

**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 2 || FEBRUARY 2023**

**FOUNDER**

*Late Shri K. L. Gupta*

**PATRONS**

*Shri Rajesh Gupta (Chairman)*

*Shri Gaurav Gupta (Vice-Chairman)*

**EDITOR IN CHIEF**

*Prof. (Dr.) Savita Mohan*



# संवाद

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Dear all,

“Education is one of the most powerful things in life. It allows us to find the meaning behind everything and helps massively improve lives”

Greetings from the GNIOT Institute of Professional Studies..

We are delighted to present you our reader’s next issue **संवाद**. The institute witnessed an eventful term, with a plethora of diverse student activities. The enthusiasm of our students has put our institute on a new growth trajectory. GIPS has been a trendsetter in realizing industrial needs and trying to satisfy those by developing human resources equipped with the knowledge, technical skill set, and other values essential for good performance. The teaching methodology at GIPS has been successfully integrating technical and managerial knowledge with professional inputs from the industry. It’s a matter of great pleasure that we have developed a niche for ourselves. We are extremely gratified that the institution is growing by leaps and bounds and is well-recognized for its high standards of education. Our faculty spare no efforts to enhance the quality of education and leaves no stone unturned to emphasize the importance of ethical values.

Thank you for sparing time and appreciating our achievements.

Wish you happy and thoughtful reading.



## DEPARTMENTAL ACTIVITIES

### Samvad Budget Conclave (Feb. 03, 2023)

INDIA TV hosted “Samvad Budget Conclave 2023” on 3rd February at Hyatt, Delhi to make Union Budget accessible and understandable.

The objective of the event was to make the contours of the Union Budget accessible and understandable to the audience, enabling them to make informed decisions and hold the government accountable for its financial decisions.

Dr. Himanshu Mittal and Dr. Richa Shrivastava of GNIOT Institute of Professional Studies attended the conclave.

Eminent dignitaries and speakers like Nirmala Sitharaman (Minister of Finance and Corporate Affairs) Ashwini Vaishnav (Minister of Railways, Communications, and Electronics & Information Technology) Piyush Ved Prakash Goyal (Minister of Textiles, Commerce & Industry, Minister of Consumer Affairs, Food and Public Distribution) Hardeep Singh Puri



(Minister of Petroleum), Senior leaders from the opposition parties like Randeep Singh Surjewala and Gaurav Gogoi (Member of Indian National Congress) were among the panelist. During the session, this team of experts and analysts provided insights and analysis on the Union Budget. The conclave provided a platform for financial experts and political analysts to discuss the budget and provide varied perspectives, through informed debate and discussion. It was a fruitful session and great learning and exposure. and Natural Gas, Housing and Urban Affairs) Sudhanshu Trivedi (National Spokesperson of Bharatiya Janata Party).



## India TV Visit (Aap Ki Adalat) Feb 16, 2023)

On February 16, 2023, Students of GIPS visited India TV and took part in the shoot for the renowned show Aapki Adalat. The guest of the day was Mr. Sonu Sood, an Indian actor, film producer, model, humanitarian, and philanthropist who works predominantly in Hindi, Telugu, Tamil, and Kannada films and is a social worker. The show was hosted by the famous Journalist and Anchor Mr. Rajat Sharma.

Students witnessed the management, and process of organizing the event. Students also took part in the discussion of Sonu Sood's life journey, and various social work conducted by him during covid with Mr. Rajat Sharma. In the show, Mr. Sood also promises a deaf and dumb girl to give her a chance in his upcoming movie "Fateh". The objective of giving such exposure to students was to give them a glimpse of the TV and Entertainment Industry and its working process. Furthermore, to sensitize them to be part of the discussion of National Issues and recognize their value in nation-building.

The visit was organized under the guidance of Dr. Savita Mohan (Principal, GIPS). It was a great and constructive learning platform for students.



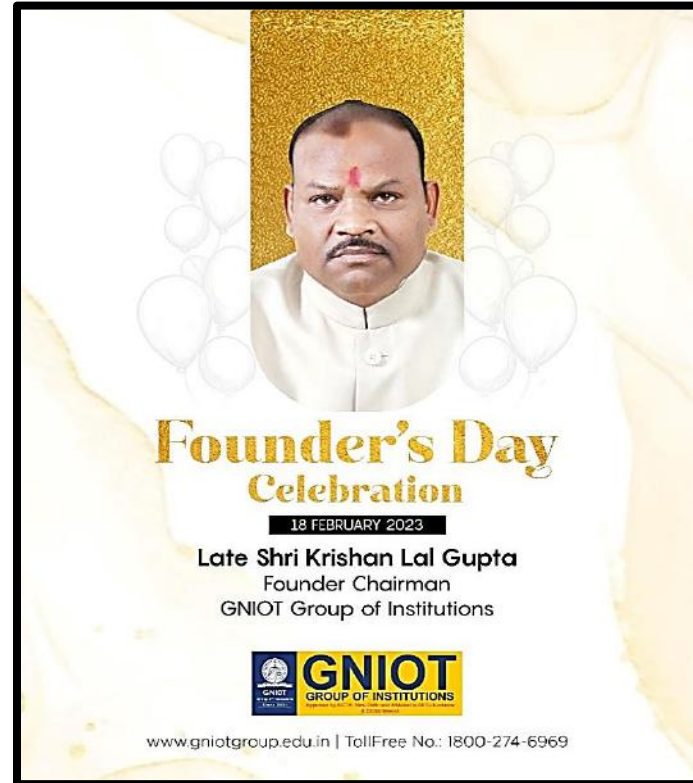
## Founder's Day-2023 (Feb. 18, 2023)

It was the day to remember, cherish, recognize and reward the achievers. GNIOT Group of Institutions celebrated its 23rd Foundation Day on February 18, 2023. The illustrious 22 years have seen GNIOT contributing to society by giving ethical engineers and research insights. It was a day to celebrate the contribution of the faculty members and students in the institution building. The ceremony was also graced by the presence of Dr. Rajesh Gupta, Chairman of GNIOT Group of Institutions

The day started with a Lamp lighting ceremony by the dignitaries and an inspiring address by the honorable chairman Dr. Rajesh Gupta Ji. Afterward, Prof. Savita Mohan addressed the gathering on this occasion remembering the never-ending efforts made by the Founder Late Shri Krishan Lal Gupta ji.

