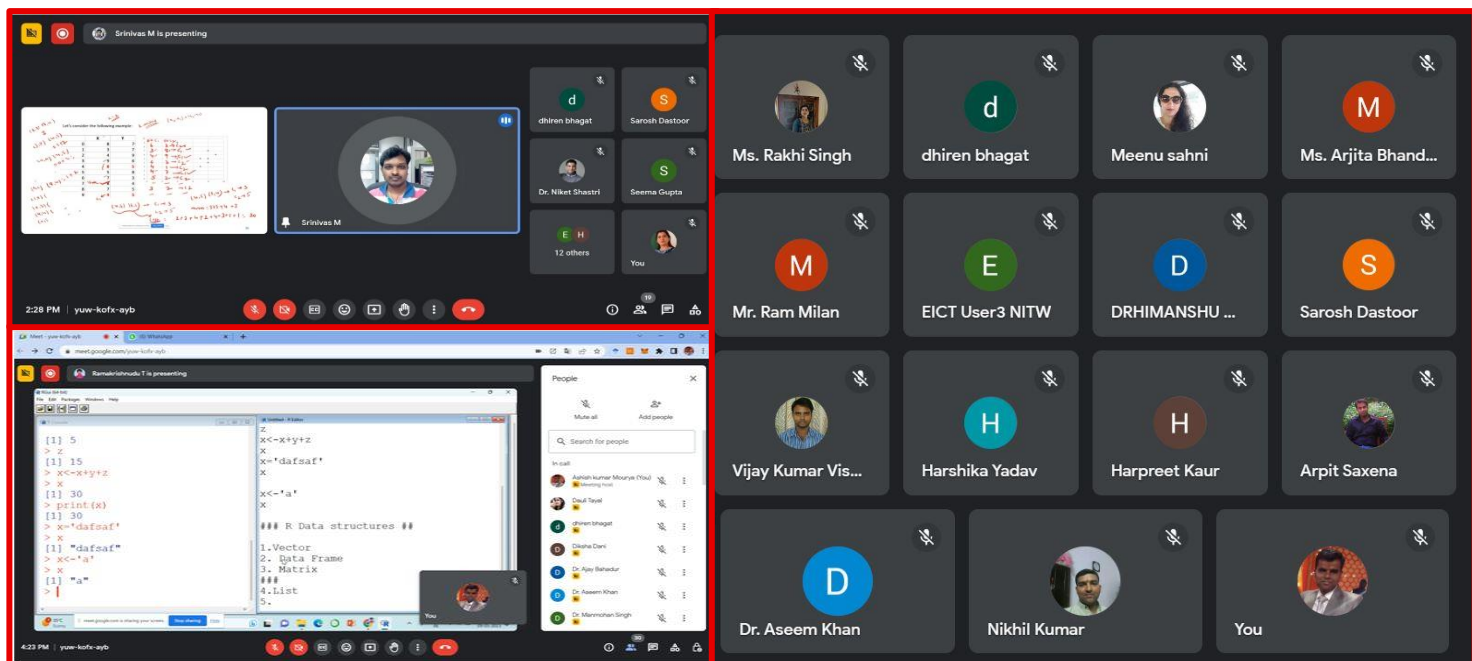
“Learning is not attained by chance, it must be sought for with ardor and attended to with diligence”

The Faculty Development Program (FDP) conducted by GNIOT Institute of Professional Studies reached its successful conclusion. The attendees were privileged to have renowned speakers, Dr. Adepu Ravi Sankar (Research Scientist Amazon) and Dr. M. Srinivas (Associate Professor, NIT- Warangal).

Dr. Adepu Ravi Sankar took the stage and shared his expertise on the Hidden Markov model, discussing its significance across various fields. His session was particularly enlightening, providing the attendees with valuable knowledge and practical insights. Dr. M. Srinivas captivated the audience by shedding light on the Naive Bayesian model and KNN, providing valuable insights into their applications and relevance.

Throughout the FDP, which spanned several days, the participants were immersed in a learning-intensive environment that significantly enriched their knowledge

and skills. The program focused on data analytics and its relevance in research and professional growth, empowering the attendees to expand their existing knowledge and enhance their capabilities. Undoubtedly, the attendees greatly benefited from this initiative by the GNIOT Institute of Professional Studies. As the FDP drew to a close, the participants departed with a heightened understanding of data analytics and its practical utility, poised for further growth and development in their professional journeys.



Awareness Program in Pipalka Village (May 19, 2023)

“Mission of Unnat Bharat Abhiyan is to enable higher educational institutions to work with the people of rural India in identifying development challenges and evolving appropriate solutions for accelerating sustainable growth”

The Unnat Bharat Abhiyan Club of GNIOT Institute of Professional Studies orchestrated a striking awareness program in Peepalka Village, Greater Noida, dedicated to the effective management of liquid waste.

