



THE SKIT TIMES

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THE SKIT TIMES Our Mentor & Path Founder



Swami Keshvanand Ji
(1883 - 1972)

OUR VISION

To Promote higher learning in
advanced technology and
industrial research to make our
country a global player

OUR MISSION

To promote quality education,
training and research in the
field of engineering by
establishing effective interface
with industry and to encourage
faculty to undertake industry
sponsored projects for students

Editor's Column ...

GREEN IS THE SOUL OF MY BEING

When the country was immersed in diverse political and economic humdrums NDTV in collaboration with Toyota launched a twenty four hour long awareness campaign 'Greenathon' running round the clock on February 7 - 8, 2009 sensitizing people towards greener tomorrow. The programme, showcasing the clean up drives at Mumbai coastline and Yamuna ghats at Delhi apart from various other round-the-clock awakening activities, observed a grand success and collected over two crore rupees for TERI's initiative 'Lighting a Billion Lives' - aiming at lighting the so-far-unelectrified villages through neat, clean and perennially available solar energy.

SKIT did its bit by reaching out to more than thirty five thousand people as a part of its E-Week celebration 'VIRIDITY - 2009' celebrated as a part of National Entrepreneurship Network's campaign 'Go Green: The World is Our Business.' The success of these initiatives prove that our sensitivities are only in dormancy, the moment we are sensitised we open up all the treasures of enthusiasm and open-heartedness.

"Green" simply does not denote a colour but in a way our very existence depends on what green connotes - purity, vitality, innocence and prosperity. Think of the world without it and all you will perceive is barrenness. It is the soul of our very existence for the simple reason that the oxygen that we breathe in is a byproduct of a botanical process photosynthesis which cannot take place without the presence of chlorophyll and chlorophyll is of green colour. The plants that do not contain chlorophyll, never produce oxygen - rather they produce toxic elements.

The ball has already been set rolling for protecting and preserving the environment on various international, national and local platforms, yet the mission "Green Clean Tomorrow" cannot be accomplished until each individual takes the pledge of contributing one's share by bringing into habit all the little measures that can be taken up in every day practice. Our forefathers strived hard to make this world a better place for all of us to live in, so to pay the least homage to that inheritance, let us all commit ourselves to do the same for future progenies, in place of participating in gradual genocide of the life itself.

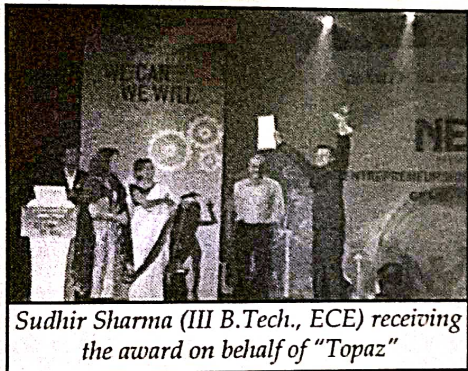
Narendra Kumar
Editor-in-Chief

Communiqué

inscription of happenings on SKIT arcadia

ENTREPRENEURSHIP WEEK: "VIRIDITY-2009" CELEBRATED

"TOPAZ," E-Cell of SKIT celebrated "E-Week India 2009: 'Go Green! The world is our business'" as "VIRIDITY 2009" on 07-09 February 2009. The celebration focussed on promoting and nurturing green business opportunities, green marketing and the use of renewable energy sources. This week at SKIT was observed as "No Plastic Week" and "Energy Saving Week."



The inaugural function witnessed the gracious presence of Mr. Sudhir Nijhawan, CMD, Nifty Innovations, Jaipur as the Chief Guest and Mr. Sudhansh Pant, MD, Rajasthan Vidyut Prasaran Nigam Ltd., Jaipur as the Guest of Honour along with other dignitaries.

Mr. Nijhawan, himself an entrepreneur, in his address laid emphasis on how group entrepreneurial projects are more relevant in the present scenario in comparison to individual attempts whereas Mr. Pant's focus remained on how energy conservation can be brought into practice by means of generating awareness among

people. Mr. Pant claimed it to be high time when we must move from traditional energy resources to harnessing new and renewable energy resources so that we can have pollution free green energy. Mr. Pant also launched the logo of TOPAZ. TOPAZ recognised the contribution of Mr. Javed Kagaji, an entrepreneur dealing in manufacturing and export of all kind of environment friendly recycled handmade paper and paper products.

Inaugural function also witnessed the viewing of educational and motivational movies.

During the six-day event, expert lectures and discussions by renowned entrepreneurs were held. Students undertook several indoor and outdoor activities, including a variety of inter school and inter college competitions like poster-making, essay writing, plantation etc. A documentary on eco-friendly manufacturing units was made and screened on the sixth day. The SKIT campaign reached out to more than 35000 people during the week, besides spreading information through internet.

It is noteworthy that National Entrepreneurship Network (NEN) has awarded SKIT as "Championship Runner Up" for its participation, by way of organising various events, in nationwide celebrated "E-Week India 2009." More than 450 colleges from all across India participated in the event. The members of TOPAZ were felicitated by NEN at a

function organised at Bangalore on 14 February 2009.

CHIEF MINISTER ASHOK GEHLOT INAUGURATES VIT CAMPUS

Honorable Chief Minister Ashok Gehlot inaugurated sister organisation of SKIT, Jaipur, VIT Campus - comprising Vivekananda Institute of Technology, Jaipur and



Vivekananda College of Engineering, Jaipur - on December 24, 2008 on the occasion of Annual Function of the Institute. Mr. Harjiram Burdak, Minister for Agriculture, Govt. of Rajasthan presided over the function. Mr. Gehlot speaking as the Chief Guest of the function assured the Institute that the State Government will try to provide all possible support for the efficient functioning of technical institutes. Mr. Gehlot appreciated the promoters for their tradition of naming the institutes after the great saints so that the students get an inspiration from the teachings of the great people.

Mr. Burdak stressed on the need of quality technical education. Though he was pleased at the quantitative growth of technical

institutions in the state, he wished to see the same promptness in maintaining the quality standards for academic excellence.

Both the guests were presented with "Abhinandan Patra" by Director VIT, Jaipur, Er. Gaurav Bagaria. The function observed a hoard of cultural programmes.

CAMPUS RECRUITMENTS

Campus recruitments for 2010 batch have started with the recruitment of eight SKITians in Serosoft Solutions Pvt. Ltd. The following companies conducted recruitment drives for SKITians of different batches in recent months:

Company	Batch	Selections
Electrotherm India Pvt. Ltd.	B.E. (2009)	04
Serosoft Solutions Pvt. Ltd., Indore	B.E. (2010)	08
Vodafone	MBA (2009)	10
Barclays Shared Services Pvt. Ltd.	MBA (2009)	04
HCL BPO	B.E.(2009)	12

It is noteworthy that 269 students of B.E. 2009 batch and 41 students of MBA 2009 batch have bagged placements through campus recruitment drives, so far.

