



# INSIGHT

The Information Magazine

2020-21



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**KASTURI RAM COLLEGE OF HIGHER EDUCATION**

AFFILIATED TO GGSIP UNIVERSITY, DELHI

AWARDED 'A' GRADE BY SFRC, DHE, GOVT OF NCT OF DELHI & GGSIPU

ACCREDITED BY NAAC | ISO 9001:2015 CERTIFIED

[www.krcollege.in](http://www.krcollege.in)

## VISION

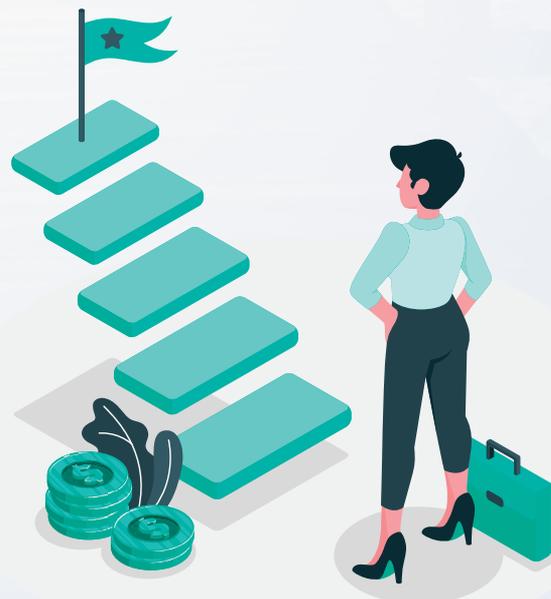
*To achieve and sustain leadership in the field of Education, Research, Consultancy, Management, Mass Communication and overall development for improving the quality of life and ensuring the betterment of an individual.*

## MISSION

*To inculcate confidence and competency in learners to become determinant professionals with highest integrity and rewarding career.*

## OBJECTIVES

- To enable students to develop an awareness of the diverse forces that shapes their world and themselves in order to keep pace with the changing era.
- To provide a wide variety of exposure through innovative practices and to support long-term success.
- To empower the learner technologically.
- To adopt teaching methodologies to assimilate critical thinking, problem solving skills, effective communication skills, soft skills, values and ethical standards.
- To provide an environment conducive to wide range of learning.
- To indulge learners in co-scholastic activities to promote personal and social growth.
- To provide learning resources and facilities that stimulate the learning process.
- To provide Academic Advising and Placement Services to assist the students.





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# FOUNDERS' MESSAGE



Late Sh. Ram Chander Aggarwal Ji



Smt. Kasturi Devi Ji

*"We want that education by which character is formed, strength of mind is increased, intellect is expanded and one can stand on one's own feet."*

*-Swami Vivekananda*

The development of a nation is not possible without real education. Development of good personality in every human being is very essential in case of nation building. With this thought in mind the founders of the college began this journey to build up an quality institution. Kasturi Ram College of Higher Education reflects the vision to become a Centre of Excellence comparable to the best in the world for producing professionals with leadership quality in technology, education, innovation, entrepreneurship, Journalism and management.

At KRCHE, Students and staff are working together in a family like atmosphere with passion and dedication. We have not far from idea to action and are constantly improving in every way possible towards our goal to give our students the very best education living up to the latest marked demands. The students wellbeing matters to us just as much as keeping a professional academic level. Each student is supported individually as it is our desire and goal to nurture the students' with different personalities and ideas.

People who feel good about themselves produce good results and people who produce good results feel good about themselves. Be innovative and just go for it! Remember passion is the clue to all success.

I wish you good luck and feel good to get good education at KRCHE.



# GOVERNING BODY

**2019-2020**

S. No.	Name of the Member	Designation
1.	Sh. Mahinder Kumar Aggarwal (President, KRC Society)	President
2.	Sh. Rajesh Kumar Aggarwal	Executive Chairperson (KRCHE)
3	Sh. Yogesh Kumar Aggarwal (Secretary, KRC Society)	Secretary
4.	Sh. R.L. Gupta (Former Manager, RBI)	Member
5.	Prof. Chandra Bhushan (Former Prof., NCERT )	Member & Educational Advisor
6.	Sh. L.N. Saini (Chartered Accountant)	Financial Consultant
7.	Dr. Anita Sharma (School Principal)	Member
8.	Dr. G.P. Singh (Director, KRCHE )	Convener
9.	Dr. Abhilasha Gautam (Principal, B.Ed)	Member
10.	Dr. Ajay Sharma (Faculty Member)	Member
11.	Dr. Upasana Khurana (Faculty Member)	Member
12.	Ms. Geeta (Faculty Member)	Member
13.	Ms. Kanchan Wadhwa (Administrative Staff)	Member
14.	Mr. Mukesh Gupta (Accountant - KRCHE )	Member

# ***FROM THE DESK OF THE PRESIDENT***



Sh. Mahinder Kumar Aggarwal

*"Children must be taught how to think, not what to think."*

— Margaret Mea

Overall development of an individual is the goal of education. A good educational institution continuously strives for sustenance and enhancement of quality in every field of its activity. Blessed with a vision and an untrammled thirst to nurture the society, Kasturi Ram College of Higher Education (KRCHE) was established in 2005. Our foremost concern has always been the holistic development of our students and the college strives ceaselessly to emancipate, enlighten and empower students through quality education. Our college is a unique amalgam of traditional learning and futuristic vision. KRCHE nurtures the students with the advanced teaching-learning methods along with the humanitarian values and professional ethics. To make our students professionally competent, we have acquired the best possible infrastructure and dedicated faculty. Various clubs organize debates, seminars, quizzes etc. to sensitize the students on socio-cultural and environmental issues. Continuous efforts are made to chisel the communication and soft skills of the learners so that they can have distinctive edge over others.