With a vision to nurture a harmonious relationship between society and an inclusive academic system, the initiative endeavors to equip emerging professionals with knowledge and practices while enhancing the capabilities of both the public and private sectors in addressing the developmental requirements of rural India.

To educate students and other members of the community about the significance of liquid waste management, an enchanting Nukkad Natak performance was organized.

Children and individuals were enlightened about the various methods of liquid waste treatment and its profound effects on society and nature through engaging slogans.

Prof. Dr. Savita Mohan (Principal, GIPS) provided invaluable motivation, igniting the passion for positive change and supporting a collective commitment to this cause. These efforts were aimed at empowering children and individuals, inspiring them toward a better and more sustainable life.

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GNIOT
GROUP OF INSTITUTIONS

UNNAT BHARAT ABHIYAN

IS ORGANIZING

जागरूकता कार्यक्रम

ग्रामीण क्षेत्रों के लिए तरल
अपशिष्ट निस्तारण के उपाय

19th May, 2023, Friday
10:00 AM to 12:30 PM

At Village Pipal ka Gr. Noida

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SAYONARA The Farewell Party – 2023 (May 27, 2023)

Every new beginning marks some other beginning's end, to celebrate the same spirit first ever farewell was organized by GNIOT Institute Of Professional Studies Greater Noida to acknowledge the learning journey of the first outgoing batch of BBA, B.Com and BCA.

The Chairman of College Dr. Rajesh Gupta in his address congratulated the students and wished them a bright career ahead be it in higher studies or in their journey of being a professional employed in some good corporate. Principal Dr. Savita Mohan in her address congratulated them and emphasized them to make their college and parents proud of their achievements. The event was graced by the presence of Shri Gaurav Guptaji Vice Chairman GNIOT Group of Institutions, Mr. Swadesh Singh CEO GNIOT Group of Institutions, Dr Dheeraj Gupta Director, Engineering Institute, Dr. Anshul Director MBA Institute . Enjoyment and enthralling activities reverberated the ambience at the venue designated for the celebration of farewell party of the outgoing batch.



The event encompassing events such as group, solo and duet dance performances, group singing and skit, was thoroughly enjoyed by all. The following students bagged the titles as follows-

Mr. Farewell:- Mr. Deepesh (BBA), Ms. Farewell:- Ms. Nidhi (BCA), Ms. Elegant:- Ms. Apporva (BBA), Mr. Handsome:- Mr. Akshay (BBA)

The tireless efforts of the cultural club of the institute along with enthusiastic participation from the side of the students made the event a huge success and elated juniors and members of the institute bid adieu to the the passing out batch while wishing them well for future endeavors.





FACULTY CORNER

Impact of Sustainable Development on Human Resource Development



Sustainable development has become a critical issue for organizations worldwide, and its impact on human resource management (HRM) cannot be overemphasized. The concept of sustainable development is centered on balancing economic

growth, social development, and environmental protection to ensure the well-being of future generations. In this article, we will discuss the impact of sustainable development on HRM.

- 1. Recruitment and Selection:** Sustainable development has led to the emergence of green jobs, which are aimed at promoting environmental sustainability. As such, HR managers need to incorporate sustainability criteria in their recruitment and selection processes. This means that candidates with relevant skills and experience in sustainable practices should be given preference during the recruitment process.
- 2. Employee Training and Development:** To achieve sustainable development, organizations need to ensure that their employees are equipped with the necessary skills and knowledge to promote sustainability in their work. HR managers should, therefore, provide training and development programs that focus on sustainability issues such as energy conservation, waste reduction, and eco-friendly practices.
- 3. Performance Management:** Sustainable development requires organizations to set sustainability goals and measure their progress towards achieving them. HR managers need to incorporate sustainability metrics into the performance management system to ensure that employees are evaluated based on their contribution to sustainability goals.

- 4. Compensation and Rewards:** Organizations that prioritize sustainability should reward employees who contribute to sustainability goals. HR managers should, therefore, develop compensation and reward systems that recognize employees who promote sustainability in their work.
- 5. Employee Engagement:** Sustainable development requires the involvement of all employees in the organization. HR managers should, therefore, create platforms for employee engagement on sustainability issues such as green teams, suggestion boxes, and sustainability committees.

Sustainable development has a significant impact on HRM. HR managers need to incorporate sustainability into their recruitment and selection processes, employee training and development programs, performance management systems, compensation and reward systems, and employee engagement strategies. By doing so, organizations can promote sustainability while ensuring the well-being of future generations.