SKIT TOASTMASTERS CLUB RECEIVES DISTINGUISHED CLUB STATUS

SKIT Toastmasters Club has achieved "Distinguished Toastmasters Club" status by completing five requisite tasks including two Competent Leader Certifications, One Competent Communicator Certification and

other office tasks. A word of appreciation to Mr. Vineet Jain, TPO for achieving Competent Leadership and Competent Communicator Certificates and to Dr. Pramila Bafna, Reader, Dept. of Humanities for grabbing Competent Leadership certificate. The Club has also organised speech and table top contests.

NATIONAL CONFERENCE ON "SERVICES MANAGEMENT: OPPORTUNITIES AND CHALLENGES"

Department of Management Studies successfully organized Two-Day Conference on "Services Management: Opportunities and Challenges" on Dec12th & 13th, 2008.

Speaking at the inaugural function Director Mr. K.R. Bagaria said that the service sector has emerged as one of the most significant sectors during the last decade as far as its contribution in the GDP is concerned.



From left to right : Mr. K.R. Bagaria, Prof. S.L. Surana, Prof. M.L. Bhargava, Prof. Hemlata Dullar, Prof. N.K. Banthiya and Mr. Praveen Choudhry

Being new, he said, this sector contains a large number of opportunities to be harnessed.

Principal Prof. S.L. Surana in his quite a referential speech said that tourism and health are the service sectors where India can attract foreign currency at the time of

recession when other sectors are slowing down.

Prof. N.K. Banthia voiced his concern for maintaining quality standards rigorously and religiously for service sector to receive a long lasting sustenance.

Many papers from inhouse and outside participants and five invited lectures were presented during the two day discourse. The seminar proved highly beneficial to the students from the viewpoint of discussion on upcoming employment opportunities in services sector.

"SYNERGY" LAUNCHED

SKIT's Department of Management Studies has come out with its own newsletter named "Synergy." Its debut issue was launched by the Director and Principal of the Institute on December



Director Mr. K.R. Bagaria and Principal Prof. S.L. Surana releasing "Synergy"

12, 2008 during the inaugural function of national conference on "Services Management: Opportunities and Challenges." The main objective of the news letter is building an everlasting relationship with the corporate world.

ON CAMPUS MEDICAL FACILITY

SKIT has entered into an agreement with the Apollo Clinic,

Malviya Nagar, Jaipur which has started providing us with the services of an MD (Physician) doctor and other medical facilities from February 2009. Free consultation for faculty, staff and students is available now on every Tuesday, Thursday and Saturday from 2 pm to 4 pm. Medicines for common diseases like cold, headache, fever etc. are being provided free of cost by SKIT. Apollo Clinic Pharmacy has consented to provide a discount of 5% on medicines and 10% on all the medical tests for SKITians. A free dental checkup every month and special concessions on health checkups are also a part of this agreement.

SPECIAL LECTURE ON BRAIN POWER

Mr. Kamlesh Chandra, Learner and Life Skills Trainer, delivered a special lecture on "Super Memory for Super Success" on February 26, 2009. In his two hour long discourse Mr. Kamlesh focused on the effective exploitation of brain power.

SKIT STUDENT SCHOLARSHIP

A financial corpus has been created by the joint contribution of students of II B.Tech., faculty, staff and management to initiate SKIT Student Scholarship for the needy and deserving students. The committee has been constituted to decide over the nature of scholarship and form the guidelines. The scholarship is likely to be launched from the session 2009-10.

REPUBLIC DAY CELEBRATION

SKIT celebrated 60th "Republic Day" with much zeal and

enthusiasm in an atmosphere coloured with the hues of patriotism and veneration for freedom fighters. The celebration began with Tricolour hoisting by the Chief Guest Mr. S.R. Meel, Chairman, SKIT, Jaipur.

In his address the chairman Mr. Meel stressed on the need of youngsters taking up the challenge of employment generation through the display of their entrepreneurial skills at the time of slackening jobs due to global economic melt down.

Vice Chairman, Mr. Anil Bafna, asserted that we may have some temporary impact of global meltdown but our age old time tested value system and tradition is going to make us overcome all the hurdles.

Principal Prof. S.L. Surana appreciated all the present students who spared their precious time in spite of exams being round the corner and motivated them to strive hard for their better future. He encouraged all to set SMART goals and then follow them with unswerving will in place of letting the energy be diverted in diverse directions.

Principal of VIT, Jaipur, Prof. M. Raisinghani emphasised over duties in place sticking to rights for the comprehensive growth of society as the rights automatically follow if we persuade our duties. Prof. M.L. Bhargava urged all to have a sense of ownership as a citizen of the nation. He said every good thing takes birth twice. For him our real birth takes place when we assume our career.

Prof. N.K. Banthiya also stressed over the importance of commitment

and determination and need for maintaining higher standards in every task one undertakes. Prof. Banthiya proposed a vote of thanks to all who have directly or indirectly contributed in putting the things on run for the celebration.

The celebration was hued by the various colours of cultural programmes put up by students in the eulogy of freedom fighters, the Tricolour, and Bharat Mata. It ended with distribution of sweets to all.

SKIT IEEE STUDENT CHAPTER LAUNCHED

Dept. of ECE has launched SKIT IEEE Student Chapter in January 2009 for both students and faculty. SKIT has opted for "Microwave Theory and Techniques" (MTT). The officiating members will be Mr. A.S. Poonia, Reader & Head, Dept. of ECE as Chairperson, Mr. Raghvendra Singh, Sr. Lecturer, ECE, as Vice Chairperson, Mr. Mukesh Arora, Sr. Lecturer, ECE and Ms. Seema Sethia, Sr. Lecturer, ECE. SKITians have shown a great interest in enrolling themselves with the Chapter.

EDUCATIONAL TOURS ORGANISED

- Dept. of Electrical Engineering organised an educational tour to Biomass Plant, Unniara, Tonk, Super Thermal Power Plant, Rawatbhata, Kota, Hydro Power Plant, Ranapratap Sagar, Kota, and Instrumentation Limited, Kota, for the students of III B.Tech. in December 2008 under the coordination of Sonali Singh, Sr. Lecturer, Sarfaraz Nawaz, Lecturer and Ankush Tondon, Lecturer - all from Dept. of Electrical Engineering.

- Department of Electronics and Communication Engineering organised an industrial tour under the coordination of Raghvendra Singh and Mukesh Arora - both Sr. Lecturers, Dept. of ECE - to Rajasthan Electronics and Instruments Ltd. (REIL) and several other industries for the students of III B. Tech. in December 2008. During the visit students gained onsite knowledge of SPV - Dust Dawn System, Photovoltaic Modules, Automatic Milk Bottling Plant, automatic cream extraction from milk and automatic switching of street lights.
- Depts. of Computer Science and Engineering and Information Technology organised an industrial tour for the students of III B.Tech. to Infosys Technologies Ltd., Chandigarh and various other companies in the month of February. Students also visited Shimla as a part of this tour.
- Dept. of Mechanical Engineering organised an educational tour and industry visit for the students of III B.E. from 21 February - 02 March, 2009. During this nine-day schedule students visited Vipul Steel Industries, Haridwar, Banbari Paper Mill, Haridwar, Mahindra & Mahindra Ltd., Hindustan Lever Ltd., Hydro Power Plant, Tehri and an under construction NTPC Power Plant on Tehri - Joshimath Highway. Students also visited many hill stations and enjoyed many adventurous activities like trekking, mountaineering,

skiing, rafting etc. The visit was coordinated by Mr. Ashish Nayyar, Sr. Lecturer and Mr. Mradul Bansal, Lecturer, both from the Dept. of Mechanical Engineering.