Students of Greater Noida World School gave a performance exhibiting their cultural inclination. The students of GIPS gave an enthralling performance showcasing the eclectic colors of Indian culture.

The occasion was also marked by energetic performances based on themes of Holi, Shiv Ratri, and Radha Krishna by other colleges too. The skit on the founding chairman's life finally portrayed the inspiring life of the founding chairman impeccably. The event was marked by magnificent performances and inspiring events portraying the glorious events in the life of the founding chairman and how it shaped the bright future of the students who became a part of this institute. Students were awarded for their semester wise performance and faculty members & staff were honored for their long and committed service to the organization.





## AIMA Foundation Day (Feb 21, 2023)

AIMA celebrates its Foundation Day on the 21st of February 2023 in, New Delhi. This special day also coincides with National Management Day, celebrated by the AIMA network of 67 Local Management Associations (LMAs) all over the country. The session was attended by Dr. Savita Mohan, Principal GIPS along with two faculty members of the department. The program for the day focuses on the theme of 'Managing the unprecedented: Harnessing the uncertainty'. The objective of the event was to take advantage of this unique opportunity to learn and interact with the leading icons of India Inc.

Shri Shripad Yesso Naik, Minister of State of Ports, Shipping and Waterways, Tourism, Government of India was the Chief Guest.

On this occasion, AIMA presented Awards of Excellence which include: AIMA JRD Tata Award for Corporate Leadership presented to T V Narendran, CEO & Managing Director, Tata Steel Ltd AIMA Life Time Achievement Award for Management presented to Narayana Murthy, Founder of Infosys.

AIMA Public Service Excellence Award presented to Dilip Asbe, MD and CEO, NPCI, and Bunker Roy, Indian Social Activist, and Educator, Founder the Barefoot College Mr. Narayana Murthy, Mr. T V Narendran, Mr. Dilip Asbe, and Mr. Bunker Roy joined as the keynote speakers at AIMA Foundation Day.

It was a very insightful event that widened the horizon and knowledge of participants in this multi-dimensional arena.



# International Mother Language Day (Feb. 21, 2023)

*“If you talk to a man in a language that he understands, it goes to his head. If you talk to him in his language, that goes to his heart”*

Parampara, the Cultural Club of GIPS celebrated International Mother Language Day on 21st February 2023 to promote awareness of linguistic and cultural diversity and to promote multilingualism.

The students of BBA, BCA and B. Com participated in Nukkad Natak to spread and promote the importance of their native language. India is home to hundreds of languages and thousands of dialects which make its linguistic and cultural diversity the most unique in the world.

Language is not only a means of communication but it also represents a diverse cultural and intellectual heritage. The event was well coordinated by the cultural team and under the profound guidance of Prof. (Dr.) Savita Mohan.

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Organises  
**NUKKAD-NATAK**  
on  
**अंतर्राष्ट्रीय मातृभाषा दिवस**

हिन्दी भाषा नहीं, भावों की अभिव्यक्ति है।  
यह मातृभूमि पर, मर मिटने की भक्ति है।

21th February, 2023  
11:00AM Onwards  
FootBall Ground, GNIOT

Plot No. 7, Knowledge Park II, Greater Noida, Uttar Pradesh 201310  
www.gniotgroup.edu.in | 1800-274-6969





## Kickstart Your Career with Safalta (Feb. 21, 2023)

*“Grooming is the secret of real elegance. The best clothes, the most wonderful jewels, the most glamorous beauty don’t count without good grooming”.*

Greater Noida Institute of Professional Studies today organized a session for BBA and B.com students sponsored by Procter & Gamble namely “Kar Lo Safalta Mutthi Mein”.

The session was organized for students under the ambit of the Safalta Mission wherein the students were given a small talk on the importance of grooming for creating a positive first impression along with demos and tips which will help them to appear confident while appearing in any formal gathering or interviews.

They demonstrated the importance of grooming to create a professional image at work and we have to be attentive to our appearance and posture.

This session was very fruitful for the students as it enhanced their knowledge of personal grooming habits for personality development.