Nootan Chaudhary
(Assist. Prof.)
Department of BBA



Unleashing the Power: The Impact of Increasing Neurons on Neuromorphic Architecture



In the ever-evolving realm of artificial intelligence (AI) and machine learning, researchers continuously strive to bridge the divide between biological and artificial neural networks. This pursuit has given rise to neuromorphic architecture

a revolutionary field that emulates the structure and functionality of the human brain. With immense promise, recent studies have shed light on the pivotal role played by the number of neurons in determining the performance of neuromorphic systems. In this article, we delve into the implications and impact of increasing the number of neurons on the performance of neuromorphic architecture, thereby shedding light on the future of AI.

Neuromorphic architecture, a specialized branch of AI, aims to replicate the intricate operations of the human brain. Constructed using artificial neurons that process information akin to their biological counterparts, these systems enable complex and adaptive computations. Neurons serve as the fundamental building blocks of neuromorphic architecture, responsible for processing and transmitting information within the system. The number of neurons present in a network significantly influences its performance and capabilities. By increasing the number of neurons, the system's ability to process complex patterns, discern intricate details, and make accurate predictions is greatly enhanced.

Inspired by the exceptional learning capabilities of the human brain, researchers seek to emulate its adaptability within neuromorphic architectures. Expanding the number of neurons facilitates the creation of larger and more intricate neural networks, capable of capturing a greater array of features and relationships in the data. This expanded capacity empowers the system to learn and adapt more comprehensively, leading to overall improvements in performance and accuracy. However, augmenting the number of neurons presents certain challenges.

As the system scales up, there is a heightened demand for computational resources. Higher neuron counts necessitate increased processing power and memory, which can pose limitations in implementing large-scale neuromorphic architectures. Additionally, managing the heightened complexity may require novel techniques for training and optimization to effectively leverage the growing number of neurons.

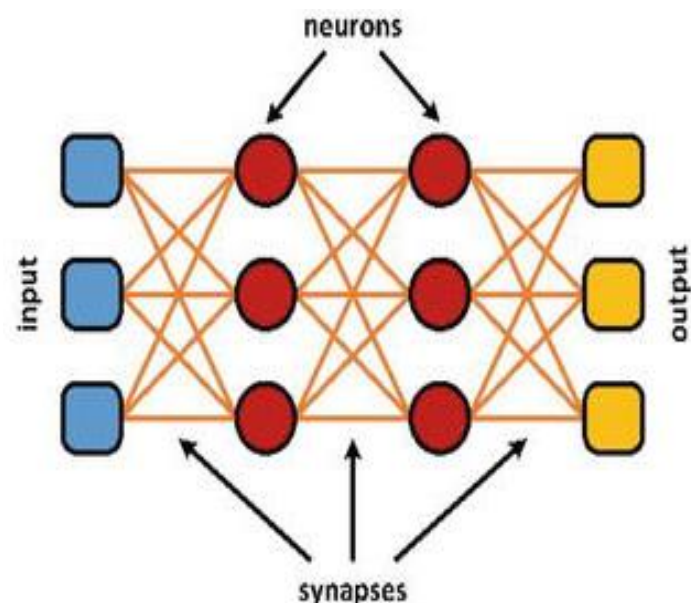
The quest to replicate the remarkable capabilities of the human brain has been the driving force behind the development of neuromorphic architecture. Increasing the number of neurons within these systems profoundly impacts their performance and adaptability.

By expanding the neuron count, researchers unlock the potential for enhanced learning, improved accuracy, and increased robustness in artificial intelligence applications. While challenges persist, the growing number of neurons paves the way for an exciting future where AI systems can execute complex tasks with unparalleled efficiency and accuracy, bringing us closer to the realization of truly intelligent machines.

Dr. Prateek Sharma

(Assist. Prof.)

Department of B.Sc. (CS)



ACHIEVEMENTS

Elite
NPTEL Online Certification
 (Funded by the MoE, Govt. of India)

This certificate is awarded to
ARPIT SAXENA
 for successfully completing the course

Services Marketing: A Practical Approach
 with a consolidated score of **75 %**

Online Assignments	16.58/25	Proctored Exam	58.16/75
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Total number of candidates certified in this course: **476**

Jan-Feb 2023
 (4 week course)

Prof. Debjani Chakraborty
 Coordinating NPTEL
 IIT Kharagpur

Indian Institute of Technology Kharagpur

Roll No: NPTEL23MG3544550390 To validate the certificate No. of credits recommended: 1 or 2

NPTEL-AICTE
Faculty Development Programme
 (Funded by the MoE, Govt. of India)

This certificate is awarded to
ARPIT SAXENA
 for successfully completing the course

Sales and Distribution Management
 with a consolidated score of **63 %**

Prof. Andrew Thangaraj
 NPTEL Coordinator
 IIT Madras

Indian Institute of Technology Madras

Roll No: NPTEL23MG44533590741 Duration of NPTEL course : 8 Weeks

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 24th July 2019, similar to other refresher / orientation courses. F.No. AICTE / RIFD / FDP through MOOCs / 2017-18