- Students of I B. Tech. visited Parle Factory Nimrana Alwar on December 24, 2008. Students gained onsite knowledge of manufacturing of Parle-G biscuits.

"SPARK" ATTENDED

A group of seventy students and six teachers visited Infosys Technologies Ltd., Chandigarh to participate in Infosys's initiative 'SPARK' on February 7, 2009. SPARK aims at generating awareness amongst the students about the recent technological and other developments in the field of I.T. Industry, so that students can assess their skills and prepare themselves better according to industry needs. It is noteworthy that SKIT is the first college of Rajasthan to participate in SPARK. Students also took this opportunity to visit Shimla on their way back.

ALUMNI MEET

SKIT Alumni Meet was organized on November 29-30, 2008 in Bangalore as many of the alumni are working in this IT city. Training and Placement officer Mr. Vineet Jain facilitated the Meet. SKIT Alumni from various companies like Infosys, Zenithsoft, Trianz, IBM, Wipro, Igate, elitmus, iflex, Oracle etc. participated and discussed their career prospects and industry requirements and recommended an special emphasis on soft skills apart from the mastery over technical

know-how to have a competitive edge over others.

SOFT SKILLS PROGRAM

SKIT has completed Campus Connect: Soft Skills Program in the first week of March for five batches comprising 315 students. The program was conducted by Taurus Training Services, Chandigarh, an alliance partner of Infosys Technologies Ltd.

INFOSYS HR ON SKIT CAMPUS

Global Entry Level Recruitment and Campus Relations Manager and Associate President Infosys Toastmasters Club, Mr. Saurabh Sharma visited SKIT on February 26, 2009. He participated in SKIT Toastmasters Club meeting and acted as General Evaluator. He appreciated the performance of SKIT Toastmasters and said he will implement many valuable learnings from this meeting in his Pune Infosys Toastmasters Club. He interacted with the students of 2010 batch and discussed about the industry expectations from the entry level technocrats.

TOASTMASTER INTERNATIONAL'S SPEECH CONTEST AND TRAINING PROGRAM ATTENDED

A six member team of SKIT Toastmasters Club participated in Toastmasters' Areal Level Speech Contests held at Gurgaon on February 22, 2009. In the contest two SKIT Toastmaster members performed the task of time counter and tally counter and Ms. Megha Pande bagged the second runners up award in the speech contest. Area Governor DTM Deepak Menon

appreciated the efforts of the students. The contest was followed by Officers' Training Programme for the office bearers of SKIT Toastmasters Club.

ZEPHYR - 08

Students of II B.Tech. organised a fresher party, Zephyr - 08, for I B.Tech. students on November 29, 2008. The program was inaugurated by Principal Prof. S.L. Surana and Registrar Mrs. Rachna Meel by lighting the lamp which followed by the observation of silence for two minutes in the memory of martyrs of Mumbai Terrorist attacks. A number of cultural activities including various folk, semi classical and western songs and dances, and skits were put up by students. Mandeep Bagchi and Stuti Pareek were declared Mr. Fresher and Miss Fresher respectively on the basis of their display of reasoning and analytical skills in question-answer round.

E-CELL "TOPAZ" LAUNCHED

SKIT has launched its entrepreneurship cell on December 23, 2008. Along with the launching, orientation program was also conducted for the students wherein Ms Winfred Crowford of Macabe shared experiences of her success story. Students were also shown a movie "October Sky" and learnings from the movie were discussed.

SPECIAL LECTURE ON "ATTITUDE BUILDING"

Mr. Umesh C. Agarwal, HR Head, Secure Meters visited SKIT on February 11, 2009 and delivered a lecture on "Attitude Building" to VIII semester students. Mr. Agarwal later answered the queries of SKITians.

SKITians DO US PROUD

It is a matter of great pride for us that many SKITians participated in various national and state level cultural and technical festivals organized by various engineering colleges and won fabulous prizes:

1. A team comprising Dhawan Shringi (II B. Tech, CSE), Mohit Gupta (II B. Tech, CSE), Abhinav Sinha (II B. Tech, CSE), Sahil Anand (II B. Tech, ECE) and Bharat Singh (II B. Tech, ECE) won first prize in Lan Gaming - Counter Strike 1.6 organised by JNIT, Jaipur as a part of Verve - 09.
2. In TECHVYOM held at RCEW, Jaipur Yogesh (I B. Tech.) won II Prize in Brainy C, Astha (I B. Tech.) bagged III prize in AGON, and the team of Pankaj Sharma and Anang (I B.Tech CSE) grabbed III prize in Innova.
3. Megha Pandey (II B.Tech, IT) won III prize in debate organised under "Kasturi" held on December 17-20 at Kanodia College, Jaipur.
4. Sahil Anand won second prize in Labyrinth (Counter Strike 1.6) held during Blitzschlag - 09 organised by MNIT, Jaipur on February 6-9, 2009.
5. Gaurav Ahuja (IV B.E., IT) participated in 33rd Junior Billiards National Championship held on 8 - 13 November, 2008 and organized by The Billiards & Snooker Federation of India.
6. Basket-ball team of SKIT won first prize in Panache - 2008 organised by VIT, Jaipur on December 19-20, 2008.
7. Badminton and Basketball team

of SKIT grabbed third prize in SITE - 2009 organised by Shankara College, Jaipur.

PhD AWARDED

Dr. Pramila Kumawat, Lecturer, Dept. of Mathematics, is awarded Ph.D on December 22, 2008. She worked on 'Study of Bianchi Types I, V, IX Tilted Cosmological Models in General Relativity' under the guidance of Prof. Raj Bali, University of Rajasthan.

RESEARCH PAPERS PUBLISHED

LARGE DEFLECTION OF A CIRCULAR PLATE UNDER NON UNIFORM LOAD INVOLVING CERTAIN SPECIAL FUNCTIONS

-- Dr. Amber Srivastava
Reader, Dept. of Mathematics

Published in *Acta Ciencia Indica*, 34M, Vol. XXXIV, No.2, 2008.

BIANCHI TYPE I MAGNETIZED TILTED IMPERFECT BAROTROPIC FLUID COSMOLOGICAL MODEL IN GENERAL RELATIVITY

-- Dr. Pramila Kumawat
Lecturer, Dept. of Mathematics

Published in *Gravitation and Cosmology*, 11, 317 (2008) published by Russian Gravitation Society Victoria University.