I welcome you in the institution and strongly believe that our students with their dynamic personality will serve the nation in a better way.

Best Wishes



# FROM THE DESK OF THE EXECUTIVE CHAIRPERSON



Sh. Rajesh Kumar Aggarwal

*"The highest education is that which does not merely give us information but makes our life in harmony with all existence"*

*-Rabindranath Tagore*

It is my firm belief that the sustainable and harmonious development of a nation can only be attained by enlightenment of mind, heart and soul of the learner. Education being the most powerful tool can bring the social change. Every nation requires the educated, skillful and socially relevant citizens which can be possible only by educating the young generation. With an objective to provide qualitative and holistic education we at Kasturi Ram College of Higher Education resolved to establish a repository of knowledge and diverse activities of human interest encompassing academics, sports, arts and community services that are vital to physical and mental health of a learner. Adequate infrastructure and well equipped laboratories enables students to experience a stimulating environment that is conducive for everyone to excel. Adaptability and flexibility in teaching methods assures the development of creative and critical thinking of the learner.

I want to assure you that college will facilitate, support and guide you to realize and shape your dreams.

Wishing you all the best.

## ***FROM THE DESK OF***

# **DIRECTOR**

Educational institutions in our society are of considerable importance. Since knowledge and education are the keys for development and progress, the role of the educational institutions became even greater. Kasturi ram College of Higher Education is dedicated to shape learners' attitude and prepare them for behaving in a certain manner in defined situation. Seminars, workshops and extension lectures are organized at regular basis. The interactions and gatherings that are organized through different activities support individuals in developing their personalities as well. Field visits are indispensable part of teaching pedagogy which facilitate meeting with the people of different backgrounds & nature and different educational experiences, the students are able to add much in their knowledge and understanding, which is helpful in their personality development. The same experiences can help them in living a positive life in other institutions like family and society.

The concepts of investigation and inquisitiveness to learn are nurtured in our students to provide impetus to research and creativity.

I want to congratulate you for selecting KRCHE and wish that you will pursue your education with dedication and motivation and will become responsible citizens of the country.



# HOD'S PERSPECTIVE

## DEPARTMENT OF MANAGEMENT



Dr. AJAY SHARMA

We at Kasturi Ram College of Higher Education (KRCHE), extend a very warm welcome to you, as an aspirant of management studies. I feel proud in sharing that KRCHE is among the growing institutions for management studies in GGSIP University. The faculty members at KRCHE have a rich blend of academic and corporate experience and thus use the teaching pedagogy, which help you visualize the management concept for application in the corporate world. KRCHE has undertaken the task of redefining management education for the purpose of creating industry ready professionals and future corporate leaders.

KRCHE has always been at the helm of educating, nurturing and positively shaping the young minds of students who join every year. Innovation and advancement is the core of our institution and we are proud of its many achievements. Each year, research papers, articles and numerous books covering a vast array of topics are published by our eminent faculty members. Students not only excel in academics, but also in sports and other co-curricular activities.

I assure that your three years journey in KRCHE for the professional course in management would be adding different dimension to your life and provide distinctive edge over the other management graduates. We hope that all our students do exceedingly well in all spheres of life at both national as well as international levels and bring name and fame for themselves as well as to the Institution.

I look forward to meet and wish you every successful academic life at KRCHE.

*"The team makes all the difference"*



Ms. PARUL GABA

*"Learning is not attained by chance, it must be sought with ardour and diligence."*

*-Abigail Adams*

It gives me immense pleasure to welcome you all in Kasturi Ram College of Higher Education. KRCHE was established in 2005 with the aim to impart value based quality education along with development of positive attitude, skills and abilities in the students. We also ensure that our students are provided with every possible input required to afford them a clear understanding of the fundamentals of management. For this equal focus is given to both theoretical and practical knowledge. In addition to this, on regular basis seminars and workshops are organised for the students to enhance their learning. During the study at the department, the students are encouraged to get hands-on experience in the corporate world through internship projects with reputed organizations. The excellent infrastructure, faculty members of the best kind ensuring quality education such as interaction among students, parents and staff along with a Training and Placement Cell ensures a bright future to the students.

On behalf of KRCHE, I wish you good luck and hope for a very successful future.

# HOD'S PERSPECTIVE

## DEPARTMENT OF JOURNALISM & MASS COMMUNICATION



DR. GOPAL THAKUR

"Without change there is no innovation, creativity, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable".

— William Pollard

Technology changes with the blink of eye and this makes the nature of Indian Media and Entertainment Industry dynamic; the impact is rippled to each segment. We, at KRCHE, keep strive hard to empower our students with the most recent media innovation and drifts and are focused on granting and encouraging learning among them as well as bridle their capability to become pioneers in their picked fields.

