



# News & Views

A Monthly News Letter

## RAJ KUMAR GOEL GROUP OF INSTITUTIONS

Vol. 3 No. 3

March, 2010

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Founder  
(Late) Sri Raj Kumar Goel

### Commandment

#### from the Founder

We are building our institute as an ideal family, the **RKGIT PARIWAR** where members strive for the development, well being and promotion of each other.

अज्ञानेनावृतं ज्ञानं ।

श्रीमद् भगवद् गीता अध्याय 5, श्लोक.15



*Bijaya Kishore Prasad, M.A.B.L.*

Advocate

**JHARKHAND HIGH COURT, RANCHI**

Room. No. : 19, Old Building.

Recipient Sarojini Gold Medal

& Jackson Memorial Award (R.U.)

AND

Former, Dean of Faculty of Law (R.U.)

### MESSAGE

I am greatly pleased to go through the newsletter published in the name and style of "News and Views", a monthly endeavor. The effort being made by RKG group of institution towards combating the modern business challenges and helping to develop the skills and leadership among the youthful students of business management will certainly be appreciated by all sections of the society and will bear its fruits.

The activities taking place in the premises of the institution gets highlighted in your monthly newsletter with which I am greatly impressed.

I heartily congratulate you and wish a great success to your efforts.

*Bijaya Kishore Prasad*



### FROM THE DESK OF THE EDITOR

To lead a content and stress less life, it is important to manage one's mind. A person should learn to control one's mind. This issue includes an article on stress management. It also includes the various events held in various colleges of RKG Group. I also take this opportunity of welcoming Prof. (Dr.) S.C. Gupta who has recently joined our 'PARIVAR' as Director, RKGEC, through this issue.

Constructive suggestions are highly solicited.

**Prof. Arvind Singh**  
Principal - RKGIT (MBA)



# RAJ KUMAR

## NEWS FROM RKGEC, PILKHUWA

### 'Sunderkand' for seeking the blessings of the Almighty

Saturday, March 27, 2010, was dedicated to spiritual experience and awakening of soul as 'Sunderkand' was recited and puja ceremony was performed on this day. 'Sunderkand' recitation started with melodious notes; mesmerizing and tranquilising the audience. The whole ceremony was performed at the college campus. Hon'ble Chairman Shri Dinesh Kumar Goel kindled the sacred lamp to inaugurate the ceremony. Hon'ble Director Prof. S.C. Gupta and Hon'ble Prof. S.N. Dube graced the occasion with their presence. Faculty members, staff, students and all members of RKGEC clan experienced the divine blessings and meditative exquisiteness of the auspicious moments. Prasad was distributed and sumptuous lunch was hosted at the end of the ceremony.

### A Warm Welcome



The Raj Kumar Goel Group of Institutions extends a warm welcome to Prof. (Dr.) S.C. Gupta who has recently joined the RKG clan as Director of RKGEC, Pilkhuwa. Prof. Gupta, a widely acclaimed academician with an impeccable academic and administrative prowess has significant contribution to the advancement of technical education in India. The academic achievements of Prof. Gupta speak for themselves. Prof. Gupta did his B.Tech. from H.B.T.I. Kanpur and M.Tech. and Ph.D. from University of Roorkee, Roorkee, now I.I.T. Roorkee.

Prof. Gupta with academic laurels to his credits started his career in 1965 with University of Roorkee, now I.I.T. Roorkee. He served there with forty years of prolific and exuberant prodigy. Prof. Gupta has done specialisation in Heat Transfer and Energy Engineering. The length to which Prof. Gupta has served technical education in India is endless, he has supervised twelve Ph.D. scholars, thirty eight M.Tech Dissertations and more than fifty B.Tech. Projects. The most conspicuous manifestation of Prof. Gupta's erudite disposition is his contribution to research and innovation; He has published more than eighty research papers in national and international journals and conferences with avante garde sagacity. Various expert committees and selection committees are beneficiary of his association with them. Prof. Gupta has pioneered establishment of D.J. College of Engineering, Modinagar and served the same as founder Director. There are many other institutions beneficiary of Prof. Gupta's acumen par excellence but their incorporation here transcends the available space.

## Research Activities

### Paper Presented (ECE Deptt.)

Mr. Shivesh Tripathi (Senior Lecturer, in ECE Deptt.) presented a paper in the fifth international conference on "Wireless Communication & Sensor Networks" at Indian Institute of Information Technology, Allahabad and received a certificate of appreciation.