BULK VISCOUS L.R.S. BIANCHI TYPE V TILTED STIFF FLUID COSMOLOGICAL MODEL IN GENERAL RELATIVITY

- Dr. Pramila Kumawat
Lecturer, Dept. of Mathematics

Published in *Physics Letters, B (USA)*, 665, 332 (2008).

BIANCHI TYPE IX TILTED COSMOLOGICAL MODEL FOR BAROTROPIC PERFECT FLUID

DISTRIBUTION IN GENERAL RELATIVITY

-- Dr. Pramila Kumawat
Lecturer, Dept. of Mathematics

Published in *Proceedings of National Academy of Science India*, 78, IVA (2008).

MAGNOHYDRODYNAMIC POISSON STRATIFIED FLOW IN POROUS MEDIUM

-- Archana Rai
Lecturer, Dept. of Mathematics

Published in *Rajasthan Academy of Physical Sciences* Vol. 7, No. 4, December 2008.

BOOKS PUBLISHED**FUNDAMENTALS OF MICROWAVE ENGINEERING**

-- A. S. Poonia
Reader & Head, Dept. of ECE

Published by **PHI Learning Pvt. Ltd., New Delhi.**

MATHEMATICS I

-- Dr. Rohit Mukherjee
Reader & Head, Dept. of Mathematics

-- Dr. Amber Srivastava
Reader, Dept. of Mathematics

Published by **Genius Publications, Jaipur.**

MATHEMATICS III

-- Dr. Rohit Mukherjee
Reader & Head, Dept. of Mathematics

-- Dr. Amber Srivastava
Reader, Dept. of Mathematics

Published by **Genius Publications, Jaipur.**

MATHEMATICS IV

-- Dr. Rohit Mukherjee
Reader & Head, Dept. of Mathematics

-- Dr. Amber Srivastava
Reader, Dept. of Mathematics

Published by **Genius Publications, Jaipur.**

EXTRA HIGH VOLTAGE AC/DC TRANSMISSION

-- Sarfaraz Nawaz
Lecturer, Dept. of EE

Published by **Vardhan Publishers and Distributors, Jaipur.**

RESEARCH PAPERS PRESENTED**BIANCHI TYPE IX TILTED COSMOLOGICAL MODEL FOR BAROTROPIC PERFECT FLUID DISTRIBUTION IN GENERAL RELATIVITY**

-- Dr. Pramila Kumawat
Lecturer, Dept. of Mathematics

Presented at Rajasthan Ganit Parishad's 20th Annual Conference on 'Emerging Fields in Mathematics and their Interdisciplinary Uses' organised by Department of Mathematics, Govt. College, Kota on January 18-19, 2009.

REMOVAL OF ANTIBIOTICS FROM WASTE WATER

-- Dr. Sangeeta Vyas
Reader, Dept. of Chemistry

Presented at the conference of **International Convention on Water Resources Development and Management** organised by Civil Engineering Group during October 28-26, 2008 at BITS, Pilani.

NITRATE CONTAMINATION IN GROUND WATER IN RAJASTHAN

-- Dr. Archana Saxena
Reader & Head, Dept. of Chemistry

Presented at 13th ISCB International Conference on "Interplay of Chemical and Biological Sciences: Impact on Health and Environment" organised by the Dept. of Chemistry, University of Delhi on 26 February - 1 March 2009.

ON THE SUM OF TWO TRIANGULAR RANDOM VARIABLES

-- Sangeeta Gupta
Sr. Lecturer, Dept. of Mathematics

Presented at Rajasthan Ganit Parishad's 20th Annual Conference on 'Emerging Fields in Mathematics and their Interdisciplinary Uses' organised by Department of Mathematics, Govt. College, Kota on January 18-19, 2009.

INFLUENCE OF PROCESSING PARAMETERS ON THE RELEASE OF ATENOL FROM POLY (D,L - LACTIDE-CO-GLYCOLIDE) (PLGA) MICROSPHERES

-- Manish K. Gupta
Lecturer, SKIP

Presented at the 60th Indian Pharmaceutical Congress held at New Delhi on 12-14 December 2008.

The following papers were presented by SKITians in the national seminar on "Services Management: Opportunities and Challenges" organised by SKIT, Jaipur on December 12-13, 2008:

QUALITY PERSPECTIVES IN MANAGEMENT EDUCATION

-- Dr. Vikas Shrotriya
Reader, Dept. of Management Studies

CROSS SALE OF RETAIL ASSETS

-- A.K. Pandey
Sr. Lecturer, Dept. of Management Studies

CUSTOMER RETENTION IN HOSPITALITY SECTOR

-- Atul Gupta
Lecturer, Dept. of Management Studies

COMPARATIVE ANALYSIS OF INVESTORS BEHAVIOUR IN PUBLIC & PRIVATE SECTOR BANKS

-- Ona Ladiwal
Lecturer, Dept. of Management Studies

POTENTIAL ANALYSIS OF LIFE INSURANCE SERVICES IN INDIA

- Shilpi Kuntal

Lecturer, Dept. of Management Studies

CUSTOMER RELATIONSHIP MANAGEMENT IN SERVICES MARKETING

--Shalini Mathur

I MBA

CONSUMER BEHAVIOUR & MARKET SEGMENTATION IN MARKETING OF SERVICES

--Neha Sharma

I MBA

CONFERENCES ATTENDED

Dr. Shilpi Saxena, Sr. Lecturer and Ms. Archana Rai, Lecturer, both from Dept. of Mathematics attended Rajasthan Ganit Parishad's 20th Annual Conference on 'Emerging Fields in Mathematics and their Interdisciplinary Uses' organised by Department of Mathematics, Govt. College, Kota on January 18-19, 2009.

Mr. Mukesh Chaudhary and Mr. Manish Kumar Gupta, both Lecturers at SKIP, along with 19 students attended the 60th Indian Pharmaceutical Congress held at New Delhi on 12-14 December 2008.

WORKSHOPS ATTENDED

Mr. A.K. Pandey, Sr. Lecturer, Dept. of Management Studies and Mr. Vinit Jain TPO attended a workshop on "Entrepreneurship Educators Course - Module I" organised jointly by National Entrepreneurship Network and SKIT Jaipur on December 26, 2008 at SKIT Campus. They also attended a

workshop on "Entrepreneurship Educators Course - Module II" on January 6-8 jointly organised by National Entrepreneurship Network, Stanford University, USA and IIM, Bangalore and held at IIM, Bangalore.

Mr. Narendra Kumar and Ms. Neha Purohit, both Lecturers, Dept. of English, attended a three-day workshop on Campus Connect: Soft Skills Program, conducted by Infosys Technologies Ltd. and organised at Infosys's Chandigarh campus between February 11, 2009 and February 13, 2009. Ms. Purohit was felicitated with the best presenter award in the session *The Art of Communication*.