The key qualities of our training methodology are innovative practices, emphasis on practicals, industry interactions and regular assessments. Students are engaged in experiential learning and steady cooperation. Along with academic co-curricular activities are also organized to identify and polish their skills. Personality Development and Communication Skills sessions help learners to gain self confidence and public speaking skill. KRCHE ensures the holistic development of the individual.

Best Wishes.



DR. UPASANA KHURANA

Greetings to all!

The study of journalism is a calling for those who want to seek the truth, tell engaging stories and create meaningful change. The Department of Journalism and Mass Communication, KRCHE has trained respected Journalists who reach hundreds of thousands of readers and listeners across the world each day. I will assure you that "If you promise to be critical, curious and brave, willing to take a chance on stories you believe in, then we promise to give you the support and teaching necessary to make those stories happen."

Students, you are about to cross a bridge in your life because college education is a turning point itself. It is in your hands to make sure that bridge leads you towards success. The hard work of today is the triumph of the future. The time and effort you spend today are the deciding factors of your later years.

We encourages students to learn about themselves and their constantly changing environment, while at the same time offering support and guidance as they practise decision-making and social skills.

Today our students work with the latest digital equipment and software. Our media labs, TV studio, and radio newsroom create a vibrant digital news environment where students hustle to create innovative journalism, while thinking critically about their profession and society. Our award-winning faculty continuously putting their efforts for conducting cutting-edge research on the news media.

Our students are well known for their intelligence and rigour. As graduates, they make us proud with their continual curiosity and courage. These nationally recognized journalists strive to fight injustice in world awash with misinformation.

We are confident that KRCHE is the best place for you. We welcome your active interest and involvement in the progress and activities. We look forward to your continuous support.

Best Wishes.

# ABOUT THE UNIVERSITY



Guru Gobind Singh Indraprastha University (GGSIU) is the first University established in 1998 by Govt. of NCT of Delhi under the provisions of Guru Gobind Singh Indraprastha University Act, 1998 read with its Amendment in 1999. The University is recognized by University Grants Commission (UGC), India under section 12B of UGC Act. It is a teaching and affiliating University with the explicit objective of facilitating and promoting "studies, research and extension work in emerging areas of higher education with focus on professional education, for example engineering, technology, management studies, medicine, pharmacy, nursing, education, law, etc. and also to achieve excellence in these and connected fields and other matters connected therewith or incidental thereto." In order to serve the broad purposes, for which the University was established, it set out its statements of Vision, Mission and Quality Policy which read as thus :

## QUALITY POLICY

"Guru Gobind Singh Indraprastha University is committed to providing professional education with thrust on creativity, innovation, continuous change and motivating environment for knowledge creation and dissemination through its effective quality management system." And, indeed it must be a matter of great satisfaction to all of its stakeholders in general and the faculty & students, in particular that in a short span of 13 years, the University has not only been able to earn the best of National Accreditations, Educational Awards and acquire Stringent Certifications – UGC's recognition under Section 2 (f) and 12 (b); Graded as 'A' by the National Assessment and Accreditation Council, Bangalore; ISO 9001 : 2000 first in 2008 and upgraded later to ISO 9001 : 2008 in 2009; and Recertified again in February, 2011 upto February, 2014; attaining AIU's Status of Regular Membership in November, 2008; Categorization of the University by Dun & Bradstreet as 'Decide with Confidence' in its publication titled, 'Universities of India 2008'; selected among 250 Top Educational Institutes in India for the Grand Book on Education, titled, 'Star Brands Education 2010'; and, also for an International Award – 'Platinum Technology Award for Quality and Best Trade Name' by OMAC – Association Otherways Management & Consulting, Paris, France on December 20, 2010 in Geneva, Switzerland but has also succeeded in making its presence felt both at National and International levels.

## VISION

"The University will stimulate both, the hearts and minds of scholars, empower them to contribute to the welfare of society at large; train them to adapt themselves to the changing needs of the economy; advocate them for cultural leadership to ensure peace, harmony and prosperity for all."

## MISSION

"Guru Gobind Singh Indraprastha University shall strive hard to provide a market-oriented professional education to the student community of India in general and of Delhi in particular, with a view to serve the cause of higher education as well as to meet the needs of the Indian industries by promoting establishment of colleges and Schools of Studies as Centres of Excellence in emerging areas of education with focus on professional education in disciplines of engineering, technology, medicine, education, pharmacy, nursing, law, etc."

# ABOUT THE COLLEGE

Kasturi Ram College of Higher Education (KRCHE) affiliated to Guru Gobind Singh Indraprastha University was inaugurated on 18<sup>th</sup> July, 2005 by Former Hon'ble Vice Chancellor of the GGSIP University, Prof. K.K. Aggarwal under the aegis of Kasturi Ram Research Centre for Science and Management with the mission of promoting quality education and building competent professionals. Kasturi Ram College of Higher Education, Narela, an ISO 9001:2015 certified institute by Norsk Akkreditering of Norway, is one of the most prestigious colleges of the GGSIP



University. Kasturi Ram College of Higher Education is situated at sub-city Narela in calm, serene and academically enthralling environment. Although, Narela is thickly populated, there was no facility of higher education in this area before the establishment of Kasturi Ram College of Higher Education. To meet the aspirations of the students desirous of achieving higher professional education, the Kasturi Ram Research Centre for Science and Management had set up the college to groom competitive and high quality professionals through intensive training under dedicated, experienced and competent faculty in the discipline of Mass Communication, Commerce, Management and Education.