Mr. Shivesh Tripathi (Senior Lecturer in ECE Deptt.) presented a paper titled "A 90nm cmos variable envelope detector based polar transmitter for OFDM systems" during the first international joint conference on Information & communication technology at Bhubaneswar on 9th and 10th January 2010 organised by Interscience Institute of Management and Technology and University of Malaysia, Perlis.

Mr. Praveen Kumar Kaushik  
RKGEC

**Progrss has little to do with speed, but much to do with direction**

## NEWS FROM RKGITW

### Two days workshop on 'Web Technology' in Computer Science Department

Computer Science Department of RKGITW organized a workshop on 'Web Technology' on 26th & 27th March, 2010. The workshop began with a brief introduction of Web Architecture by Mr. Somnath Dutta, trainer in web technology in 'Hostenia'. The topics covered by Mr. Dutta were as follows:

- XAMPP Server (local host)
- Adobe Photoshop
- XAMPP Server (online)
- Word Press 2.9 toolkit
- MYSQL
- PH Pmy

The workshop was attended by Ms. Kadambari Aggarwal (HOD, CS Deptt.), Ms. Payal Kansal, Ms. Apurva Bhatnagar, Nidhi Gupta and students of CS and IT Branch of B. Tech II yr. It ended with providing domain names to students making their websites online.

**Ms. Shalini**  
Lecturer, RKGITW

## NEWS FROM RAJ KUMAR GOEL INSTITUTE OF TECHNOLOGY, GHAZIABAD

### Business Quiz - 2010 held in RKGIT (MBA)

To succeed in the field of management, with basic understanding of theoretical business concepts corporate know how is essential. With this objective a quiz was held on 20th Feb. 2010 titled '**Business Quiz-2010**'. The quiz was held in two rounds, preliminary round and the final. In total 25 teams had participated and the final was played among 5 teams. The quiz encompassed various rounds such as corporate personality round, product round, brand round, logo round, advertisement jingle round and mixed bag round etc. Both audio and visual aids were used to make the quiz more interesting and entertaining. The winners were **Ms. Isha Singh, Mr. Amit and Ms. Farha Rasool** of MBA Final year. The audience participation was also very huge as there were questions and prizes for them as well. The quiz was conducted by **Ms. Puja Garg**. At the end the prizes were distributed by **Dr. Arvind Singh, Principal, MBA**.

It was organized for both the first and the final year MBA students. To encourage the participants all the faculty members of CMS were present in the event.



Three cheers for the winners!!



Dr. Arvind Singh addressing the gathering



Faculty & students enjoying the quiz



### Congratulations !!

Ms. Pallavi Tyagi has been awarded Ph.D. degree in 'Water Resource Management' in January, 2010 from Department of Environmental Sciences, Bundelkhand University, Jhansi. The title of her thesis was "Ecosystem - Health: Approach to Restoration of Wetland Resources". The study was done on a highly polluted freshwater lake, Lakshmital, situated in Jhansi city to assess its overall health by monitoring its water and soil quality in different seasons, vegetation and peripheral socio-economic characteristics. The results of the study will provide a tool to revive many such other lakes in India.

# INSTITUTIONS

## NEWS FROM RKGCMT, GARHMUKTESWAR

- RKGCMT College, Garhmukteswar has been ranked 5th among all colleges of UPTU and first among the girls' colleges in ranking done by UPTU on the basis of results.
- Special IT skills classes are being conducted at RKGCMT campus by Mr. Vijay Kr. Agarwal (Lecturer) to improve the IT skills of the students.
- Two of our students, Neha Jaiswal and Manisha Choudhary got selected in Kotak Mahindra Bank as associates in a pool campus organized at ABES, Ghaziabad.



**Ms. Nishi Pathak, Lecturer, RKGCMT**

## Let's Overcome Stress



We suffer from stress and strain because we give all the powers to the mind and make it our master. Not only that, we consider ourselves nothing but the mind. Mind is matter it has no power of its own. It is useful in the external world but in the spiritual and internal world it has to be left far behind. Otherwise we will be the victims of mental disease. Tension, depression, strain, stress, grudge are the symptoms and not the disease.

When we are afflicted with a disease like Malaria, we don't treat each symptom like fever, pain and shivering one by one. We just treat the disease and symptoms automatically vanish, so deal directly with the mind and the symptoms of stress and strain will disappear. Meditation helps us to overcome stress, strain and tension. Meditation is mind management. It is not an attempt to control the mind; the idea is to go beyond it.