ARTICLES PUBLISHED

Dr. Vikas Shrotriya, Reader, Dept. of Management Studies has published the following articles in various journals:

1. DEPRECIATION ACCOUNTING

Published in May 2008 issue of *The Accounting World*, a monthly accounting digest published by ICFAI University

2. RETRAINING - A PERSPECTIVE

Published in July 2008 issue of *HRM Review*, a monthly digest of human capital published by ICFAI University

3. OUTSOURCING - AN ALTERNATIVE TO RECRUITMENT

Published in July 2008 issue of *MBA Review*, a monthly management magazine published by ICFAI University

4. GREEN MARKETING

Published in July 2008 issue of *Marketing Mastermind*, a monthly marketing magazine published by ICFAI University

5. LIFE CYCLE COSTING

Published in August 2008 issue of *The Accounting World*, a monthly accounting digest published by ICFAI University

6. UNEMPLOYMENT VERSUS UNEMPLOYABILITY

Published in August 2008 issue of *MBA Review* published by ICFAI University

7. SOFT SKILLS-THE CUTTING EDGE

Published in September 2008 issue of *MBA Review* published by ICFAI University

8. SEGMENTATION IN FINANCIAL SERVICES MARKET

Published in September 2008 issue of *Advertising Express* published by ICFAI University

9. HUMAN RESOURCE ACCOUNTING

Published in October 2008 issue of *The Accounting World*, a monthly accounting digest published by ICFAI University

10. RURAL MARKETING - A PERSPECTIVE

Published in October 2008 issue of *Advertising Express* published by ICFAI University

11. EFFECTIVE INVENTORY MANAGEMENT

Published in November 2008 issue of *The Accounting World*, a monthly accounting digest published by ICFAI University

LISTENING IS IMPORTANT IF YOU WISH TO BE UNDERSTOOD BY OTHERS

It needs to be understood that all companies who come for campus expect good learn-ability in every employee. Obviously listening is important for learning and understanding others view point, therefore you need to understand its importance. If you are willing to learn how to listen, it will take hard work to learn the skill and constant practice to stay in shape. However, it is all worth it. Remember, people feel relieved when they find someone who understands what they have to say. Once you truly understand others by actively listening to them, they will most likely reciprocate by listening to you and trying to understand your viewpoint. Isn't that what effective communication is all about? Suggested steps for learning are given below:

1. Avoid distractions. Train yourself to listen carefully despite such external distractions as a ringing telephone, passersby, or outside noises. Focus on words, ideas, feelings, and the underlying intent of others.

2. Do not trust the memory. Take notes, when appropriate. However, keep your notes brief, because listening ability is impaired while you are writing. All you need to write down is something to jog your memory later so that you can recall

the complete content of the message.

3. Seek feedback. Constantly try to check your understanding of what you hear. Do not hear only what you want to hear. In addition, consistently check to see if the other person wants to comment or respond to what you have previously said.

4. Calm down. When people are speaking to you, try to put them at ease by creating a relaxed and accepting environment. Do not give the impression you want to jump right in and speak.

5. Remain attentive. Face others straight on, with uncrossed arms and legs, and lean slightly forward. Establish good eye contact. Nod affirmatively and use appropriate facial expressions when called for, but do not overdo it.

6. Create a positive environment. Try to ensure an atmosphere of privacy away from sources of distraction. Do not violate the other person's "personal space." Take great effort to make sure that the environment is conducive to effective listening.

7. Do not hesitate in asking questions. Ask open-ended questions to allow others to express their feelings and thoughts. The effective use of questions shows them that you are interested and that you are listening, and it allows you to contribute to the conversation.

Be motivated to listen because without the proper attitude, all the

previous suggestions for effective listening are for naught. Try to keep in mind that there is no such thing as an uninteresting speaker -- there are only disinterested listeners.

--Prof. M.L. Bhargava

Head, Training & Placement Cell

SKY IS THE LIMIT

Sky is the limit
for those who dream big,
Constraints do not hurdle
those who always stick.

Earth may be large,
ocean may be vast,
It's only your will,
that counts at last.

You can do it,
and you know that too,
Then what stops you is,
that you don't want to.

You were underrated,
a number of times,
Wouldn't you like to,
prove it wrong.

The world may be there,
with all its trends.
You don't have to worry,
if they aren't your friends.

Life has never been,
a cakewalk for you.
Came with obstacles,
you crossed them too.

Hope to see you there,
with all the peaks climbed.
I know you are the best,
prove it to the rest...

--Happy Garg

II B.Tech, CSE

Alumni's Column

writing back to campus

From: "Vivek Chandra"
<vivek.chandra.gautam@gmail.com>
To: tpo@skit.ac.in, hodcs@skit.ac.in, hodit@skit.ac.in, principal@skit.ac.in
Subject: Sharing news about Selection in Executive Program in IIM Calcutta
Attachments: [Attachment 1](#), [Attachment 2](#), [clip_image001.jpg](#) [HTML](#) | [Plain Text](#) | [Header](#) | [Raw Content](#)

Respected Sir

I am so happy to inform my you that I have been selected for 1 year Executive Management Program from IIM Calcutta, Kolkata. This program is in tie up with ICICI Prudential and IIM Calcutta, and would be intended to groom me as a future manger.

I am really thankful to the college management, and teaching and non teaching staff for providing me such a wonderful platform for curricular and extra co-curricular activities for all through the four years. The interview board was really impressed with the amount of extra curricular activities done by me at the college level and they were also complementing the college management for showing trust in me, and giving me an opportunity to work for such a variety of activities which included the technical activities, non technical activities, cultural events, tpo activities, lots of event management and volunteering, anchoring and many prize winning participations in Inter college events.

I am sure this moment is not only a proud moment for me and my family, but for SKIT family, CS/IT Dept, and whole of SKIT Management. Hope the college scales new heights with each passing years, and may the college get many more proud moments.

I would be happy to be associated with my Alma-mater and would be keen to provide my support in every possible manner.

Looking forward for the campus visit on 22nd for one last time before starting at IIM.

With Regards,
Vivek Chandra Gautam
Batch: 2004-2008

From: "Mittal, Alok"
<alok.mittal@genpact.com>
To: <tpo@skit.ac.in>
Subject: Heartiest Congratulations to SKIT!!!!!!
Attachments: (none) [HTML](#) | [Plain Text](#) | [Header](#) | [Raw Content](#)

Dear Prof. M.L. Bhargava

It gives me great pleasure to inform you that I have been awarded **Gold Medal from Malaviya National Institute of Technology Jaipur** for securing First Position in Master of Business Administration for the class of 2006-2008 on 15th November 2008 in the convocation ceremony of the Institute. Apart from the Board of Governors of MNIT Jaipur, we had an opportunity to have **Mr. Shashi Ruia, Chairman, Essar Group** as the Chief Guest. I am thankful to all the people who have contributed to my success.

I will never forget the days I have spent in the SKIT as a student and as a faculty too. All the people were great and cooperative. I wish SKIT to prosper in the times to come. I am especially thankful to Prof. S.L.Surana, Dr. M.L.