NPTEL-AICTE
Faculty Development Programme
 (Funded by the MoE, Govt. of India)

This certificate is awarded to
DR PRIYA KUSHWAHA
 for successfully completing the course

Advances in Strategic Human Resource Management (HRM)
 with a consolidated score of **44 %**

Prof. Andrew Thangaraj
 NPTEL Coordinator
 IIT Madras

Indian Institute of Technology Madras

Roll No: NPTEL23MG64543611124 Duration of NPTEL course : 4 Weeks

The candidate has studied the above course through MOOCs mode, has submitted online assignments and passed proctored exams. This certificate is therefore acceptable for promotions under CAS as per AICTE notifications dated 24th July 2019, similar to other refresher / orientation courses. F.No. AICTE / RIFD / FDP through MOOCs / 2017-18

NPTEL Online Certification
 (Funded by the MoE, Govt. of India)

This certificate is awarded to
RICHA SRIVASTAVA
 for successfully completing the course

Advances in Strategic Human Resource Management (HRM)
 with a consolidated score of **55 %**

Online Assignments	13.33/25	Proctored Exam	41.75/75
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Total number of candidates certified in this course: **1126**

Feb-Mar 2023
 (4 week course)

Prof. Sridhar Iyer
 Head COEEP & NPTEL, Coordinator
 IIT Bombay

Indian Institute of Technology Bombay

Roll No: NPTEL23MG64533610412 To validate the certificate No. of credits recommended: 1 or 2

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Congratulations!

GIPS feel proud to share that our following students of **BBA & BCA 2nd Year (Batch 2021-24)** are selected in **Marketing**

SUMMER INTERNSHIP

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 BUILDING MIND. BUILDING FUTURES



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WELCOME TO TEAM GIPS



Dr. Meenu Sahni (Professor – BCA)

Dr. Meenu Sahni has joined as a Professor in the department of BCA. She has more than 22 years of experience in teaching. She is M.Sc. (Maths) from Delhi University, B.Ed. From CCS University and Ph.D. in Computer Science from Mewar University. Her research papers have been published in renowned international journals, and she has actively participated in workshops and conferences.



Dr. Rahul Chaudhary (Assistant Professor – B.com.)

Dr. Rahul Chaudhary is an Assistant Professor in the Department of Commerce. He is M.Com. M.Phil. and B.Ed. He is Ph.D. in Commerce from Dayalbagh University, Agra. He published many research papers in UGC Care and Scopus. He has also served as a visiting faculty at GLA University in Mathura. His research interests lie in the multidisciplinary field, and he possesses strong technical skills.



Dr. Manpreet Kaur (Assistant Professor – BBA)

Dr. Manpreet Kaur holds the position of Assistant Professor in BBA Department. With a teaching experience of 12 years, her expertise lies in the fields of Human Resources and Marketing. She is Ph.D. from Bhagwant University, Rajasthan. Her research findings have been published in reputable national and international journals, as well as conference proceedings.



Mr. Siddhartha Agarwal (Assistant Professor – B.Com.)

Prof. Siddhartha Agarwal has joined as an Assistant Professor in the Department of Commerce. He has more than 5 years of teaching experience. He is M.Com., UP D.El.Ed. and UGC-NET. His diverse educational background and qualifications contribute to his comprehensive understanding of the subject matter.



Ms. Pragati (Assistant Professor – BBA)

Prof. Pragati has joined in the department of BBA. She is pursuing her Ph.D. from Gurukula Kangri University, Haridwar. She has more than 3 years of experience in teaching and research. Her research findings have been published in esteemed international journals, including SCOPUS, ABDC, and UGC-Listed publications, as well as conference proceedings.

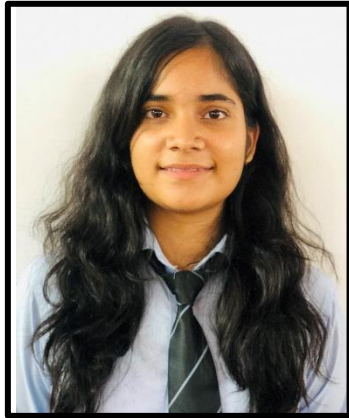


Ms. Harpreet Kaur (Assistant Professor – BCA)

Prof. Harpreet Kaur has joined in the department of BCA. She is BCA, MCA & B.Ed. With extensive experience as a professional IT trainer, she has successfully trained over 300 students across multiple institutes. Her teaching expertise encompasses subjects such as C, C++, Python, HTML5, CSS3, JavaScript, and various other programming languages.

STUDENT'S CORNER

Quantum Spirituality Connection



The discovery of quantum physics in the last few decades has redefined the way we view the universe and has forever changed the face of science. Interestingly, many of the theories proposed in quantum physics resemble key concepts from ancient spiritual systems.