Meditation is not concentration; it is the mother of concentration. Concentration is where one tries to control the thoughts. Meditation is where thoughts get dissolved naturally enhancing your concentration power, memory power, will power, right thinking and fitness power automatically. Meditation is a non-doing entity where you are a sheer witness, an observer of mind's happenings. To watch is our true nature. It's a natural, non-doing state. No effort is required to watch, we all have full potential to look within directly. Meditation is mind management. It is not forcing the mind to be quiet. It is to find the quiet that is already there.

**Ms. Sonal Sapra  
Senior Lecturer (EN Deptt), RKGITW**

## Business Challenges & Opportunities in South Asia with focus on marketing & customer value management

— Mr. Shashank Dublsh, Mr. Ajay Rathor & Mr. Ram Kumar

Paper presented in international conference on business challenges & opportunities in South Asia

### Abstract

South Asia remains one of the least integrated regions in the world. Trade in South Asia showing a revolutionary impact by acting as a key pillar of regional integration for enhancing Marketing & Customer Value Management. With predominantly affected by current economic crisis growth projection brought down from 8.75% to 7-7.5%, more tightly linked compared to the earlier meltdown and the Asian currency crisis, \$560 billion investment in infrastructure in the next 5 years may act as a stimulus optimism stems from large local market and liquid banking system that refrained from overplaying asset securitization.

With context to the marketing operations & customer value management being a developing territory of the world South Asia faces certain critical aspects of challenges which comprises mainly of inadequate institutional, legal and regulatory framework to encourage market penetration and expansion of renewable energy technologies, lack of innovative financing, grants and subsidies or economic incentives, pricing / internalizing of external costs. Challenges also include the political economy of the selection of excluded sectors and rules of origin, "behind-the-

border" restrictions, cross-border investments from marketing focus in view before looking for growth & survival prospect in the region which is full of diversity. In South Asia with beneficial association with cost advantage market advantage & social advantage there are huge prospects for growth in business operations in long run primarily Engineering and Machinery, Infrastructure, Energy, IT, Food Processing, Retail, Education Services.

South Asian countries must deepen and broaden economic reforms to accelerate customer value management & marketing growth to reach East-Asian levels of economic growth. Fiscal reforms to increase tax revenues that can finance priority public spending, reforming state-owned enterprises that continues to be a drag on public finances and efficiency in several South Asian countries, increasing agricultural productivity. Regional integration with removing trade logistics constraints can expand trade opportunities & boost for the better prospects of marketing operations & customer value management. This paper would be focusing on certain key aspects of Marketing & Customer Value Management in South Asia for better integration.

**Anything you can conceive and believe, you can achieve**

# Students Corner

## KEY TO INDIA'S GROWTH: AGRICULTURE



**Deepak Dwivedi**

India dreams to be in the lane of developed countries. But is it possible? If yes, then how? To become developed means to strengthen the economy. But the problem is that our economy cannot grow as it should. The GDP and the profit of different sectors increases in one quarter and falls in the next quarter. What is the reason behind it?

I think the reason is the avoidance of agriculture sector. After the introduction of FDI policy and the concept of GLOBALISATION, the emphasis of economic policies is greater on industrial and technological development than on agricultural development.

After the introduction of LPG concept in 1991, the bad days of Indian agriculture started and due to the continuous avoidance of agriculture, the agricultural productivity has been falling continuously, which is one of the fundamental reasons of INFLATION.

It is very disappointing that the total contribution of agriculture to GDP is now only 26% while it was 55.4% in 1950-51. The number of technical labour increased from 20% to 27% during 1951-2001, while the number of farmers reduced from 50% to 32% during 1951-2001. As a result, the food grain production declined by 7.51% in 2008-09. A very disappointing data came that the real GDP growth in agriculture is -1.5 in January 2010 compared to the last year. What are the reasons behind it? Decline in productivity is due to lack of investment in irrigation, electricity, agricultural

research and promotion, efficient use of water and plant nutrients etc. The unavailability and the high prices of fertilizers are one of the major causes of low productivity.

Indian government's expenditure during 1990s on agriculture per agricultural worker has been the lowest in South Asia and indeed below the Sub-Saharan Africa. The reason is that the government is more interested in FDIs, nuclear deals and trade and commerce development. But can it really strengthen our economy? If agriculture gets avoided then what would be the future of agriculture based industries? What would be the alternative for supply or availability of food grains? Only import will be an alternative. Like the import of 1 million tonnes of sugar in Feb. 2010, we will have to import all the food grains. Then how the foreign reserves will get increased? On one hand we will earn foreign currency through FDIs but on the other hand we will return it in the form of payments for imports. Then what would be the net gain?

I am not against the industrial and technological development. It is as important as the development of agriculture. But agriculture is the base of our economy therefore it is called the BACKBONE of Indian economy. Without backbone how our economy will stand? We need to make a strong base (by strengthening agriculture), so that we can make a strong building (industrial and technological development) on it.