Bhargava, Dr. Rohit Mukherjee, Mr. Amber Shrivastava, Mr. Chothmal Choudhary, Mr. Anoop Singh Poonia, Mr. Ramesh Pachar, Mr. Govindraj, Dr. Mrs. Archana Saxena, Dr. Mrs. Sangeeta Vyas and Mrs. Rajbir Kaur, the frontier brigade of SKIT who have reposed faith in me and taught me a lot whether directly or indirectly. These are the people who are the building blocks of the organization and are really doing great efforts to take the Institute to great heights.

I am happy to know the initiatives taken by the Institute for the overall development of the students by starting the activities like Toastmasters Club, Classes on the Soft Skills, National Entrepreneurship Network (NEN) and others. It is an endeavor for the up scaling of the skills and talent in the students which can provide them with enough confidence in their path to success.

I started a journey with the Institute in the month of September 2000 which has laid a great foundation for me to achieve on every front of success. I am feeling proud to be an alumnus of the Institute. I appreciate the efforts done by the TPO of the Institute which has helped the students to find employment in good corporates. Looking at growth momentum, I feel that the progress of the Institute would be boundaryless within no time.

I want to convey to the students some basic points which can help them in their career building.

- ✍ Try to deliver the best in every venture of the life irrespective of the organization and work profile.
- ✍ Try to add value to personality always.
- ✍ Have faith and confidence no matter how tough may be the going.
- ✍ Have good mentors for personality building.
- ✍ Have discipline in life and respect people.

I wish all the best and good luck to the SKIT Family to achieve excellence in the field of education. The Institute is doing great work to live up to its name i.e. the "Gramothan".

Thanks and Regards

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NUCLEAR FUSION

There is a growing interest in using nuclear fusion for generating electricity in future. The fuel it would use is abundant and it produces no greenhouse gases. International negotiations are under way to construct the next major experimental fusion reactor (ITER) and the US has recently decided to re-enter these discussions. Renewable resources offer several advantages but they will never be able to completely replace fossil fuel. Thermo nuclear fusion remains a long term solution to the energy requirement. There is, on earth, a large supply of fuel which is practically inexhaustible. A cubic meter of water contains 34 grams of deuterium, the energy equivalent of 300000 litres of oil. The oceans, the seas and lakes could supply enough deuterium for a 1000 reactors over a millions of years.

What is FUSION?

Fusion occurs when light atomic nuclei are forced close enough together that they combine to form heavier nuclei, releasing energy in the process. This process powers the sun and stars. Fusion is essentially the reverse of fission, where heavy nuclei break into lighter fragments - the principle behind today's nuclear power plants. The easiest fusion reaction to

recreate in the laboratory is that of deuterium (D) and tritium (T), which are heavy forms of hydrogen. This produces a Helium particle and a neutron. The fusion of one kilogram of D-T fuel releases thousands times more energy than burning one kilogram of coal and has no associated greenhouse gas emissions. The fuel supply is abundant - deuterium occurs naturally in seawater and tritium could be 'bred' within a fusion reactor, from lithium, which is also naturally abundant.

Sustaining fusion under laboratory conditions presents many technological challenges. For D-T fusion to occur, the fuel must be heated to ~100 million °C. At such temperatures it is in the form of a gaseous plasma of nuclei and electrons. This hot plasma must be confined to avoid damaging its containment vessel. Currently the most advanced confinement technique is magnetic confinement, where magnetic fields suspend the plasma within a large containment vessel. The most common apparatus is the tokamak - a doughnut (torus) shaped magnetic chamber.

Large amounts of energy are needed to maintain the high temperatures required for fusion². However, if the energy generated from fusion were to exceed the amount put in, there would be a net energy output. The ultimate aim of fusion research is to harness this energy to meet future energy demands.

Fusion advantages:

- ✍ The non - radioactive part of the fuel is abundant on a worldwide scale and practically inexhaustible.
- ✍ The radioactive part of the fuel (tritium) is generated in the reactor itself and is burned producing He and neutrons.
- ✍ The ash (He) is safe and non- radioactive.
- ✍ The quantities of the fuel and ash are very small (a few hundreds of kilograms per year and reactor.)
- ✍ The biological hazards presented by fusion waste are, after 10 years, one thousand times smaller than those associated with fission waste.

Safety and environmental properties:

- ✍ The reactor contains only a very small quantity of fuel (about 10 grams).
- ✍ An uncontrollable increase of the reactivity is impossible; any disturbance will immediately stop the reaction.
- ✍ The intensity and duration of the radioactivity of the reactor walls, which is produced by neutrons, can be minimized by the development of appropriate materials.
- ✍ Climatically harmful emission does not occur.
- ✍ The walls of the plasma vessel are left over as radioactive waste and have to be put into intermediate storage at the end of a service life. The activity of the waste rapidly decreases, after about a hundred years to ten -thousandth of the initial value.
- ✍ After a decay time of one to five hundred years the radiotoxic content is already comparable to the hazard potential of the entire coal ash from a power plant of equal power, which always contains radioactive materials.
- ✍ If appropriate recycling techniques are applied, there would no longer be any waste after a decay time of a hundred years. The entire material would then be cleared or approved for re- use in new power plants.

--Sarfaraz Nawaz
Alumnus, Batch 2005 (EE)

3G

3G refers to the third generation of mobile telephony (that is, cellular) technology. The third generation, as the name suggests, follows two earlier generations.

The first generation (1G) began in the early '80s with commercial deployment of Advanced Mobile Phone Service (AMPS) cellular networks. Early AMPS networks used Frequency Division Multiplexing Access (FDMA) to carry analog voice over channels in the 800 MHz frequency band.

The second generation (2G) emerged in the '90s when mobile operators deployed two competing digital voice

standards. In North America, some operators adopted IS-95, which used Code Division Multiple Access (CDMA) to multiplex up to 64 calls per channel in the 800 MHz band. Across the world, many operators adopted the Global System for Mobile communication (GSM) standard, which used Time Division Multiple Access (TDMA) to multiplex up to 8 calls per channel in the 900 and 1800 MHz bands.

The International Telecommunications Union (ITU) defined the third generation (3G) of mobile telephony standards - IMT-2000 - to facilitate growth, increase bandwidth, and support more diverse applications. For example, GSM could deliver not only voice, but also circuit-switched data at speeds up to 14.4 Kbps. But to support mobile multimedia applications, 3G had to deliver packet-switched data with better spectral efficiency, at far greater speeds.

However, to get from 2G to 3G, mobile operators had to make "evolutionary" upgrades to existing networks while simultaneously planning their "revolutionary" new mobile broadband networks. This led to the establishment of two distinct 3G families: 3GPP and 3GPP2.

The 3rd Generation Partnership Project (3GPP) was formed in 1998 to foster deployment of 3G networks that descended from GSM. 3GPP technologies evolved as follows.