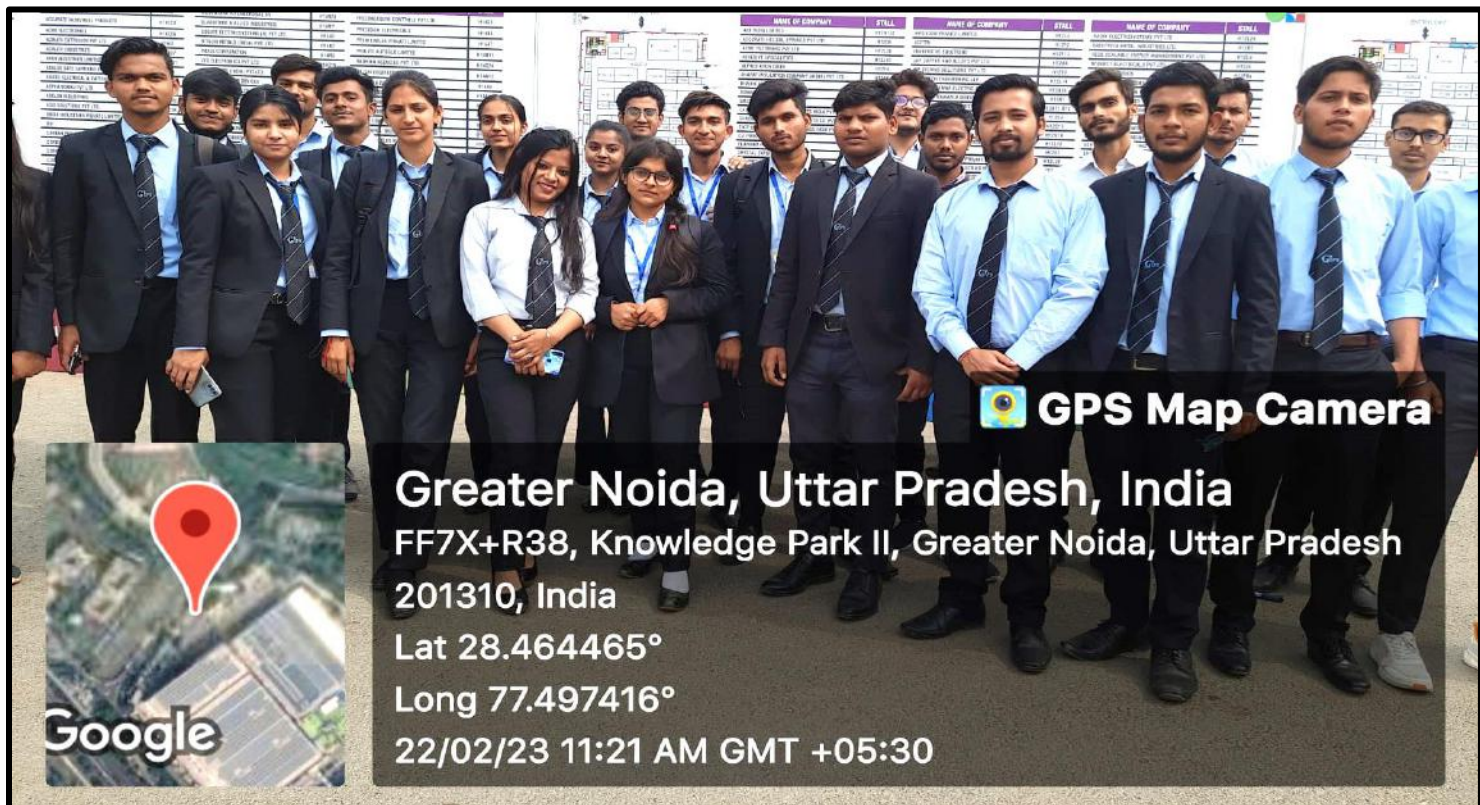
## Educational Visit to ELECRAMA at India Expo Mart (Feb. 22, 2023)

“Learning is the only way of growing”, believing in this notion GNIOT- Institute of Professional Studies has organized an educational visit for its students to the Electrical and Allied Electronics Show “ELECRAMA – Powering the future of Energy” at India Expo Mart, Greater Noida on 22nd February 2023.

ELECRAMA is the largest standalone show in the electrical and allied equipment industry. It brings together the complete spectrum of solutions that powers every piece of equipment, whether a household or the industry. Students got the opportunity to meet the entire electrical industry in one place – manufacturers, consultants, contractors, vendors, and traders. They were briefed about new equipment, Innovation and future technologies, and, opportunities for the startup ecosystem. It was a wonderful learning experience for the students.

Prof. Gajendra Pal Singh and Prof. Alok Kumar Singh along with 50 students visited the expo.

The visit was organized under the profound guidance of our Principal Dr. (Prof.) Savita Mohan.



## GHRDC Validation Visit (Feb. 23, 2023)

GHRDC conducts a Validation Visit of the GNIOT Institute of Professional Studies on 23rd February 2023.

Every year their team physically validates the participating institutions as a part of the survey process. Mr. Niraj Dushyant and Mr. Nitin Singh were the visiting members. They briefly introduced GHRDC BBA & BCA Survey 2023.

Prof. Dr. Savita Mohan (Principal, GIPS) chaired the meeting along with HODs. She discussed the institute's network and relationship with industry, faculty, research, and community.

She emphasized the institute's initiatives on the importance of mental well-being and technology usage in education.

A brief discussion was there on course development, the broad range of workshops, seminars, certification courses, infrastructure, and institute initiatives in new areas of development.

In the end, the Validation Team members were satisfied as Dr. Savita Mohan addressed and resolved all their queries.



## Faculty Orientation Programme (Feb. 24, 2023)

"In order to ensure qualitative growth of education faculty need to be strengthened and their ongoing professional development need to be given due attention. This demands a compulsory Orientation Programme for freshly recruited faculty in colleges.

"GNIOT Institute of Professional Studies has organized a Faculty Orientation Program to refresh the new faculty and familiarize the effective academic practices to be followed in the academics.

Objective of the programme was to enable the faculty to understand their roles and responsibilities in Higher Education and to impart essential professional skills, competencies and attitudes.

The session was chaired by Prof. Dr. Savita Mohan. She explained and motivated faculty regarding their role and contribution to higher educational sector. Dr. Mohan described the academic and non-academic role of teachers in college.

She provided effective method of transacting /disseminating knowledge to the teachers. She imparted the faculty members about the professional training which enhance their essential competencies, skills and attitudes. She insisted the faculty to know how to address the problems of the students and constructive approach towards teaching and support for students learning. She also mentioned about the code of conduct, professional ethics, professional relationship and network to faculty members. She concluded her speech with institutional planning of the education and development. Prof. Alok Mohan gave a detailed presentation on institute ERP system.

It was an informative session which helped the participants to understand the structure, functioning, governance, rules and regulations of the Institution & to orient them to become potential partners of institute.



## Session on Achieving Problem Solution: Product Fit and Market Fit (Feb. 25, 2023)

GNIOT- Institute of Professional Studies has organized a Virtual Session on “Achieving Problem Solution: Product Fit and Market Fit” under the banner of the IIC (Institution’s Innovation Council) Club.