In spirituality, we often say that God is everywhere in every form and shape whereas it is proven that every particle has its own intelligence, and consciousness in the quantum world that is in line with the idea of unity within diversity can be seen in quantum entanglement. In classical physics, there are constants that can never be broken, such as the relationship between mass and energy – the result of which means that nothing can travel faster than the speed of light. However, in the quantum world, two particles can be connected in such a way that information can be shared instantly between them, regardless of distance.

This is known as quantum entanglement. When two particles become entangled, they remain connected even when separated by vast distances. Entanglement can also occur between millions of particles and is thought to take place throughout nature, and within the atoms and molecules in living species. When hundreds of particles become entangled, they act as one unified object. These so-called many-body entangled systems describe a network of entanglement. If we also consider the big bang theory of creation, which states that the entire universe emerged from a single point of super condensed energy, then literally everything in existence has one, single united. Here we can draw a parallel to a Tantric vision of reality – the existence of an underlying fabric or network of connections, that unites all the apparently separate aspects of reality. A central tenet of Tantra is that of non-duality, the recognition that underlying the multiplicity and diversity of experience there is a single, infinite, and indivisible reality, the nature of which is pure conscio-

usness. All the separate aspects of creation are ultimately an expression of that one Ultimate Reality.

Everything in the universe has both particle and wave nature, at the same time. This introduces us to the concept of the dual nature of particles. The eye is an excellent example that demonstrates this complexity. In an eye the gathering and focusing of light is understood in terms of waves and the absorption of light by rods and cones is understood in terms of photons. Similarly, in laser, light is treated as waves in achieving amplification and as photons in achieving stimulated emission. From the spiritual perspective, intentional attention to something creates reality. It's all possible but only when there is consciousness that gets diverted towards that it becomes the manifested reality in easy words, we can say that every thought and every emotion we focus on can manifest the reality that's why it is well said that we should always think positively. Quantum physics operates within a well-defined mathematical framework and has been successful in explaining the behavior of particles at the quantum level. On the other hand, spirituality is deeply personal and encompasses a wide range of beliefs and practices that vary across different cultures and individuals.

Tulika Kotiyal

Student - B.Sc. (CS)
Ist Year



Cyber Security



Cyber security is the practice of defending computers, servers, mobile devices, electronic systems, networks, and data from malicious attacks. It's also known as information technology security or electronic information security.

The term applies in a variety of contexts, from business to mobile computing, and can be divided into a few common categories.

- **Network security** is the practice of securing a computer network from intruders, whether targeted attackers or opportunistic malware.
- **Application security** focuses on keeping software and devices free of threats. A compromised application could provide access to the data it's designed to protect. Successful security begins in the design stage, well before a program or device is deployed.
- **Information security** protects the integrity and privacy of data, both in storage and in transit.
- **Operational security** includes the processes and decisions for handling and protecting data assets. The permissions users have when accessing a network and the procedures that determine how and where data may be stored or shared all fall under this umbrella.
- **Disaster recovery and business continuity** define how an organization responds to a cyber-security incident or any other event that causes the loss of operations or data. Disaster recovery policies dictate how the organization restores its operations and information to return to the same operating capacity as before the event. Business continuity is the plan the organization falls back on while trying to operate without certain resources.
- **End-user education** addresses the most unpredictable cyber-security factor: people. Anyone can accidentally introduce a virus to an otherwise secure system by failing to follow good security

practices. Teaching users to delete suspicious email attachments, not plug in unidentified USB drives, and various other important lessons is vital for the security of any organization.

The scale of the cyber threat

The global cyber threat continues to evolve at a rapid pace, with a rising number of data breaches each year. A report by Risk Based Security revealed that a shocking 7.9 billion records have been exposed by data breaches in the first nine months of 2019 alone. This figure is more than double (112%) the number of records exposed in the same period in 2018.

Medical services, retailers, and public entities experienced the most breaches, with malicious criminals responsible for most incidents. Some of these sectors are more appealing to cybercriminals because they collect financial and medical data, but all businesses that use networks can be targeted for customer data, corporate espionage, or customer attacks.

In the U.S., the National Institute of Standards and Technology (NIST) has created a cyber-security framework. To combat the proliferation of malicious code and aid in early detection, the framework recommends continuous, real-time monitoring of all electronic resources.

The importance of system monitoring is echoed in the "10 steps to cyber security", guidance provided by the U.K. government's National Cyber Security Centre. In Australia, The Australian Cyber Security Centre (ACSC) regularly publishes guidance on how organizations can counter the latest cyber-security threats.

