

Echelon Institute of Technology

Department of Management Studies

INSIGHTFUL INTEL

QUARTERLY NEWSLETTER (JAN-MAR 2024)

Institute's Vision and Mission

Vision:

"Technical and Management leaders engaged in the evolution of life, being at the frontiers of the continuous technological and administrative breakthroughs, inspired by ongoing exploration of self, society, and nature through self-reflective consciousness by building a culture of inspiration, exploration and growth."

Mission:

- ❑ Having a culture of inspiration, exploration and invention through effective, experiential teaching-learning giving rise to ever evolving knowledge and wisdom.
- ❑ To have self-inspired students ever engaged in continually working upon and sharpening and deepening computational, creative, innovative and leadership consciousness.
- ❑ Having students established in self-reflective consciousness, committed to personal, social & human integrity and engaged in deep inquiry and conversation, giving rise to shared, inter-subjective human values and consciousness.



Department's Vision and Mission

Vision:

To develop entrepreneurial culture and to nurture the innovative mind and managerial skills enabling them to become relevant to society and mankind.

Mission:

- ❑ To induce contemporary and advanced management concepts and impart skill-based training through application-based pedagogy.
- ❑ To develop an environment exploration through academic excellence, research, and innovation for the benefit for society at large.
- ❑ To develop scholarly and practice-oriented intellectual capital to meet the needs of the emerging social economic environment.
- ❑ Students to become socially responsible individuals by inculcating a sense of human values and concern for the environment.
- ❑ Provide transformational learning to create ethical and socially responsible managers.



January 2024 - March 2024



INSIGHTFUL INTEL

Quarterly Newsletter for Department of Management Studies,
Echelon Institute of technology , Faridabad

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PROLOGUE:

MESSAGE FROM THE EDITOR:

It is with immense pleasure that I was given the opportunity to work on the edition of the college Newsletter. As we all know, a newsletter mirrors a college. Its vision and mission. It also highlights events, activities and academic prowess and achievements. In this edition, I have tried to capture last six months excitement and activities. I do hope that the newsletter encourages many more including students to use it as a platform to express their creativity.

The function of education is to teach one to think intensively and to think critically. Intelligence plus character-that is the goal of true education



Department of Humanities & Applied Sciences
Commemorates
NATIONAL SCIENCE DAY
 Under the aegis of Institution's Innovation Council
on 28th Feb 2024 | 12:00 to 4:00 pm

EXPERT TALK BY
 Dr. Dinesh Kumar Sharma
 Physics Professor
 Manav Rachna University

INTER COLLEGE COMPETITION
 Science Exhibition,
 Science Quiz,
 Poster presentation on
 Topic: Indigenous Technologies for
 'What's Hottest'
WIN EXCITED CASH PRIZES

Dr. Shital Prasad (Member) | Dr. Pooamani (Convener) | Dr. Irfanullah Khan (Vice President) | Prof. (Dr.) Sunil Verma (President IIC)

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National Science Day is celebrated in India on February 28th to honor Sir C.V. Raman's discovery of the Raman Effect in 1928. This day highlights the importance of scientific innovation and encourages scientific temper among people. Various educational institutions and organizations conduct events and activities to promote scientific knowledge and curiosity.



Glimpse of cooking without fire activity



Cooking without fire



Cooking without fire, also known as cold cooking or raw food preparation, involves creating delicious and nutritious meals without the use of heat. This culinary approach emphasizes fresh, whole foods in their natural state, preserving their enzymes, vitamins, and minerals. Common techniques include marinating, blending, soaking, sprouting, and dehydrating ingredients to enhance flavors and textures. Popular dishes include salads, raw soups, vegetable noodles, and fruit-based desserts. Cooking without fire not only promotes healthier eating habits but also conserves energy and reduces kitchen-related emissions. It's a creative and refreshing way to enjoy a diverse array of vibrant, nutrient-rich foods while minimizing environmental impact.