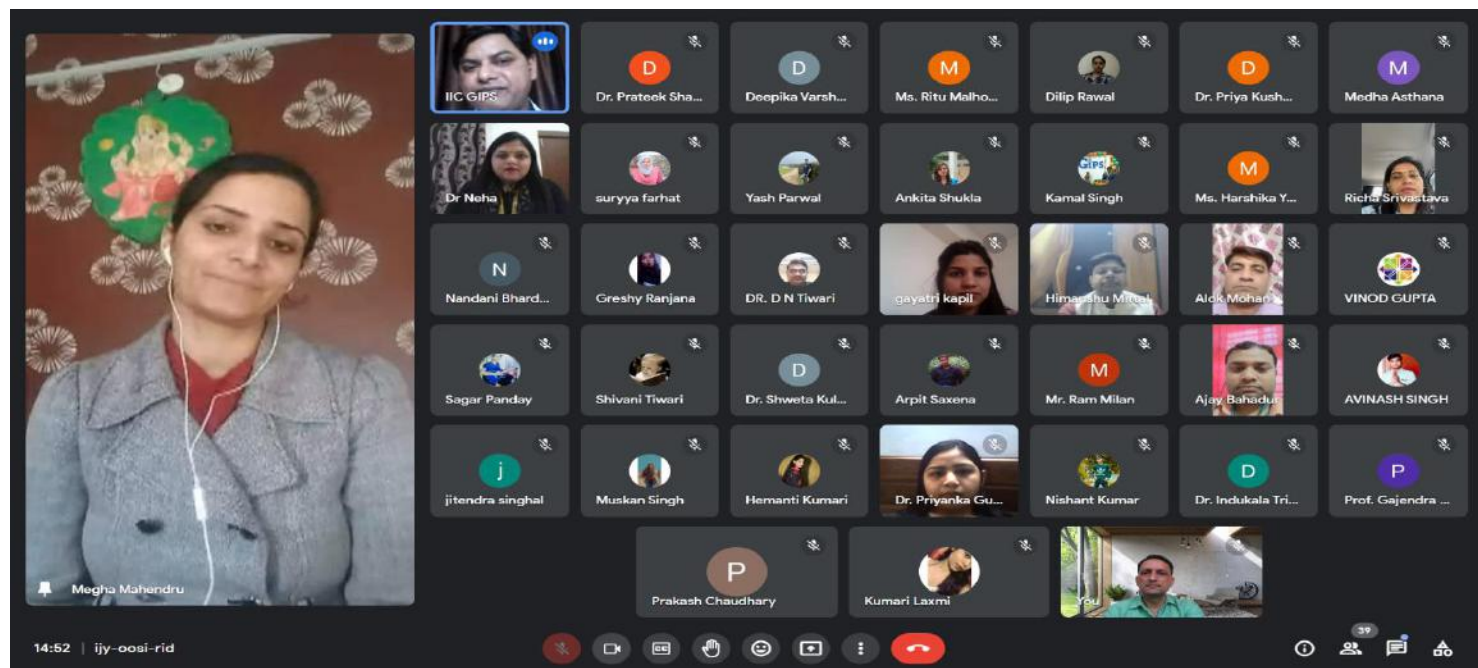
The speaker of the session was Dr. Megha, Senior Academician, Khalsa College, Amritsar. She shared her knowledge and experiences regarding product fit and market fit.

The objective of the session was to identify the importance of developing new, original, or unexpected solutions for a better understanding of customer needs.

She focused on the design, a value proposition that addresses various issues i.e., customer-related problems, business lines, and infrastructure so that they can deal with various dynamic situations. Also, emphasized the thinking level of students that if a product satisfies the strong market demand or not. She discussed the process of achieving solutions that fit the various business problems.



In this context, further ideas were refined by Dr. Himanshu Mittal (HOD BBA). The session aimed to build entrepreneurship skills for a business idea depending upon the situation and provide solutions to a customer problem. The event was well organized under the guidance of Prof. (Dr.) Savita Mohan. Total of 100 students registered for the activity. The activity was coordinated by the members of the IIC Club.



## Expert Talk on STUTI (Feb. 27, 2023)

GNIOT – Institute of Professional Studies has organized a Virtual Expert Talk on “Process of Innovation Development & Technology Readiness Level (TRL) & Commercialization of Lab Technologies & Tech Transfer”, A Discussion on STUTI (Synergistic Training Program Utilizing the Scientific and Technological Infrastructure) under the banner of IIC Club". The resource person of the session was Dr. Sherin Zafar, Senior Academician (Department of Computer Science and Engineering, Jamia Hamdard, Delhi), and Dr. Seema Rani, Senior Academician (Department of IT, Amity University, Noida).

The objective of the program was to create awareness among the students about many innovative ways of technology readiness level and to make the students aware of the DST (Department of Science & Technology) schemes.

In this session, experts in different fields shared their views on STUTI. The Scheme “Synergistic Training

program Utilizing the Scientific and Technological Infrastructure” (STUTI) is intended to build human resources and knowledge capacity through open access S&T Infrastructure across the country.

The event was well organized under the guidance of Prof. (Dr.) Savita Mohan. Total of 70 students registered for the activity. The activity was well coordinated by the members of the IIC Club.