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MEDIA COVERAGE

जीएनआईओटी इंस्टीट्यूट ऑफ प्रोफेशनल स्टडीज में एडीसीपी महिला सुरक्षा प्रीति यादव (क्वटर) द्वारा साइबर सिक्योरिटी और वुमन सेफ्टी वर्कशॉप का हुआ आयोजन

शफी मौहम्मद सैफी
जनता की खोज

ग्रेटर नोएडा। अपर पुलिस उपायुक्त महिला सुरक्षा प्रीति यादव द्वारा थाना नॉलेज पार्क क्षेत्रान्तर्गत जी एन आई ओ टी इंस्टीट्यूट ऑफ प्रोफेशनल स्टडीज में साइबर सिक्योरिटी और वुमन सेफ्टी वर्कशॉप का आयोजन किया गया। एडीसीपी महिला सुरक्षा प्रीति यादव द्वारा जी एन आई ओ टी इंस्टीट्यूट ऑफ प्रोफेशनल स्टडीज में उपस्थित सभी छात्रों/फैकल्टी को जागरूक करते हुये कहा गया कि यदि आपके साथ कोई अप्रिय घटना घटित होती है जिसमें आपके आपके अधिकारों का हनन हो तो तत्काल आप वूमेन पावर लाइन-1090, चाइल्ड हेल्प लाइन 1098 या पुलिस हेल्पलाइन नंबर डायल-112 पर तुरंत सूचित करे। पुलिस सदैव आपकी सहायता के लिए तत्पर है।

पुलिस से आपको डरने की आवश्यकता नहीं है। हम सभी खाकी वर्दी धारी आपकी सुरक्षा को लेकर कटिबद्ध है। इसके साथ ही सभी को किसी भी अप्रिय घटना से डरने के बजाय पुलिस से मदद लेने व पुलिस को सूचित करने के लिये प्रेरित किया गया। जागरूकता कार्यक्रम के दौरान सभी छात्रों को साइबर क्राइम के सम्बन्ध में जानकारी देते हुये साइबर हेल्पलाइन 1930 व साइबर से बचाव के सम्बन्ध में विस्तृत जानकारी दी गयी तथा उपस्थित छात्रों को जागरूक करते हुये कहा गया कि अपने साथ घटित सभी अच्छी बुरी घटनाओं व साइबर



बहुत जरूरी है। महिलाओं को अपनी सेफ्टी के लिए अलर्ट रहना बहुत जरूरी है। जहां पर व्यक्तिगत सुरक्षा की बात आती है वहां पर आपकी शारीरिक शक्ति बहुत मायने रखती है पर आज के समय में वर्चुअल सुरक्षा भी बहुत आवश्यक है क्योंकि टेक्नोलॉजी के विकास के साथ-साथ सब कुछ साइबर

बुलिंग होने पर अपने माता पिता के साथ शेयर करे। स्कूल में अपने टीचर को अपनी सारी बात बताये और अगर आपकी समस्या का कोई समाधान न हो तो पुलिस हेल्प लाइन पर भी आप सहायता ले सकते है जहां आपकी सारी बात गोपनीय रखते हुये तत्काल सहायता उपलब्ध करायी जाती है। संस्थान की प्रिंसिपल प्रोफेसर डॉक्टर सविता मोहन ने अपने उद्घाटन भाषण में कहा कि आज के समय में महिलाओं को घर से बाहर निकलने से लेकर ऑनलाइन दुनिया में भी खुद को सुरक्षित रखना

वर्ल्ड पर हो रहा है इस कारण साइबर सुरक्षा का ज्ञान होना महिलाओं के लिए बहुत ही आवश्यक है।

पुलिस कमिश्नर गौतमबुद्धनगर के निदेशानुसार एडीसीपी महिला सुरक्षा के नेतृत्व में चलाए जा रहे जागरूकता अभियान का मुख्य उद्देश्य जनपद में अधिकांश महिलाओं व छात्रों को पुलिस कार्यवाही से अवगत कराना है, जिससे आपात/विषम स्थिति में बिना भय या संकोच के स्थिति का सामना कर सकें तथा अपनी बात पुलिस के समक्ष रख सकें।

अधिकारों का हो हनन तो लें पुलिस की मदद : प्रीति यादव

जागरण संवाहदाता, ग्रेटर नोएडा: नालेज पार्क स्थित जीएनआइओटी कालेज में साइबर सिक्योरिटी व महिला सुरक्षा पर कार्यशाला का आयोजन किया गया। एडिशनल डीसीपी महिला सुरक्षा प्रीति यादव ने विद्यार्थियों को जागरूक किया। सहायता के लिए विभिन्न नंबरों की जानकारी दी गई।

प्रीति यादव ने छात्रों को बताया कि यदि आपके साथ कोई अप्रिय घटना घटित होती है, जिसमें आपके अधिकारों का हनन हो तो तत्काल वूमैन पावर लाइन-1090, चाइल्ड हेल्प लाइन 1098 या पुलिस हेल्पलाइन नंबर डायल-112 पर तुरंत सूचित करें।