Kasturi Ram College of Higher Education aims to be at the forefront in advancing Management, Journalism, Commerce and Education stream by promoting excellence in teaching and research and providing the best possible professional education that develops students as managers and leaders with values, vision and versatility. All these programmes are marked by high standards, rigor and integrity of the academic system.

Kasturi Ram College of Higher Education is affiliated to Guru Gobind Singh Indraprastha University, Dwarka, Delhi and will run the courses mentioned in the table during session 2020–21.

NAME OF THE COURSE	INTAKE	DURATION
BBA (General) (Morning Shift)	50	3 Years
BBA (General) (Evening Shift)	50	3 Years
BA(JMC) (Morning Shift)	60	3 Years
BA(JMC) (Evening Shift)	60	3 Years
B.Com.(Hons.)	50	3 Years
B.Ed	100	2 Years

## HEAD OFFICE

The corporate office of the college is located at the Outer Ring Road, E-53, Prashant Vihar, Delhi. The students can also seek relevant information related to the college from there.

## INFRASTRUCTURE

Set in congenial surroundings, the Institute is housed in modern, attractive, well-maintained building equipped with all requisite facilities. The institute is being powered by the Solar Power and is recognised as the 'Brand Ambassador' of North Delhi. The extensive institute infrastructure includes the underneath mentioned facilities:

- Spacious and separate Lecture Halls for each department and each floor is facilitated with educational aids like Lapel Microphones, Laptops, VCDs, Video Cameras, LCD Projectors etc.



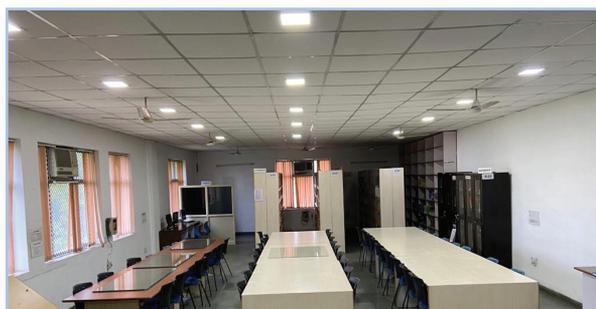
- Interactive Smart Boards.
- Fully equipped Audio, Video & Editing Lab.
- Two Computer Labs with Multi-Media workstations with round-the-clock broadband and Wi-fi connection.
- Air conditioned & computerized Library with a separate reading room & book bank facility.
- Modern Cafeteria.
- Facilities for indoor & outdoor games.
- Separate common rooms for boys and girls with recreational facilities.
- Medical Room with First-aid facility.
- College transport facility for students and staff members.
- Wide parking area.
- Lift Facility.
- CCTVs Surveillance.



## THE LIBRARY

It has a seating capacity of more than 100 students at a time. Separate reading enclosure is there for faculty members. The Library is fully computerized & air conditioned.

College also provides Book Bank Facility to all the students. A student of the college is eligible to be a regular member of the Kasturi Ram Library to avail Book Bank Facility for the entire period of his/her study at KRCHE.



## MEMBERSHIP OF DELNET

Being the member of DELNET, the College now has access to 2,79,30,550 Books, 38,184 Periodicals, 9,84,809 Periodical Articles, 58,831 CD-ROM Databases, 6000 Video Cassettes, 1025 Audio Cassettes, 1,29,400 Thesis and Dissertation and many Newspapers and E-books. The online database is also available in library.

## BRITISH COUNCIL OF INDIA

The British Council is the UK's International Organisation for Cultural Relations and Educational Opportunities. Being its member, the college has access to over thousands of books, magazines and newspapers across India.

## COMPUTER LABS

The college has two well equipped air-conditioned modern computer labs equipped with latest Operating Systems and Application Softwares.

## INTERNET FACILITY

The existing Computer Labs are having a number of ultra modern computer systems connected through LAN and also the provision for further expansion in near future. The college has a leased line Broadband Connection and Wi-fi to provide internet access to students in order to enhance the capacity to professionalize themselves and for providing them the access to current information. Each computer has separate back-up system. Each computer lab has Projector and Screen for multimedia usage.

## SPORTS FACILITIES

The college has facility for indoor and outdoor games like Table Tennis, Chess, Carrom, Badminton etc. To inculcate the spirit of true sportsmanship and healthy competition among students, KRCHE provides the opportunity to participate in 'Annual Sports Meet' held at University Campus and for the same college organizes Annual Sports Day in its premises.



## **INTERNAL QUALITY ASSURANCE CELL (IQAC)**

Kasturi Ram College of Higher Education, Narela, Delhi established the Internal Quality Assurance Cell (IQAC) in the year 2010 to improve its institutional functioning. The college is accredited by NAAC. The main aim of IQAC is to develop the ways through which quality can be created, sustained and enhanced. It also directs the members of committee to identify the areas and aspects requiring improvement and for suggesting ways and means for ensuring how these may be achieved. At the end of the year, it reviews the implementation of its decisions and seeks clarifications on deficient parts. It also suggest that the effective quality aspects relating to processes should be assigned prime position in the overall working of the college. According to NAAC, the primary aim of the IQAC is to develop a system for conscious, consistent and catalytic action to improve the academic and administrative performance of the institution.