## Sci-Mania : Short Film Competition (Feb. 28, 2023)

*"The Science of today is the Technology for tomorrow"*

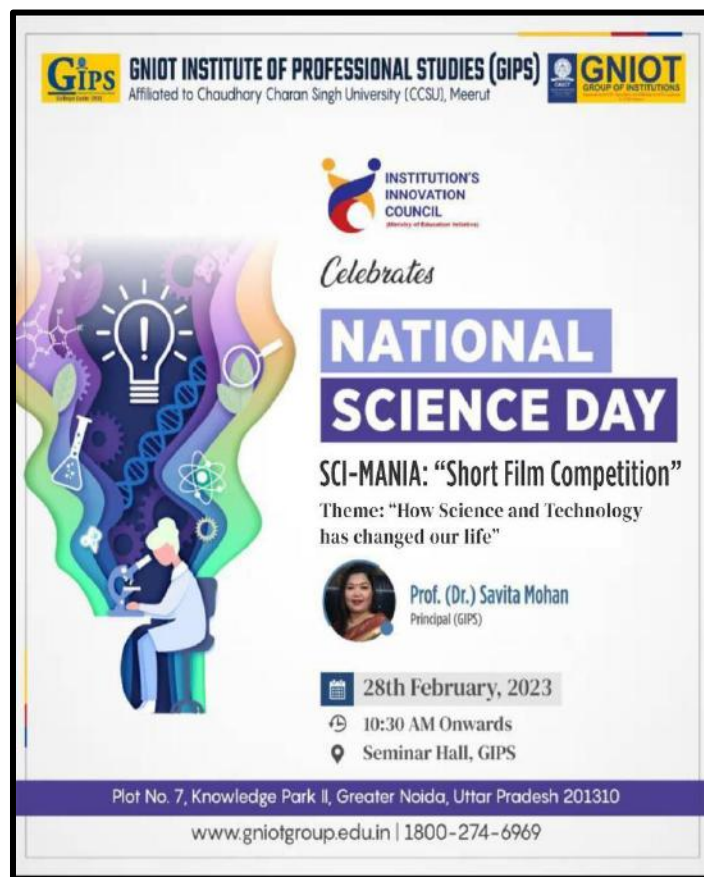
GNIOT-Institute of Professional Studies has celebrated National Science Day to mark the discovery of the Raman Effect by Indian physicist Sir C. V. Raman. The Institute Innovation Council (IIC) organized a Short Film competition on National Science Day.

The objective of the event was to make students think beyond the curriculum and generate innovative and creative solutions to issues related to the development of Science and Technology.

The theme for the competition was "Impact of Science and Technology in our life". The Sub-themes were "Impact of science in day-to-day life", "Famous Indian Scientists" or "Future endeavors of Science and Technology".

The event was planned for all students of GIPS from different courses. Students came up with innovative or unique ideas that are beneficial to the scientific community.

The event was organized under the profound guidance of our principal Prof. (Dr). Savita Mohan. The session helped the students to enhance their ability to think, develop and present their ideas. A total of 12 Teams participated out of which Yashraj & Team bagged 1st position, 2nd position was grabbed by Zubia & Team and 3rd position was secured by Shivanya & Team.



## **FACULTY CORNER**

### **Role of HR Manager in People Empowerment**



This article discusses a couple of the crucial functions that an HR manager has to perform and those are related to enabling employees to perform to their potential and empowering the employees to lead fulfilling careers. In the earlier decades, organizational theory and

practice limited itself to ensuring that employees are well paid and their benefits and other perks taken care of. There was little by way of ensuring personal fulfillment and job satisfaction. This was because of the predominance of manufacturing in the economies of the 1970s and the 1980s which meant that the workforce was to be treated as cogs in the machine instead of assets that the modern day HRM theory and practice follows.

With the advent of the services sector, a branch of HRM known as SHRM or Strategic Human Resource Management grew in response to the changing profiles of employees and this approach when combined with the systems approach of management thought meant that the enabling of employees and the empowerment of employees were the buzzwords for HR managers.

#### **The Components of Leadership Development**

The leadership development programs in these companies follow the philosophy of grounding them in value, the expected contributions from the leaders are defined, and the organizational culture geared towards inspiring leaders.

Next, the performance management system in these companies is tied to the company's business strategy and it includes talent development activities and leadership objectives that are articulated clearly and succinctly. In other words, promotions are based on individual performance as well as people development activities and these in turn are linked to the business strategy and objectives.

These companies also have a leadership pipeline, which means that the leadership development is embedded in their strategic workforce planning which is comprehensive, and longer term oriented. These companies also ensure that they divide their workforce into job families and the potential leaders are identified and groomed for higher roles and responsibilities. In many of these companies, it is common to find lists of potential leaders known as high potentials who are earmarked for fast track career progression based on the organizational assessment of the skills and capabilities of these leaders.

#### **Collaboration between the HRM Function and Senior Management**

The HRM functions in these companies work on a collaborative model with their potential leaders which means that the job of people development is not left to the HRM function or the leaders alone. Instead, the potential leaders are identified and then their performance is linked to the enabling and empowerment of others to move up the chain.

The other factor is that the leaders in these companies are expected to have skill sets that match the need for adapting to the challenges of the 21st century business landscape. In other words, these companies groom the leaders of the future right from the middle management level.

#### **Closing Thoughts**

Finally, leadership is a combination of natural abilities and the organizational nurturing of the employees with those skills. Hence, this interplay between nature and nurture is what determines the success or otherwise of the HRM function and the senior management efforts to develop leadership in these companies.

**Piyush Kumar**

Assistant Professor (BBA)

GIPS, Greater Noida



## Education In The Current Scenario



“The capacity to learn is a gift; the ability to learn is a skill; the willingness to learn is a choice” - Brian Herbert

The current stand of education in the world is astonishing. Stark comparison can be made between earlier times and in the way progress has altered today's society.

As for education, which has been at the roots of even the earliest civilizations, there have been unbelievable changes in this sphere. With modernization and the availability of ever-developing technology, the process of imparting and attaining knowledge has become more and more advanced. It is also important to note that this modification has also enabled better conceptual understanding with the help of a number of visualizing tools available today.

The charm, however, of the once revered knowledge is deteriorating. Now the competitive world is running more after marks than any hunger towards learning itself. The youth of today is so engrossed in social networking websites enabled by internet, yet, still fails to be completely tech-savvy. A belief that has become popular is that wisdom will be gained by chance. On the contrary, as Abigail Adams said, "Learning is not attained by chance, it must be sought for with ardor and attended to with diligence."