- ✍ General Packet Radio Service (GPRS) offered speeds up to 114 Kbps.
- ✍ Enhanced Data Rates for Global Evolution (EDGE) reached up to 384 Kbps.
- ✍ UMTS Wideband CDMA (WCDMA) offered downlink speeds up to 1.92 Mbps.
- ✍ High Speed Downlink Packet Access (HSDPA) boosted the downlink to 14Mbps.
- ✍ LTE Evolved UMTS Terrestrial Radio Access (E-UTRA) is aiming for 100 Mbps.

GPRS deployments began in 2000, followed by EDGE in 2003. While these technologies are defined by IMT-2000, they are sometimes called "2.5G" because they did not offer multi-megabit data rates. EDGE has now been superseded by HSDPA (and its uplink partner HSUPA). According to the 3GPP, there were 166 HSDPA networks in 75 countries at the end of 2007. The next step for GSM operators: LTE E-UTRA, based on specifications completed in late 2008.

A second organization - the 3rd Generation Partnership Project 2 (3GPP2) - was formed to help North American and Asian operators using CDMA2000 transition to 3G. 3GPP2 technologies evolved as follows.

- ✍ One Time Radio Transmission Technology (1xRTT) offered speeds up to 144 Kbps.
- ✍ Evolution - Data Optimized (EV-DO) increased downlink speeds up to 2.4 Mbps.
- ✍ EV-DO Rev: A boosted downlink peak speed to 3.1 Mbps and reduced latency.
- ✍ EV-DO Rev: B can use 2 to 15 channels, with each downlink peaking at 4.9 Mbps.
- ✍ Ultra Mobile Broadband (UMB) was slated to reach 288 Mbps on the downlink.

1xRTT became available in 2002, followed by commercial EV-DO Rev. 0 in 2004. Here again, 1xRTT is referred to as "2.5G" because it served as a transitional step to EV-DO. EV-DO standards were extended twice - Revision A services emerged in 2006 and are now being succeeded by products that use Revision B to increase data rates by transmitting over multiple channels. The 3GPP2's next-generation technology, UMB, may not catch on, as many CDMA operators are now planning to evolve to LTE instead.

In fact, LTE and UMB are often called 4G (fourth generation) technologies because they increase downlink speeds an order of magnitude. This label is a bit premature because what constitutes "4G" has not yet been standardized. The ITU is currently considering candidate technologies for inclusion in the 4G IMT-Advanced standard, including LTE, UMB, and WiMAX II. Goals for 4G include data rates of least 100 Mbps, use of OFDMA transmission, and packet-switched delivery of IP-based voice, data, and streaming multimedia.

- Surendra Lamba

Alumnus, Batch 2007 (ECE)

SERVICE ORIENTED ARCHITECTURE

Most companies today are being pressured by their customers and shareholders to drive growth by improving productivity and limiting costs in every aspect of the operation. But it is impossible to maximize efficiency if the company has rigid, expensive, proprietary IT systems. In fact, the most valuable thing a company can buy itself as an organization these days is flexibility, that is, flexibility to meet new market demands and seize opportunities before they are lost. To increase flexibility, the company has to look at its business as a collection of interconnected functions - discrete processes and services, such as check customer credit or authenticate user - and then decide which of those functions are core or differentiating, and which can be streamlined or even outsourced. If the company can mix and match these functions at will - or on the fly, in response to changing business conditions - the company will have a tremendous competitive advantage in the marketplace. It is a powerful idea. But to achieve this degree of flexibility in the business operations, the company will need an equally flexible IT environment. It needs a service-oriented architecture, or SOA.

An SOA is an application framework that makes it easy to reuse and combine the discrete business processes and services that

make up the business. Think of it as a mosaic made up of individual functional components that can be arranged and rearranged. With an SOA, the company can build, deploy, and integrate applications and link heterogeneous systems and platforms together across the organization. While the SOA concept is not new, it has yet to reach its full potential, because most applications are still integrated using custom code - hardwired, if you will - making it slow, difficult, and costly to rearrange the pieces in the mosaic. The industry has been waiting for a way to standardize the connections among all those components so they work the same way everywhere without requiring any programming. That standardization has finally arrived in the form of Web services.

A recent survey of Fortune 500 companies indicated that over 80% had altered their business model in a given two-year period. Two-thirds of these - roughly half of the total respondents - claimed that this business change had been constrained by inflexible IT. In a survey by IBM Business Consulting Services, 90% of CEOs expect to transform their enterprise to become more responsive, particularly to customer demand, within the next five years. More than half expect to be engaged in significant company-wide transformation initiatives within two years. A key part of many organizations' transformation program is to reorganize information

resources as substantially independent, reusable services that create an inherently adaptable environment. Common practice, however, is that business enterprises often take the easier choice: addressing a smaller set of objectives because it seems too difficult to do the job properly. Many organizations are now undertaking development of SOAs, but the probability is that most will result in sub-optimal implementation because the relationship to the business requirements is not fully understood and the value proposition not fully communicated. Consequently, business management may neither see nor realize the value of the SOA.

- Hitesh Bargujar

IV B.E., IT

A SCIENCE LECTURE

A famous scientist was on his way to a lecture in yet another university when his chauffeur offered an idea. "Hey, boss, I've heard your speech so many times I bet I could deliver it and give you the night off." "Sounds great," the scientist said. When they got to the auditorium, the scientist put on the chauffeur's hat and settled into the back row. The chauffeur walked to the lectern and delivered the speech. Afterward he asked if there were any questions. "Yes," said one professor. Then he launched into a highly technical question. The chauffeur was panic stricken for a moment but quickly recovered. "That's an easy one," he replied. "In fact, it's so easy, I'm going to let my chauffeur answer it!"

बचपन के वो दिन

बचपन के दुख भी कितने अच्छे थे
तब तो सिर्फ खिलौने टूटा करते थे
वो खुशियाँ भी ना जाने कैसी खुशियाँ थी
तितली को पकड़ने के लिये उछला
करते थे
परों को मार के खुद बारिश के पानी में
अपने आप को मिगोया करते थे
अब तो एक आंसू भी रुसवा कर जाता है
बचपन में तो दिल खोल के रोया
करते थे।

—नेहा कपूर

व्याख्याता, कम्प्यूटर विज्ञान एवं
अभियांत्रिकी

नई सोच

नव वर्ष है आया
इक नई सोच है लाया

उगता सूर्य इक नई सोच है लाया
सूर्य की तरह जग को चमकाना है
इस जग में नाम कमाना है
कुशल कार्यों से जग को चमकाना है
बस सूर्य की तरह जग को चमकाना है।

खिलती कलियां इक नई सोच हैं लाई
पुष्पों की तरह जग को महकाना है
हर इक पल खुश रहना है
सब दुख दर्द भुलाना है
बस फूलों की तरह जग को महकाना है।

बहती हवा इक नई सोच है लाई
हवा की तरह बिना रुके बिना
निरंतर बढ़ते जाना है
सफलता की सीढ़ियाँ चढ़ते जाना है
बस हवा की तरह बढ़ते जाना है।