## **ANTI RAGGING CELL**

Kasturi Ram College of Higher Education has established the Anti Ragging Cell to prevent ragging in college campus, college canteen, college buses and around the college campus. Rules in terms of ordinance relating to maintainance of discipline amongst students of the university are :

1. Ragging in any form shall be strictly prohibited within the premises of the college, canteen, around the campus and in college bus.
2. Any individual or collective act or practice of ragging shall constitute an act of gross indiscipline and shall be dealt with under the provisions of ordinance under reference.
3. Ragging, for the purposes of ordinance under reference, shall ordinarily mean any act, conduct or practice by which the dominant power or status of senior students is brought to bear upon the students who are in any way considered junior or inferior by the former and includes individual or collective acts or practices which:
  - a. Involve physical assault or threat to use physical force.
  - b. Violate the status, dignity and honour of students, in particular female students and those belonging to a schedule caste or a schedule tribe.
  - c. Expose students to ridicule or contempt or commit an act which may lower their self esteem; and
  - d. Entail verbal abuse, mental or physical torture, aggression, corporal punishment, harassment, trauma, indecent gesture and obscene behaviour.

All admitted students and their parents/guardian shall have to give an affidavit / undertaking for not indulging in any Ragging during the tenure of the student in the University or College.

## **COVID COUNSELLING CELL**

The outbreak of Corona Virus is not only affecting people physically but as well as mentally at global level. The present crisis has placed the entire world in a new unforeseen context. Over time we have understood that the virus can spread very fast and has a long incubation period. The coronavirus pandemic has brought unprecedented challenges for daily life, including increased physical separation as a result of social distancing guidance. Humans have an innate need for connection and social contact, and research has demonstrated a significant association between social isolation and mental health concerns. Social distancing can feel like social isolation, but it does not have to daily exposure to news or social media is also creating panic among people. The combination of the anxiety created by the sudden isolation and change of routine can create feelings of loneliness, helplessness, depression and anxiety. The bombardment of tips, do's and don'ts and moment to moment news from all across the world can be overwhelming for some of us. It is also true that our normal way of life has been disrupted. Awareness is necessary but if the exposure exceeds can impact the physical and mental health. The change of life style, social distancing and work from home are some of the reasons of anxiety, stress and depression. Realizing the need of hour Kasturi Ram College has formed the COVID Counsellig Cell.

The objectives of this cell are

- To make students and employees aware about the strategies to cope with social isolation.
- To extend mindfulness and self-care services to the indigent.
- To help students to adapt the transition of navigation of life limited to home.
- To address the challenges of online studying.

## GUIDANCE, COUNSELLING AND PLACEMENT COMMITTEE

The Training and Placement cell is the backbone of the college. Keeping in mind, a cell has been formed to look after the genuine needs and career related requirements of the students. This cell is responsible for organizing and conducting various Personality Development Programmes and Trainings which include various aspects related to facing interviews, resume writing, cracking entrance tests etc. Eminent Professors and Professionals from Corporate Sectors are invited to conduct the workshops to develop leadership and entrepreneurial skills in students. Industrial visits are also organized to make students familiar with the corporate as well as industrial culture. College ties up with renowned companies to conduct campus placements and internships every year.

## CATERING THE NEEDS OF CHILDREN WITH SPECIAL NEED (CWSN)

To incorporate the policy of inclusion and to provide equity and equality of education, KRCHE strides to acquaint with conducive learning environment. The infrastructure is enabled with lift facility, library with adequate study material and audio-visual devices for effective and barrier free learning.

## MEDICAL FACILITY

The college has a medical room with First aid facilities. In case of emergency, Doctor is immediately called for necessary medical treatment.



## COMMON ROOM

There are separate common rooms for girls & boys with recreational facilities and indoor games.

## CAFETERIA

The college has a cafeteria which serves to the daily needs of the students. Along with snacks, lunch is also provided to the students on order basis. Cost & quality of the food products are checked by the Management from time to time.

## SOCIO-CULTURAL ENVIRONMENT

KRCHE has a strong belief that the diversity of the Indian culture must be respected. Every individual is associated with some religion & custom which is reflected and resonated by the cultural activities. College organizes fests to provide the opportunity of participation with full zeal and zest. Fests of the college are listed below:

- ❖ Alankaran ❖ Diwali Mela ❖ Xpressions ❖ International Film Festival ❖ Spardha ❖ Flairs
- ❖ PR Campaign ❖ Le Digi Printo ❖ Kasturian Carnival ❖ Anugoonj (University Fest)

## TRANSPORT FACILITY

Although the college is well connected by many DTC bus routes (103, 131, 120, 708, 979), the college also offers a strong fleet of 10 buses to students, faculty members & staff from Punjabi Bagh, Netaji Subhash Place, Janakpuri, Peeragarhi, Madhuban Chowk, Model Town, Rohini and other important points of North & West Delhi. College buses are also well connected with metro stations to provide the facility to far dwelling students.