रणBhumi

THE BATTLE HEATS UP!



Sports activities in college are a great way for students to stay active, have fun, and socialize. There are many different sports activities to choose from, depending on your interests and fitness level. Here are a few of the most popular sports activities in college

INTRAMURAL SPORTS: INTRAMURAL SPORTS ARE A GREAT WAY TO COMPETE AGAINST OTHER STUDENTS IN A VARIETY OF SPORTS

SOME POPULAR INTRAMURAL SPORTS INCLUDE BASKETBALL, VOLLEYBALL, SOCCER, FLAG FOOTBALL, AND SOFTBALL.

BBA STUDENTS PARTICIPATED IN RANBHUMI EVENT



CLUB SPORTS: CLUB SPORTS ARE ANOTHER GREAT WAY TO COMPETE IN ATHLETICS AT THE COLLEGE LEVEL. CLUB SPORTS ARE TYPICALLY STUDENT-RUN ORGANIZATIONS THAT COMPETE AGAINST OTHER COLLEGES.

Sports encompass a wide range of physical activities that involve skill, strategy, and competition. From team sports like football, basketball, and soccer to individual sports such as tennis, golf, and swimming, sports provide a platform for athletes to showcase their abilities, foster teamwork, and promote physical fitness and well-being

Engaging in sports is undeniably beneficial for overall health and well-being. Regular physical activity through sports helps in maintaining a healthy weight, improving cardiovascular health, strengthening muscles and bones, enhancing flexibility and coordination, and boosting mental well-being by reducing stress and anxiety.

Sports promote social interaction, teamwork, discipline, and perseverance, contributing to a balanced and fulfilling lifestyle.

"The Transformative Power of Yoga: Nurturing Mind, Body, and Soul"

Yoga, an ancient discipline originating in India, has gained global popularity for its numerous health benefits. Combining physical postures (asanas), breathing techniques (pranayama), and meditation, yoga offers a holistic approach to well-being. Regular practice improves flexibility, strength, and balance while reducing stress and anxiety levels. It also enhances mental focus, promotes relaxation, and boosts overall physical fitness. Yoga is accessible to people of all ages and fitness levels, making it a versatile and inclusive form of exercise. Its profound impact on mind-body connection and overall health has made it a preferred choice for individuals seeking a balanced and harmonious lifestyle.



Pictorial Art by Miss Ashi, MBA 2nd Sem



SEMINAR ORGANISED BY DEPARTMENT OF MANAGEMENT STUDIES WITH A OBJECTIVE TO PROVIDE AN OPPORTUNITY FOR YOUNG STUDENTS TO DEVELOP THEIR ENTREPRENEURIAL SKILLS, FOSTER AN ENTREPRENEURIAL ATTITUDE, AND PROMOTE ENTREPRENEURIAL BEHAVIORS



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Expert from NSIC Faridabad was invited to share the information pertaining to startups entrepreneurship to the young students .



The speaker motivated the students to prepare project plans and suggested to incorporate the sources of fund available through various governmental schemes. He also shed light on the possibilities in small scale industries in the NCR region.

HOLI CELEBRATION

22 March 2024



Holi, the festival of colors celebrated in India and Nepal, signifies the arrival of spring and the victory of good over evil. People gather to play with colored powders and water, sing, dance, and share festive foods. It fosters unity, forgiveness, and joy, embodying the essence of communal celebration.



INDUSTRIAL VISIT

Yakult Danone India Pvt. Ltd. is a 50:50 Joint Venture (JV) between Yakult Honsha in Japan and Groupe Danone in France, both of which are global probiotic leaders. The JV was formed in 2005 and Yakult, a probiotic fermented milk drink was launched in India in 2008. In 2018, Yakult Light, a reduced-sugar version of Yakult, with vitamins D and E was launched.