The waning interest can only be strengthened again by regaining the significance of knowledge for what it used to be. The competition in the world has certainly enabled people to make the best use of their skills and comprehension to achieve accolades. The same competition added to fulfillment of innate satisfaction can lead to unbelievable inventions, as numerous are coming up today. But a large part of the coming generation is not integrating the competition in the world in the right way. Instead of reducing learning into just a race for marks, learning should be brought up by the various doors of opportunities created by the ambitious world. As we are now in a digital age, it is equally important to keep moral values high to create a

just and equal society. Being ambitious does not justify neglecting the morals that are for the sake of humanity, and this should be a part of one's untaught wisdom.

The advancements in the current world has created scope of opportunities where earlier there were not any. The world is just as full of discoveries and inventions that wait to be discovered, as it is full of prospective searchers and investors. The only lack felt is of the required determination, which can also be met by development of self-confidence, thirst for learning, acceptance of any failure that might come and the ability to start again. The education system has gone through an evolution. Quoting Nikki Giovanni, "Everything will change. The only question is growing up or decaying". And it becomes our responsibility to ensure that educational standards are growing up.

**Dr. Indukala Tripathi**  
Assistant Professor (BBA)  
GIPS, Greater Noida



# ACHIEVEMENTS

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**Congratulations!**  
 GIPS feels proud to share that our following students of **BBA 2<sup>nd</sup> Year (Batch 2021-24)** are selected in **Marketing** 🎉

**SUMMER INTERNSHIP** in

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*"An internship is not just about gaining experience, it's about discovering your passion and finding your place in the world".*

GNIOT INSTITUTE OF PROFESSIONAL STUDIES feels proud in sharing that our 31 students of BBA 2nd year are selected in the Outlook Group for a paid summer internship in the areas of Marketing, HR, and Finance.

Internships provide management students with the opportunity to gain practical experience, apply their academic learning in real-world situations, and develop professional skills that will be valuable in their future careers. Being selected for a summer internship on a stipend is a great achievement for management students, as it not only provides them with a chance to gain valuable work experience but also allows them to earn money while doing so.

We wish them great success ahead!!!

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**SUMMER INTERNSHIP** in

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## **WELCOME TO TEAM GIPS**



**Dr. Devendra Nath**  
(Assistant Professor – BBA)

Dr. Devendra Nath has joined as an Assistant Professor in the department of BBA. He has more than 18 years of experience in teaching & research in various reputed organizations. He has Guided 4 Ph.D. Scholars in the submission of their research work. He is Ph.D. in Microeconomics and Research methodology from M.G. Kashi Vidyapeeth University Varanasi.



**Dr. Monica Srivastava**  
(Assistant Professor – BBA)

Dr. Monica Srivastava has joined as an Assistant Professor in the department of BBA. She is Ph.D. from Banaras Hindu University. She has more than 12 years of academic experience. She has participated and presented papers in various seminars, conferences, FDPs, QIPs, and training programs. She has to her credit 14 research papers published in various indexed Marketing and Entrepreneurship Journal.



**Prof. Himanshu Gupta**  
(Assistant Professor – B.Com.)

Prof. Himanshu Gupta has joined in the department of B.Com.. He is pursuing Ph.D. He has done Chartered Accountant Course and has more than 3 years of industrial experience. Various research papers in GST and Finance area in the UGC Care list and Peer reviewed journals. His interest areas are Finance, Accounting, and Taxation.



**Prof. Reeta Kumari**  
(Assistant Professor – BBA)

Prof. Reeta Kumari has joined in the department of BBA. She is UGC-NET and worked with ICFAI, Manipal and LPU as a faculty. Her articles have been published in journals of national repute. Also, she is the second prize holder in National Conference held at Pune. She has 18 years of teaching and 5 years of industry experience.



**Dr. Dilip Kumar Rawal**  
(Assistant Professor – BCA)

Dr. Dilip Kumar Rawal has joined in the department of BCA. He is M.Sc. & Ph.D. in Mathematics having more than 9 years of teaching experience. His specialization areas are Mathematics, Statistics, and Operation Research.

## STUDENT'S CORNER

### Advertising as a Source of Information



Advertisements play a vital role in our daily lives. We see them in newspapers and in our magazines, watch them online and on television and listen to the radio. That's when we watched T.V. where we usually do not like trading breaks because they are shown too often.

In many cases, the ads may seem annoying. However, many ads add to our knowledge.

The purpose of advertising is to reach as many people as possible in a short time, by product or idea, which may be of interest to them. Some ads tell us about the value of the product, whether the new product or its price has changed or is for sale. Others tell us about the product itself, the design, quality, usability, unique price, etc. These factors influence our decision as we consider and re-evaluate all these factors before purchasing a product. Ads let us know what, why, when, where and how we should buy a product.

There are advertisements, which are a means of communication between companies, private organizations or government and customers. They are issued mainly for the needs of the community. Such advertisements spread public awareness and attract their emotional, personal. Therefore, it is sufficient to say that ads are, to a certain extent, a source of information.

Businessmen and manufacturers are the most beneficiary of advertisements. Advertisement makes people able to know about which articles being manufactured are on the sale in the market. If there is no advertisement people will not be able to know about various excellent products in the market. This is the reason for the huge investment on advertisement.

There are various ways for advertisement, but the cheapest and the most popular is newspaper publicity.

TV, radio, cinema slides, hoardings, posters etc. are other different sources of advertisement.

Small documentary films are also prepared by some manufacturers for their products as a means of advertisement.

But newspaper plays an important role for non-product advertisement. If a firm wants to fill any vacancy in his establishment he will go for an advertisement in a newspaper to fill that vacancy.

Like this matrimonial column and for sales column in the newspaper are serving as good sources of advertisement. Even the government tenders and legal notices are advertised in newspapers. Besides this cinema advertisements are also a part of a good newspaper.

Now-a-days advertisement is an art. The consumers are attracted more to the advertisement which is more attractive.