# KRCHE CLUBS – NURTURING THE

KRCHE believes that exposure is important to motivate the students to participate in co-curricular activities. Various Clubs have been established to provide practical learning in every activity of the modern era. With the aim of enhancing the talent of the students KRCHE has formed following clubs :



## MERAKI – THE LITERARY CLUB

The literal meaning of MERAKI is to do something from soul, to give a part of yourself to that work. MERAKI- The Literary Club of KRCHE was established in January 2020. The main idea behind the creation of this society was to provide a platform where students can develop as active constructors of their knowledge, learning and experiences. Language is just a medium of conveying our ideas and thoughts. The diversity of languages should not hinder the learning. Keeping this important fact in mind and to bridge the gap created by diverse languages the literary club is organized. The society is committed to develop confidence, communication skills, creative thinking, empathy and cooperation among learners. The purpose of this society is to make students aware about their talents and interests and also to make them think out of the box. Hence with the vision is to bring together all the students under the same roof without any discrimination and make them work in a team as a complete one unit where they can also learn the importance of each language. The mission of MERAKI club is to make students follow the path of constructivism where they are the active constructors of their knowledge and also learn through the experiences of the other.



## KR SOCIAL CLUB

The Club was established on 3<sup>rd</sup> October, 2015 with the objective of providing practical exposure and platform to students in order to show their hidden talent. KR Club encourages every student member for his/her maximum participation in all the cultural activities to enhance their self confidence and personality development by overcoming their fear and nervousness. Grooming sessions of KR Club help students to improve their skills and develop their overall personality.

# THE TALENT & HUMANITY



## ROTARACT CLUB

Rotaract Club was formed in Kasturi Ram College of Higher Education in collaboration with Rotary Club with the mission to serve the society. It is a step towards humanity by the students. The purpose of Rotaract Club is to provide an opportunity for young students to enhance the knowledge and skills that will assist them in personal development, to address the physical and social needs of their communities and to promote better relations between all people worldwide through a framework of friendship and service.



## ECO CLUB

Eco club is a voluntary group which promotes the participation of students in learning and improving their environment. It was established with the objective of creating environmental awareness among the future generation and to teach the students to tackle environmental problems. This club tries to understand and simplify the micro eco balancing activities which take place between organic and non-organic parameters in mother nature. In the college campus we perform activities to save the environment like tree plantation, organizing poster making competitions and conducting seminars on various environmental issues. It is a forum through which students can reach their parents and neighborhood communities to promote environmental behavior. Its main focus is on encouraging people to work in an environment friendly manner which includes usage of paper bags, steel lunch boxes, water management, saving electricity and other activities.

# SHORT TERM SKILL ENHANCEMENT COURSES

Apart from the syllabus prescribed by GGSIP University, KRCHE offers short term skill enhancement courses like Tally, Advance Excel, Digital Marketing and Hindi Typing to the students. Various subject experts visits the college campus and take classes during college hours. After the completion of the respective course, each student will be issued a certificate.

## TALLY

Tally software is a complete Accounting, Inventory, Taxation and Payroll software. Tally ERP 9 is the most recent as well as popular software program used by firms around the world.

Tally 9 ERP software is considered as one of the best Accounting softwares worldwide. Tally is capable of handling almost any kind of business transactions. Tally ERP 9 software is being used by individuals and business corporate to maintain their books of Accounts. It helps in maintaining record of all monetary transactions.

Tally accounting software provides a solution around inventory management, stock management, invoicing, purchase order management, discounting, stock valuation methodology, etc. After learning Tally there is a vast scope and many benefits

## ADVANCE EXCEL

Currently Excel can be considered as the most used software at the business level because the professionals who use Excel have different options and tools that allow entering information, updating it, organizing it, analyzing it and presenting it in reports. All these facilities allow important decisions of the business to be made which is why this makes Excel a very powerful tool. According to Microsoft a range of 5% to 10% of Excel users know and apply the advanced level and the most complex features of the application in order to benefit in the workplace, including different types of people such as professionals who use Excel the most as a number one ally in making quantitative and monetary decisions, at the same time Microsoft stresses that those people who have skill with the advanced level of Excel perform much better in their daily activities and therefore are better valued in companies.

## DIGITAL MARKETING

The scope of digital marketing is huge not just in India but across the globe and it is growing day by day. Thanks to all of us and our addiction to internet the digital marketing scope will not have a halt ever now. Apart from medical, engineering and teaching this is the only field that will have a continuous growth without any form of recession. Once you have completed the course you will have unlimited job options awaiting you. You can join any company as