**Deepak Dwivedi**  
MBA 1st year

## Students of RKGIT participated in various inter college events and won laurels for the group

Name of student	Course	Event	Position secured	College
Nitin Kumar Baswan	B.Tech III yr (CS)	Lead India, Build India	3rd	KNMIET, Modinagar
Avanish Kumar Naik	B.Tech II yr	Hindi debate	1st	IPEC, Ghaziabad
Rohit Kumar	B.Tech II yr	Hindi debate	1st	IPEC, Ghaziabad

**Dr. Neena Sharma**  
PC Deptt. (RKGIT)



**Ms Richa Garg**

MBA Final year (RKGIT)

Ms. Richa Garg, a student of MBA II year (RKGIT) participated in mehendi competition organized by IPEC and won III prize, on March 28, 2010. She was awarded with a medal and certificate.

It is a privilege for our college to have such creative and talented students.



# Soul Byte

## Why Women Cry

(on the occasion of Women's day : 8th March)

A little boy asked his mother, "Why are you crying?"

"Because I'm a woman," she told him.

"I don't understand," he said. His Mom just hugged him and said, "And you never will." Later the little boy asked his father, "Why does mother seem to cry for no reason?"

"All women cry for no reason," was all his dad could say. The little boy grew up and became a man, still wondering why women cry...

Finally he put in a call to God. When God got on the phone, he asked, "God, why do women cry so easily?"

God said "When I made the woman she had to be special. I made her shoulders strong enough to carry the weight of the world, yet gentle enough to give comfort. I gave her an inner strength to endure childbirth and the rejection that many times comes from her children. I gave her a hardness that allows her to keep going when everyone else gives up, and take care of her family through sickness and fatigue. I gave her the sensitivity to love her children under any and all circumstances, even when her child has hurt her very badly. I gave her strength to carry her husband through his faults. I gave her wisdom to know that a good husband never hurts his wife, but sometimes tests her strengths and her resolve to stand beside him unflinchingly. And finally, I gave her a tear to shed. This is hers exclusively to use whenever it is needed."

"You see my son," said God, "the beauty of a woman is not in the clothes she wears, the figure that she carries, or the way she combs her hair. The beauty of a woman must be seen in her eyes, because that is the doorway to her heart - the place where love resides."

## Many many happy returns of the day

### RKGIT

- |   |  |
|---|--|
| 1. Mr. Manish Gupta (CSE) - April 04        | 9. Ms. Rama Chaudhary (MCA) - April 19               |
| 2. Mr. Rajesh Kumar (EC) - April 12         | 10. Ms. Shilpi Tyagi (CSE) - April 20                |
| 3. Ms. Charu Sharma (MCA) - April 14        | 11. Mr. Jitendra Gupta (ME) - April 23               |
| 4. Ms. Pallavi Tyagi (Chemistry) - April 15 | 12. Ms. Sunil Srivastava (Pharmacy) - April 27       |
| 5. Mr. Trinath Mahala (ME) - April 15       | 13. Ms. Arundhati Bhattacharya (Pharmacy) - April 28 |
| 6. Mr. Sunil Khatak (Pharmacy) - April 15   | 14. Mr. Prafull Nayak (CSE) - April 30               |
| 7. Prof. A.K.Chauhan (IT) - April 17        |  |
| 8. Mr. Pawan Kumar Shukla (EC) - April 19   |  |

### LMR

1. Dr. Mahima Gupta (LMR) - April 04

## Forthcoming Event :

Mr. Niyam will deliver a talk on motivation of academia and professionals on 8th April, 2010 at RKGIT organised by CSI (Student Chapter)

# RAJ KUMAR GOEL GROUP OF INSTITUTIONS

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- **Raj Kumar Goel Institute of Technology for Women, Ghaziabad**  
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- **Raj Kumar Goel Junior High School, Pura Mahadev, Baghpat**  
Opp. Pura Mahadev Temple, Distt. Baghpat, U. P.
- **RKG Chandrakanta College of Management & Technology for Women, Garhmukteshwar, Distt. Ghaziabad**  
(Approved by AICTE, Ministry of Human Resource Development, Govt. of India and Affiliated to U. P. Technical University, Lucknow, accredited by American University Accreditation Council)  
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- **Raj Kumar Goel Girls Degree College, Garhmukteshwar, Ghaziabad**  
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For suggestions : Please contact [newsandviews@rkgit.edu.in](mailto:newsandviews@rkgit.edu.in)