Yakult is manufactured at an ISO 14001:2015, ISO 45001:2018, ISO 9001:2015 and HACCP-certified manufacturing facility in Sonipat, Haryana in India. Students gained a better understanding of management practices in a real-world setting, which will benefit them in their academic and professional careers.

MBA students came together to coordinate a vibrant Holi celebration, blending colors, music, and festive spirit. The event showcased unity and cultural diversity as participants joyfully immersed themselves in the colorful festivities, fostering a sense of camaraderie and shared experiences.



INDUSTRIAL VISIT TO YAKULT

An industrial visit to Yakult offers a fascinating insight into the production process of this renowned probiotic beverage. Visitors typically start with an introduction to Yakult's history, mission, and the science behind their probiotic products. Guided tours take guests through the manufacturing facility, showcasing the stringent quality control measures and advanced technology employed in production.

Visitors often witness the entire process, from fermentation to packaging, gaining an understanding of how Yakult maintains the viability of its beneficial bacteria. Q&A sessions provide opportunities to learn about Yakult's research and development efforts, sustainability initiatives, and global impact. Overall, an industrial visit to Yakult offers an educational and engaging experience, highlighting the company's commitment to promoting digestive health and well-being through innovation.



parle



Parle Products is an Indian multinational food corporation that specializes in biscuits and confectionery products.

Parle Products was founded in 1929 by the Chauhan family in Vile Parle, Mumbai.

The founder, Mohanlal Chauhan, started the company with a bakery producing items like bread, buns, rusks, and nankhatai.

Exploring Industry Insights: Parle Industrial Visit

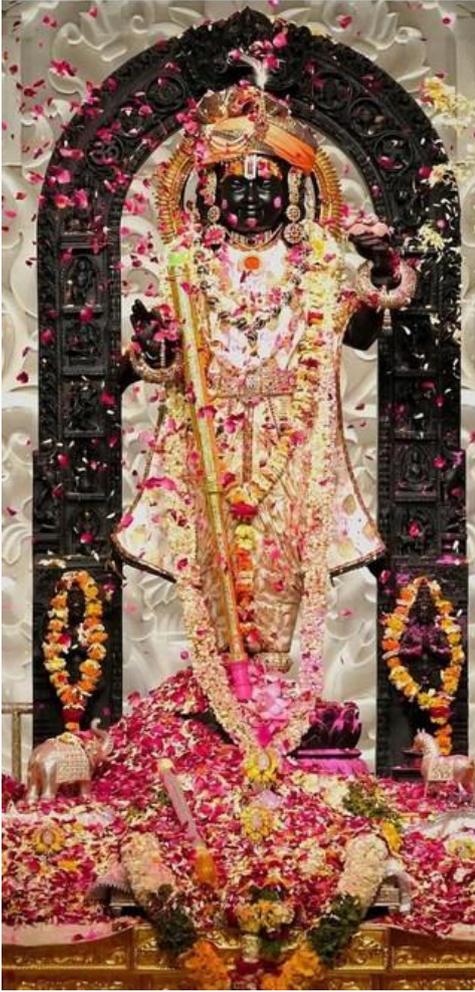
We're thrilled to share the enriching experience of our recent industrial visit to Parle, one of India's leading FMCG companies. This venture was an exceptional opportunity for our students to delve into the realm of industrial operations and witness firsthand the intricacies of production, distribution, and quality control.



Upcoming Opportunities:

The success of our industrial visit to Parle underscores the importance of such experiential learning opportunities in shaping the future careers of our students.

Inauguration of Shree Ram Temple in Ayodhya



The Shree Ram Temple, located in Ayodhya, Uttar Pradesh, India, holds immense historical and cultural significance. The temple stands at the site believed to be the birthplace of Lord Ram. For decades, this location was a contentious issue between Hindus and Muslims, leading to nationwide riots in 1992 when a Hindu mob destroyed the 16th-century Babri Masjid that stood there.