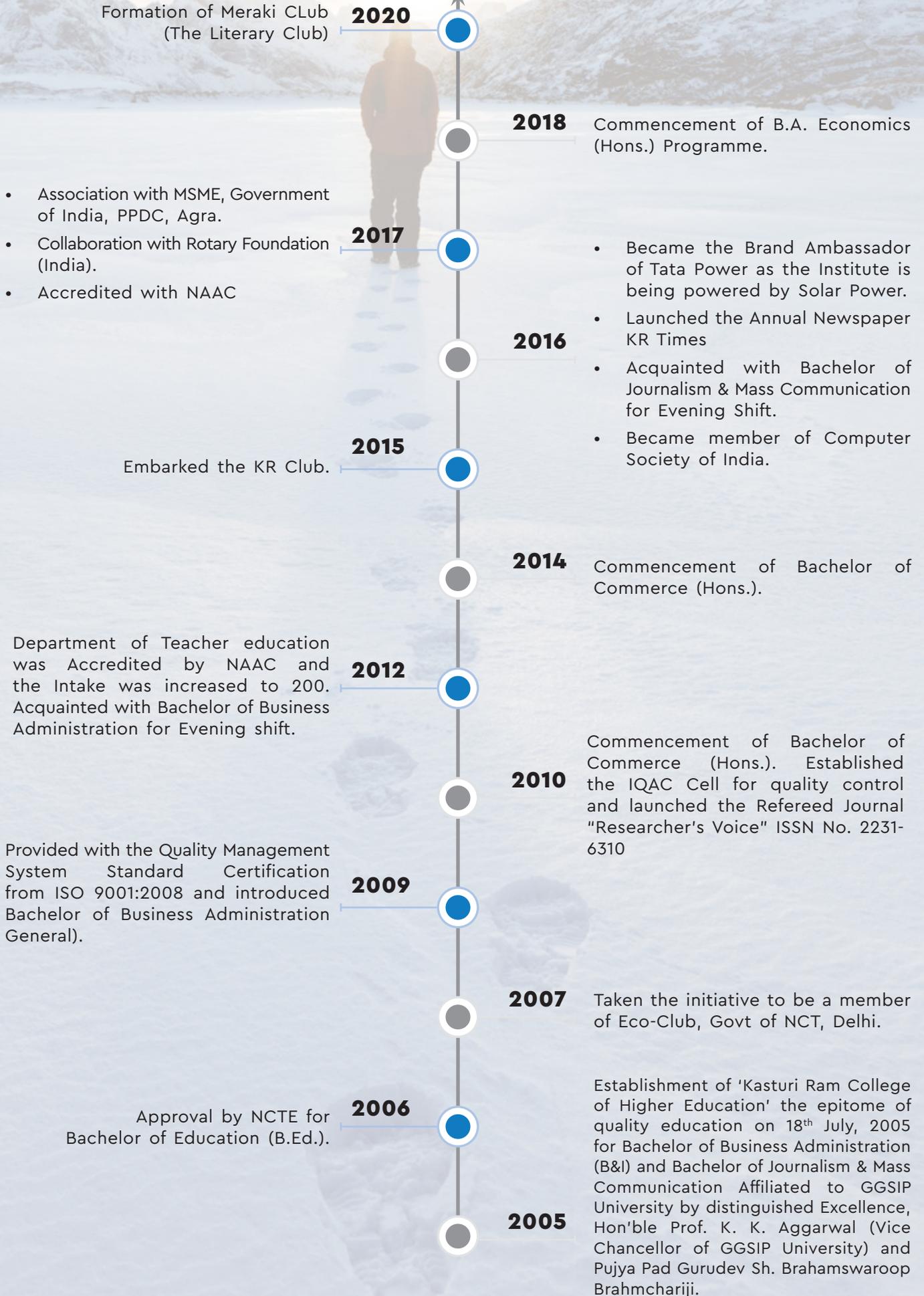
- A Search Engine Optimization Expert or
- A Social Media Marketing Expert or
- An Adwords Specialist or
- An Analytics Specialist or
- A Blogger or
- A Content writer or
- A Digital Marketer who has knowledge of all the modules of Digital Marketing.

## HINDI TYPING

Hindi being used in the majority of Indian states and even at central government level as the official language, the chances of you getting a better posting is high if you are well versed in Hindi Typing. It is one of the most important skill one has to be learn before entering in the media industry. Typing in Hindi is far more complicated than the more commonly used English typing, both linguistically as well as grammatically. For Hindi typing, students will need to learn fonts like Mangal and Kruti Dev and should have comprehensive knowledge of using various keys.



# MILESTONES



# BACHELOR OF BUSINESS ADMINISTRATION (GENERAL)



## PROGRAMME & CURRICULUM

### ABOUT THE PROGRAMME

Bachelor of Business Administration is a three year full time programme of the Guru Gobind Singh Indraprastha University to groom globally competitive high quality professionals through intensive training and to sharpen skills in business administration with the aid of upgraded curriculum.

### SCOPE

It helps to lay down a good foundation for MBA, provide students an insight into career openings like in FMCG industry, export or trading houses, NGO's, PSU's or any other multinational corporations.

### OBJECTIVES OF BBA (GENERAL)

The BBA (General) Programme aims at developing students' inherent traits and make them aware of the latest trends in the market so that they become globally competitive and above all be good citizens.

The specific objectives of the programme are:-

- ▶ To provide budding managers with the high quality and globally competitive skills.
- ▶ To produce highly competitive managers for corporate requirements.
- ▶ To provide a wide variety of professional development programme in order to groom students for future.
- ▶ To provide academic advising and placement to make the students capable of career advancement.
- ▶ To gain practical knowledge and make them efficient and effective managers.

### ELIGIBILITY

Passed Senior Secondary or 10+ 2 with 50% marks (of best four subjects in aggregate of CBSE or equivalent Board and must also have passed English (Core or Elective or Functional) as a subject.