उन्होंने बताया कि पुलिस से आपको डरने की आवश्यकता नहीं है। सभी खाकी वर्दीधारी आपकी सुरक्षा को लेकर कटिबद्ध हैं। साइबर क्राइम के संबंध में साइबर हेल्पलाइन 1930 व साइबर से बचाव के संबंध में जानकारी दी। छात्रों से कहा कि कोई भी घटना होने पर पुलिस के साथ ही स्वजन को भी सूचित करें। स्कूल में अपने टीचर को अपनी सारी बात बताएं।



जीएनआइओटी में आयोजित कार्यशाला को संबोधित करती एडीसीपी महिला सुरक्षा प्रीति यादव • सौ. कालेज प्रबंधन

समस्या का कोई समाधान न हो तो पुलिस हेल्प लाइन पर भी आप सहायता ले सकते हैं, जहां आपकी सारी बात गोपनीय रखते हुए तत्काल सहायता उपलब्ध कराई जाएगी।

इस अवसर पर संस्थान की प्रिंसिपल डा. सविता मोहन ने कहा कि आज के समय में महिलाओं को घर से बाहर निकलने से लेकर आनलाइन दुनिया में भी खुद को सुरक्षित रखना बहुत जरूरी है। महिलाओं को अपनी सेफ्टी के लिए अलर्ट रहना बहुत जरूरी है।

जी आई पी एस के मार्केटिंग क्लब द्वारा "ब्रांडिंग अबोव ब्रांड्स: पर्सनल ब्रांडिंग इंडस्ट्री 4.0 का एक रास्ता" शीर्षक से एक रुचिकर वर्कशॉप हुई आयोजित

दि मॉर्निंग मिनट्स

ग्रेटर नोएडा। जी एन आई ओ टी इंस्टीट्यूट ऑफ प्रोफेशनल स्टडीज के मार्केटिंग क्लब ने "ब्रांडिंग अबोव ब्रांड्स: पर्सनल ब्रांडिंग - इंडस्ट्री 4.0 का एक रास्ता" शीर्षक से एक रुचिकर वर्कशॉप आयोजित किया। यह समारोह संसाधन व्यक्ति के रूप में डॉ. तन्वी गुप्ता, संस्थापक और सीईओ, यंग माइंड्स एडटेक एडवाइजरी एलएलपी के माध्यम से सम्पन्न हुआ। यह वर्कशॉप एक उपयोगी अनुभव, मूल्यवान अनुभवों का सुपर बाउल, साबित हुआ, जहां प्रतिभागियों ने पर्सनल ब्रांडिंग की दुनिया में खो कर हास्य, ब्रेनस्टोर्मिंग सत्र, संवादात्मक खेल और व्यावहारिक अभ्यास के मिश्रण के माध्यम से, उपस्थित लोगों ने पर्सनल ब्रांडिंग के सूक्ष्मताओं,



लाभों और संभावित हानियों की खोज की। यह संदेश हमारे युवा उद्यमियों और भविष्य के प्रबंधन पेशेवरों के लिए बहुत स्पष्ट और प्रभावी था कि वे खुद को ब्रांडिंग करना शुरू करें, जितना जल्दी हो

सके, कैम्पस और कैम्पस के बाहर आयोजित हर गतिविधि में भाग लेकर और इंडस्ट्री के लोगों के साथ अंतर्व्यक्तिगत संबंध बनाकर उद्योग में स्थानीय अनुभव करके, इंटरनेशनल और प्रमाणपत्र के कोर्स

करके समय और जल किसी का इंतजार नहीं करते, इसलिए आज के प्रतिस्पर्धात्मक वातावरण में, यदि कोई अपने नाम और मान्यता को बढ़ाने का लक्ष्य रख रहा है या बस यह जानने में रुचि रखता है कि उसे दूसरों के सामने कैसे प्रदर्शित किया जाता है, मजबूत व्यक्तिगत ब्रांड बनाना आवश्यक है सफलता की खोज में। इसलिए, आज आयोजित की गई वर्कशॉप ने हमारे छात्रों को एक वास्तविक दुनिया में हाथों का अनुभव प्रदान किया कि वे दुनिया भर में लाखों पेशेवरों से अलग ढंग से बहार निकल सकते हैं।

जी. एन. आई. ओ. टी. इंस्टीट्यूट ऑफ प्रोफेशनल स्टडीज के फाइनल ईयर के बीबीए, बीसीए, बी.कॉम के छात्रों के लिए "सायोनारा" - विदाई समारोह का हुआ आयोजन