There is a good scope in advertisement business now-a-days. Huge profits are earned by newspaper, radio and TV through advertisements.

**Kartik Srivastava**

BBA- 2nd Year

GIPS



## Pollution Due To Urbanization



Urbanization is a great concept which is essential to develop any country. It refers to the concept of urbanizing remote areas by

Building infrastructure which then brings about development. We often consider urbanization to be a positive phenomenon but

one of the main causes of pollution is urbanization. When people started setting up cities, industrialization took place. Thus the level of pollution started increasing. The biggest issue today is environmental pollution, which we as a society need to address immediately. The deteriorating environment has become a major challenge for human beings. Over the years, the rural population has increasingly migrated to the cities, as they too are attracted by the comfortable lifestyles utilized by the urban population. On the other hand we are still unable to cope from issues such as the lack of basic facilities like education, medicine, electricity, communication in various regions of our nation.

Due to urbanization, industries and factories are springing up in numerous places, and the numbers of automobiles on the roads are increasing. The air and gases emitted from the factories and vehicles contaminate the atmosphere, thus leading to diverse forms of pollution. Those days are long gone when children could freely play on the streets and birds could fly high up in the sky. As a result of pollution due to urbanization, such pleasuring scenes are not commonly seen in urban environments these days. The air in cities has become toxic due to the harmful gases and smoke given out by automobiles and factories. Further, household and industrial wastes are dumped into the water bodies, thus making them unsafe for consumption and use. Also trees are being cut even today in the name of housing and the area of cultivable land is decreasing.

### Type of Environmental Pollution

1. Air Pollution
2. Water Pollution

3. Soil Pollution
4. Noise Pollution
5. Radioactive Pollution
6. Visual Pollution
7. Thermal Pollution

Finally, all people around the world should have access to proper healthcare, education, sanitation, nourishment and safety, and urbanization is how we can help achieve this goal. However, in the process of meeting this goal, we cannot forget that pollution due to urbanization taxes our environment even further, and is very dangerous for the planet and therefore, all species living on earth in the long run.

Urbanization has got a lot of negative aspects but the problems which occur due to urbanization can be solved by the development or establishment of specific rules or policies by the government which will prevent such problems caused by the rise in urbanization.

For example, increasing the number of clean public transportation with reasonable prices can raise the demand of public transportation use. Besides, the fuel consumption, noise and air pollution may be controlled this way. Also, traffic congestion may be solved by developing the infrastructure of transportation facilities. Now days we also have substitutes like electric vehicles so we can work upon something similar.

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## MEDIA COVERAGE



गौतमसुब्रह्मण्यम

### जी.एन.आई.ओ.टी. संस्थान समूह के 23वें संस्थापक दिवस के भव्य आयोजन के अवसर पर शिक्षकों एवं विद्यार्थियों को भी सम्मानित किया गया।

February 18, 2023 • admin • 0 Comments

फेस वार्ता। भारत भूषण शर्मा

जी.एन.आई.ओ.टी. संस्थान समूह के 23वें संस्थापक दिवस के भव्य आयोजन के अवसर पर शिक्षकों एवं विद्यार्थियों को भी सम्मानित किया गया।

**ग्रेटर नोएडा:-** जी.एन.आई.ओ.टी. संस्थान में संस्थापक दिवस का आयोजन दिनोंक 18 फरवरी 2023 को किया गया। यह आयोजन हर वर्ष की तरह संस्थान के संस्थापक स्वर्गीय कृष्ण लाल गुप्ता जी की जन्मतिथि पर आयोजित किया जाता है। कार्यक्रम का शुभारंभ संस्थान के चेयरमैन डॉ. राजेश गुप्ता जी, वाइस चेयरमैन गौरव गुप्ता, जे. एस. रावल् (मैनेजमेंट सदस्य), स्वदेश सिंह (सीईओ, जिम्स इंस्टीट्यूट) के साथ-साथ सभी संस्थानों के निदेशकों द्वारा मां सरस्वती की वंदना एवं दीप प्रज्वलित करते हुए किया।



इस अवसर पर डॉ. राजेश गुप्ता ने अपने संबोधन में अपने पूज्य पिता स्वर्गीय कृष्ण लाल गुप्ता की जन्म जयंती पर सभी को बधाई देते हुए शिक्षा के क्षेत्र में उनके द्वारा शुरू किये गए शिक्षण संस्थानों एवं उनकी दूरदर्शिता को न केवल सराहा बल्कि उनको समाज के लिए प्रेरणास्रोत बताया। डॉ. राजेश गुप्ता ने अपने पूज्य स्वर्गीय पिता को याद करते हुए उनके प्रति अपनी कृतज्ञता अर्पित की। उन्होंने सभी विद्यार्थियों, शिक्षकों एवं जी.एन.आई.ओ.टी. ग्रुप से जुड़े हर एक व्यक्ति के योगदान को सराहा तथा उनके उज्ज्वल भविष्य कॉमन करते हुए सभी अतिथियों का हृदय से धन्यवाद किया। जी.एन.आई.ओ.टी. संस्थान में फाउंडर्स सप्ताह मनाया गया इसके अंतर्गत संस्थान की श्री राम सेंट्रल लाइब्रेरी का पुनः आधुनिकीकरण किया गया जिसका उद्घाटन संस्थान के चेयरमैन राजेश गुप्ता ने संस्थान के संस्थापक स्वर्गीय कृष्ण लाल गुप्ता की छायाप्रति एवं महान लाइब्रेरियन डॉक्टर रंगनाथन की छायाप्रति का अनावरण करते हुए किया। सेंट्रल लाइब्रेरी के हेड लाइब्रेरियन, डॉ. एस. डी. नोटियाल ने उपस्थित संस्थान के चेयरमैन डॉ. राजेश गुप्ता जी, वाइस चेयरमैन गौरव गुप्ता, स्वदेश सिंह (सीईओ, जिम्स इंस्टीट्यूट), निदेशक डॉ. धीरज गुप्ता, डॉ. सविता मोहन (प्रिसिपल, जी.आई.पी.एस. इंस्टीट्यूट) सभी अधिष्ठाता, विभागाध्यक्ष एवं शिक्षकों को विस्तार से जानकारी दी।