इस तरह, यह नव वर्ष है आया
साथ में, इक नई सोच है लाया

—गीरव सिद्धाना

प्रथम बी. टैक, कम्प्यूटर विज्ञान एवं
अभियांत्रिकी

वक्त का इशारा

वक्त कर रहा तुझको इशारा
आजा छूले मुझे
बन जाऊँ मैं तेरा
फिर दुनिया तुझको चूमे।।
बहती नदी, चलती हवा और आज का
यह दिन
पाँचवी का प्यार, वो चाँदनी रात और
पहली मुलाकात
कहते सभी मुझसे यही
राहों में तुम रुकना न मेरे यार।

आजादी का वो पल थम सा गया
और थम से गए हैं शरीर
पर वक्त कभी थमता नहीं
करना है जो आज कर लेना
क्योंकि रहोगे फिर तुम यहीं
चाहे जग छोड़ देना।

हर पल की कीमत अदा करना
इससे ही इंसा कमाता है
यह ओस नहीं मोती है।
जो न जाने इसका मोल
उसके पास कम आता है।

राहों में तुम बढ़ते रहना
गंजिलों को छूते रहना
नीम के साथ मिश्री का घोल पीते
रहना
जिंदगी बहुत है छोटी इसे हर पल
जीते रहना।

—सुमित कुमावत

द्वितीय बी. टैक, एलेक्ट्रॉनिक्स एवं संचार
अभियांत्रिकी

जीवन

लड़ता रहा मैं जीवन से हरदम
जितना जीता उतना हार
उखड़ती साँसें मचलती आँहें

धुँधली पड़ती सी एक आशा
जीवन की कैसी है परिभाषा ...

कर्तव्यों में बंधा हुआ
अधिकारों से जुड़ा हुआ
एहसासों से भरा हुआ
खिलती कोंपल सी एक आशा
जीवन की कैसी है परिभाषा ...

जीवन जैसे खिलता उपवन
बना बाग का झोंका तन-मन
फूल खिले हैं लेकिन फिर भी
काँटों के उगने की है आशा
जीवन की कैसी है परिभाषा ...

जीवन का एक रूप अनोखा
सुख में लिपटा गमों का घोखा
गम का समन्दर सुखों की कश्ती
साहिल पाने की है आशा
जीवन की कैसी है परिभाषा ...

चाहते हम जमीन को कितना
जीवन लगता सुन्दर सपना
मरकर जीना जीकर मरना
मुक्ति पाने की है आशा
जीवन की कैसी है परिभाषा ...

—आशीष शर्मा

प्रथम बी. टैक,

अंधेरी रात

क्या हवायें थी कि
उजड़ा प्यार का वह आशियाना
कुछ न आया काम तेरा
शोर करना गुल मचाना
नाश की उन शक्तियों के
साथ चलता जोर किसका
किंतु ए निर्माण के प्रतिनिधि
तुझे होगा ये बताना
जो बसे है वो उजड़ते हैं

प्रकृति के जड़ नियम से
पर किसी उजड़ते हुए को
फिर से बसाना कब मना है?
अंधेरी रात में दीपक जाना कब मना है?

—गौरव सिडाना

प्रथम बी. टैक., कम्प्यूटर विज्ञान एवं
अभियांत्रिकी

बहारें अयेगी तुम्हारे जीवन में
क्यों जिन्दगी की राहें थकी-थकी सी हैं
क्यों इन आंखों में इक उदासी सी है।

क्यों इसगम को छुपाये हुये हो
क्यों इसे गले लगाये हुये हो
क्यों फिक्र करते हो कल की
जिन्दगी में आयेंगी खुशियां और भी
बना लो अपने आज को अपना
समां हो चाहे गमगीन कितना
उदासी आपके चेहरे पे रास नहीं आती
कि ये हमें भी उदास सा है कर जाती
हैंसो, झूमो और खिलखिलाओ
एक कली के खिलने का कारण बन
जाओ

बहारें आयेंगी तुम्हारे जीवन में और भी
महाकायेगी राहें तुम्हारी मंजिल की
थको मत और रोको मत अपने कदम
चलते रहो और बस चलते रहो
फिर एक दिन ऐसा भी आयेगा
आपकी खुशियों से ये गुलशन भी
महक जायेगा

—नेहा कपूर

व्याख्याता, कम्प्यूटर विज्ञान एवं
अभियांत्रिकी

यूँ तो मैं याद करता नहीं

यूँ तो मैं याद करता नहीं

जीत जाता हूँ जब इस दुनिया में
खो जाता हूँ जश्न की रंगत में कहीं।
सोचता हूँ काश ये पल थम जाए यहीं
बस छूता रहूँ आसमां और दूर रहे
जमीं।।

हारने के गम से पल में टूट जाता हूँ
बढ़ती भीड़ में अकेला कहीं खो जाता हूँ।

नाता न टूटे, जीत से मेरा,
बस ईश्वर से यही प्रार्थना करता हूँ।।

यूँ तो मैं याद तुझे करता नहीं
पर हार में तुम बड़े याद आते हो
जब हो यारों की यारी और फूलों की
क्यारी

जिंदगी होती है बड़ी प्यारी।
दोस्ती की उम्र कभी खोती नहीं
फिर क्या बुढ़ापा क्या जवानी।।

जब छूट जाता है राहों में अपनों का
साथ

तन्हाई की गाड़ी में अकेला सफर
करता हूँ।

न मिले ऐसी जिंदगी किसी को
रब से यही दुआ करता हूँ।।

यूँ तो मैं याद तुझे करता नहीं।
पर तन्हाई में तुम बड़े याद आते हो।

—सुमित कुमावत

द्वितीय बी. टैक., एलैक्ट्रॉनिकी एवं संचार
अभियांत्रिकी

दोस्ती

दोस्ती बस देती है।

दोस्ती दो दिलों को एक करती है
मन को फेरों से बाँधती है
जुदा भी होना चाहे जो एक
ढील दे उसे छूट देती है
और लौट आने के रास्ते पर
निगाह हमेशा रखती है।

आँखें नम हैं दोस्त के गम में
पर मुस्कान उसी से खिलती है
रुकने से एक के दूसरा थम न जाए
सो कदम दर कदम चलती है।
और साँसों की आहट में वो
आहों को समझती है।
अदृष्ट विश्वास भी देती है

तो साथ सुहाना निभाती है
हर लम्हे को, हर पल को एक
चिराग सा रोशन करती है
फलक हो पहुँच से दूर मगर
ये दिल में हरदम रहती है।

इशारों में कहकर कुछ
कभी रिश्ते आसां करती है।
झाँककर सपनों में कभी
ये धड़कन उनको देती है
लेना क्या मालूम नहीं
ये देती है, बस देती है।

—विभूति मंगल

प्रथम बी. टैक., कम्प्यूटर विज्ञान एवं
अभियांत्रिकी

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