शाफी मोहम्मद साफी
जनता की खोज

ग्रेटर नोएडा। जी. एन. आई. ओ. टी. इंस्टीट्यूट ऑफ प्रोफेशनल स्टडीज ग्रेटर नोएडा में बी बी ए, बी सी ए एवं बी.कॉम के सीनियर छात्रों का विदाई समारोह सायोनारा 2023 धूमधाम से आयोजित किया गया। कार्यक्रम की शुरुआत चेयरमैन डॉ. राजेश कुमार गुप्ता ने सभी गणमान्य अतिथियों के साथ दीप प्रज्वलित कर किया। उन्होंने छात्रों को आशीर्वाद देते हुए कहा कि वे अपने जीवन के लक्ष्य को प्राप्त कर माता-पिता, शिक्षक एवं कॉलेज का नाम रोशन करें। संस्थान की प्रिंसिपल डॉ. सविता मोहन ने सीनियर छात्रों से कहा कि "सर्वसेस इस नॉट फाइनेल एंड फेलियर इस नॉट फेटल" मतलब आपके लिए कोई भी लक्ष्य असंभव नहीं है। आप जिस दिशा में आगे बढ़ना चाहते हैं। पूरे मन से आगे बढ़ें तो कोई आपको रोक नहीं पाएगा। विदाई समारोह सायोनारा 2023 में छात्रों ने स्क्रिट, ग्रुप डांस, सोलो डांस, गायन, हास्य व्यंग्य आदि कार्यक्रमों



की मनमोहक प्रस्तुति की, जिसकी सभी छात्र छात्राओं ने प्रशंसा की, साथ ही सीनियर छात्र एवं छात्राओं ने एक दूसरे के साथ रैप वाक एवं टैलेंट राउंड में भाग लिया। यह आयोजन संस्थान के छात्रों की सक्रियता और विशिष्टता को प्रकट

करने का एक अवसर था। छात्रों ने अपनी अद्भुत प्रदर्शन क्षमता, नेतृत्व कौशल और एकता का प्रदर्शन किया। दिपेश वर्मा को मिस्टर फेयरवेल एवं निधि को मिस फेयरवेल के खिताब से नवाजा गया। मिस्टर हैडसम अक्षय

एवं मिस एलिगेंट अपूर्वा को प्राप्त हुआ। जी आई पी एस के सभी जूनियर छात्रों ने अपने सीनियर छात्रों के लिए उनके व्यक्तित्व एवं प्रतिभा को ध्यान में रखते हुए टाइल दिए एवं सभी छात्रों ने देश, जातपात, भाषा, सांस्कृतिक

भेदभाव से परे एकजुट होकर रंगारंग कार्यक्रम की प्रस्तुति की। इस अवसर पर वाइस चेयरमैन गौरव गुप्ता जी, सीईओ जी आई एम एस स्वदेश कुमार सिंह एवं अन्य सदस्यों के साथ सभी शिक्षकगण उपस्थित रहे।

जी आई पी एस के मार्केटिंग क्लब द्वारा "ब्रांडिंग अबोव ब्रांड्स: पर्सनल ब्रांडिंग इंडस्ट्री 4.0 का एक रास्ता" शीर्षक से एक रुचिकर वर्कशॉप हुई आयोजित।

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जी आई पी एस के मार्केटिंग क्लब द्वारा "ब्रांडिंग अबोव ब्रांड्स: पर्सनल ब्रांडिंग इंडस्ट्री 4.0 का एक रास्ता" शीर्षक से एक रुचिकर वर्कशॉप हुई आयोजित।



सीनियर छात्रों को दी गई विदाई



जीएनआइओटी कालेज में आयोजित विदाई समारोह में प्रस्तुति देते छात्र ● सौजन्य कालेज

जासं, ग्रेटर नोएडा : नालेज पार्क स्थित जीएनआइओटी कालेज में वरिष्ठ छात्रों के लिए विदाई समारोह आयोजित किया गया। सीनियर छात्रों के सम्मान में जूनियर छात्रों ने विभिन्न कार्यक्रम की प्रस्तुति दी। कार्यक्रम का शुभारंभ कालेज के चेयरमैन राजेश व गौरव गुप्ता ने किया। छात्र-छात्राओं ने नृत्य, हास्य, संगीत, नाटक आदि की शानदार प्रस्तुति दी। मिस्टर फेयरवेल

अनमोल निगम और मिस फेयरवेल वर्षा कुमारी को चुना गया। मिस्टर पर्सनालिटी तालिब और मिस पर्सनालिटी नैसी श्रीवास्तव को चुना गया। संस्थान के निदेशक डा. धीरज गुप्ता ने छात्रों को जीवन में ईमानदारी के साथ हर काम करने, कठिन परिश्रम करने और छोटी-छोटी संभावनाओं में अपनी खुशी को पाने के लिए प्रेरित किया।

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