On January 22, 2024, Indian Prime Minister Narendra Modi presided over the temple's consecration ceremony (known as prana pratishtha). Approximately 7,000 guests, including Bollywood celebrities, athletes, business leaders, and spiritual figures, attended this momentous event. The temple's sanctum sanctorum now houses the idol of Ram Lalla, marking the beginning of a new era.

The Shree Ram Temple is not just a physical structure; it's a symbol of faith, perseverance, and cultural heritage. Lord Rama, the embodiment of righteousness and duty, is a towering figure in Hindu mythology. The temple stands as a testament to the enduring power of these ideals and serves as a pilgrimage destination for millions seeking blessings and spiritual solace.

The opening of the temple is expected to have a profound impact on Ayodhya. It will undoubtedly attract a surge in tourism, boosting the local economy and infrastructure. More importantly, it serves as a beacon of unity, fostering interfaith dialogue and cultural exchange.

The inauguration marks a significant milestone, but the journey continues. The coming months will see the temple open its doors to devotees, allowing them to experience the serenity and spiritual significance of this hallowed ground. The Shree Ram Temple in Ayodhya stands as a potent symbol of India's rich heritage and a testament to the enduring power of faith. Its presence promises to inspire generations to come, reminding them of the values and ideals that continue to shape the nation's identity.





Silkyara-Bend-Barkot-Tunnel collapse

At the site of the Silkyara-Bend-Barkot-Tunnel collapse, 600-800 people swarm around a mountain already burdened with construction material and the fervour of 7.6 lakh pilgrims headed to Yamunotri, the source of the Yamuna river in Uttarakhand. Over 56 lakh people travelled to the four holy shrines - Gangotri, Kedarnath, and Badrinath part of the Char Dham Yatra this year. It is 14°C in the afternoon, at about 1,100 metres, and above sea level, all that's available by way of food is chawal and a watery dal, eggs, aloo paratha, and Maggi, India's ubiquitous hill station staple. But the rescuers, workers, journalists, and villagers who have come to watch the operations don't complain.

Inside the tunnel, they know that 41 men lived only on dry food - puffed rice and nuts - for nine days, until a pipe 15cm in diameter was pushed through the rubble, and some warm khichdi passed down in bottles.



L.K Advani gets a Bharat Ratna

Lal Krishna Advani, the BJP stalwart who catapulted the party into national reckoning with his Rath Yatra for Ayodhya's Ram Temple in the early 1990s, has been conferred with the Bharat Ratna, India's highest civilian award on February 3, 2024. Prime Minister, Shri Narendra Modi has announced about this development through his X post. In 2015, L.K. Advani was conferred with the Padma Vibhushan, India's second highest civilian honour.

Born in Karachi, L.K. Advani migrated to India after the Partition. He settled down in Bombay. He joined the RSS in 1941 at the age of fourteen. In 1951, he became a member of the Bharatiya Jana Sangh, which was founded by BJP icon Syama Prasad Mookerjee. The Jana Sangh was the political precursor to the BJP.

Advani became the member of the Rajya Sabha for the first time in 1970. He served four RS terms till 1989. He first became the minister for information and broadcasting and leader of the house in Rajya Sabha in 1977.

He is one of the founding members of the BJP. He served as the president of the party three times. When the Atal Bihari Vajpayee formed a government in 1999, Advani served as the minister of home affairs and the deputy Prime minister.



Echelon Institute of Technology, Faridabad
is organizing



Power Seminar
on



Employability Skills For the Future and
AWS Cloud



Keynote Speaker
Mr. Aditya Jha



Keynote Speaker
Mr. Sagar Radhi



Mr. Satyendra Narayan
Relationship Manager at ICT

Faculty Coordinators

Mr. Mohit Kapil,
Ms. Stuti Saxena

BBA (Gen & DM), B.Tech, BCA & MCA

Student Coordinators

Yanvi Joshi, Sahil ali,
Kanishka and
Soniya chhabri

Venue: Seminar Hall Admin Block

28th March 2024, (10:30 AM onwards)

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