जी.एन.आई.ओ.टी. ग्रुप ऑफ इंस्टीट्यूट्स के इंजीनियरिंग इंस्टीट्यूट, एम.वी.ए. इंस्टीट्यूट, इंस्टीट्यूट ऑफ प्रोफेशनल स्टडीज और इंस्टीट्यूट ऑफ मैनेजमेंट स्टडीज के छात्र छात्राओं के द्वारा विभिन्न सांस्कृतिक कार्यक्रमों का आयोजन किया गया। इस अवसर पर "ग्रेटर नोएडा वर्ल्ड स्कूल" के बच्चों ने सांस्कृतिक कार्यक्रमों के माध्यम से अपनी शानदार प्रस्तुति दी। इस अवसर पर संस्थान द्वारा लगभग 200 से अधिक शिक्षकों, विद्यार्थियों, एवं कर्मचारियों के विभिन्न क्षेत्रों में किये गए श्रेष्ठ योगदान को अवार्ड देकर सम्मानित किया गया। विद्यार्थियों को एकेडेमिक्स, अनुसन्धान, सामाजिक, सांस्कृतिक, अनुशासन, फोटोग्राफी, खेल व अन्य क्षेत्रों में उनके उत्तम प्रदर्शन को सम्मानित किया गया।

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## भास्कर ब्यूरो

ग्रेटर नोएडा। जी.एन.आई.ओ.टी. संस्थान में संस्थापक दिवस का आयोजन दिनांक 18 फरवरी 2023 को किया गया। यह आयोजन हर वर्ष की तरह संस्थान के संस्थापक स्वर्गीय कृष्ण लाल गुप्ता की जन्मतिथि पर आयोजित किया जाता है। कार्यक्रम का शुभारंभ संस्थान के चेयरमैन डॉ. राजेश गुप्ता, वाइस चेयरमैन गौरव गुप्ता जी, जे.एस. रावल जी (मैनेजमेंट सदस्य), स्वदेश सिंह (सीईओ, जिम्स इंस्टीट्यूट) के साथ-साथ सभी संस्थानों के निदेशकों द्वारा मां सरस्वती की वंदना एवं दीप प्रज्वलित करते हुए किया। इस अवसर पर डॉ. राजेश गुप्ता ने अपने संबोधन में अपने पूज्य पिता स्वर्गीय कृष्ण लाल गुप्ता की जन्म जयंती पर सभी को बधाई देते हुए शिक्षा के क्षेत्र में उनके द्वारा शुरू किये गए शिक्षण संस्थानों एवं उनकी दूरदर्शिता को न केवल सराहा बल्कि उनको समाज के लिए प्रेरणास्रोत बताया। डॉ. राजेश गुप्ता ने अपने



पूज्य स्वर्गीय पिता को याद करते हुए उनके प्रति अपनी कृतज्ञता अर्पित की। उन्होंने सभी विद्यार्थियों, शिक्षकों एवं जी.एन.आई.ओ.टी. ग्रुप से जुड़े हर एक व्यक्ति के योगदान को सराहा तथा उनके उज्ज्वल भविष्य काँम्ना करते हुए सभी अतिथियों का हृदय से धन्यवाद किया।

जीएनआईओटी संस्थान में फाउंडर्स सप्ताह मनाया गया इसके अंतर्गत संस्थान की श्री राम सेंट्रल लाइब्रेरी का पुनः आधुनिकीकरण किया गया जिसका उद्घाटन संस्थान के चेयरमैन राजेश गुप्ता ने संस्थान के संस्थापक स्वर्गीय कृष्ण लाल गुप्ता की छायाप्रति एवं महान लाइब्रेरियन

डॉक्टर रंगनाथन की छायाप्रति का अनावरण करते हुए किया। सेंट्रल लाइब्रेरी के हेड लाइब्रेरियन, डॉ. एस. डी. नौटियाल ने उपस्थित संस्थान के चेयरमैन डॉ. राजेश गुप्ता, वाइस चेयरमैन गौरव गुप्ता, स्वदेश सिंह (सीईओ, जिम्स इंस्टीट्यूट), निदेशक डॉ. धीरज गुप्ता, डॉ. सविता मोहन (प्रिंसिपल, जी.आई.पी. एस. इंस्टीट्यूट) सभी अधिष्ठाता, विभागाध्यक्ष एवं शिक्षकों को विस्तार से जानकारी दी। जी.एन.आई.ओ.टी. ग्रुप ऑफ इंस्टीट्यूट्स के इंजीनियरिंग इंस्टीट्यूट, एम.बी.ए. इंस्टीट्यूट, इंस्टीट्यूट ऑफ प्रोफेशनल स्टडीज और इंस्टीट्यूट ऑफ मैनेजमेंट

स्टडीज के छात्र छात्राओं के द्वारा विभिन्न सांस्कृतिक कार्यक्रमों का आयोजन किया गया। इस अवसर पर ग्रेटर नोएडा वर्ल्ड स्कूल के बच्चों ने सांस्कृतिक कार्यक्रमों के माध्यम से अपनी शानदार प्रस्तुति दी। इस अवसर पर संस्थान द्वारा लगभग 200 से अधिक शिक्षकों, विद्यार्थियों, एवं कर्मचारियों के विभिन्न क्षेत्रों में किये गए श्रेष्ठ योगदान को अवार्ड देकर सम्मानित किया गया। विद्यार्थियों को एकेडेमिक्स, अनुसन्धान, सामाजिक, सांस्कृतिक, अनुशासन, फोटोग्राफी, खेल व अन्य क्षेत्रों में उनके उत्तम प्रदर्शन को सम्मानित किया गया।



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