# SYLLABUS

## FIRST SEMESTER

Course Code	Paper
101	Management Process & Organizational Behaviour
103	Business Mathematics
105	Financial Accounting & Analysis
107	Business Economics
109	Computer Applications
111	Computer Applications Lab

## SECOND SEMESTER

Course Code	Paper
102	Cost Accounting
104	Quantitative Techniques
106	E-Commerce
108	E-Commerce Lab
110	Business Communication
112	Business Environment

## THIRD SEMESTER

Course Code	Paper
201	Business Laws
203	Marketing Management
205	Business Ethics and Corporate Social Responsibility
207	Management Accounting
209	Indian Economy
211	Environmental Sciences* (NUES)

## FOURTH SEMESTER

Course Code	Paper
202	Human Resource Management
204	Financial Management
206	Research Methodology
208	Research Methodology Lab
210	Information Systems Management
212	Information Systems Management Lab
214	Managerial Skill Development* (NUES)

**Note :** At the end of the Fourth Semester all the students shall have to undergo Summer Training for Six to Eight weeks.

## FIFTH SEMESTER

Course Code	Paper
301	Income Tax Law & Practice
303	Production & Operations Management
305	Services Marketing
307	Entrepreneurship Development
309	Goods & Services Tax (GST)
311	Summer Training Report

## SIXTH SEMESTER

Course Code	Paper
302	Project Management
304	Digital Marketing
306	International Business Management
308	Business Policy & Strategy
310	Sales & Distribution Management
312	Project Report

\* **NUES :** Non University Examination System



# BACHELOR OF COMMERCE (HONS.)



## PROGRAMME & CURRICULUM

### ABOUT THE PROGRAMME

Bachelor of Commerce (Hons.) is a three year full time programme of the Guru Gobind Singh Indraprastha University which imparts to students management skills and build proficiency in specific areas. It also prepares its graduates for careers in commerce and accountancy & also provides a foundation in all aspects of commerce.

### SCOPE

It helps to lay down a good foundation for pursuing the professional courses like CA / ICWA / CS. Students can build a career in the field of Marketing, Finance, Human Resource, Taxation, Operations etc. and helps in getting entry into Government Organizations, Banking Sectors and Commercial Establishments.

### OBJECTIVES OF B.COM (H)

necessary skills and strategies to cope up with the ever increasing requirements of industries and business in the globalized era.

The specific objectives of the programme are:-

- ▶ To impart up-to-date knowledge in advanced areas of commerce, accountancy and business trends.
- ▶ To prepare students to face the challenges and realities of the current business world.
- ▶ To equip students with business skills, latest communication skills and legal issues required by various departments of different organizations.
- ▶ To compete in the global market for BPO, Outsourcing and other International Jobs.
- ▶ To provide a wide variety of professional development programme in order to groom the students for future.
- ▶ To gain practical knowledge and make them efficient and effective managers.

### ELIGIBILITY

Passed Senior Secondary or 10 + 2 with 50% marks in aggregate of CBSE or equivalent Board with pass in five subjects (one language and four elective subjects).



# SYLLABUS

## FIRST SEMESTER

Course Code	Paper
101	Management Process & Organizational Behaviour
103	Financial Accounting
105	Micro Economics
107	Business Communication
109	Computer Applications
111	Computer Application Lab

## SECOND SEMESTER

Course Code	Paper
102	Business Mathematics
104	Business Laws
106	Macro Economics
108	Cost Accounting
110	Business Studies
112	Minor Project Report

## THIRD SEMESTER

Course Code	Paper
201	Marketing Management
203	Management Accounting
205	Human Resource Management
207	Business Ethics and Corporate Social Responsibility
209	Business Statistics
211	Computerized Accounting Software (Computer Lab)
213	Managerial Personality Development* (NUES)

## FOURTH SEMESTER

Course Code	Paper
202	Fundamentals of Financial Management
204	Auditing
206	Corporate Accounting
208	Indian Economy
210	Financial Modeling
212	Financial Modeling Lab
214	Research Methodology
216	Research Methodology Lab

**Note :** At the end of the Fourth Semester all the students shall have to undergo Summer Training for Six to Eight weeks.

## FIFTH SEMESTER

Course Code	Paper
301	Income Tax Laws and Practices
303	Entrepreneurship Development
305	Information Systems Management
307	Information Systems Management Lab
309	Summer Training Report
	Elective I (Any one of the following)

## SIXTH SEMESTER

Course Code	Paper
302	Project Management
304	Goods & Services Tax (GST)
306	E-commerce
308	E-commerce Lab
310	Environmental Science (NUES)*
312	Research Project
	Elective II (Any one of the following)

### ELECTIVE I (CHOOSE ANY ONE)

Course Code	Paper
311	Investment Management
313	Financial Markets and Institutions
315	Sales and Distribution Management
317	Advertising & Brand Management
319	Industrial Relations & Labour Laws
321	Training & Development

### ELECTIVE II (CHOOSE ANY ONE)

Course Code	Paper
314	Introduction of Derivatives
316	Principles of Insurance
318	Services Marketing
320	International Business Management
322	Compensation Management
324	Organizational Development

\* **NUES :** Non University Examination System

# BACHELOR OF ARTS (JOURNALISM & MASS COMMUNICATION)



## PROGRAMME & CURRICULUM

### ABOUT THE PROGRAMME

Bachelor of Arts (Journalism and Mass Communication) is a three year full time programme conducted by the Guru Gobind Singh Indraprastha University, Delhi.

The programme is being run by the college since its inception in 2005.

### OBJECTIVES OF BA(JMC)

The BA(JMC) Programme aims to provide highest standard of professional competencies to the students of Journalism and Mass Communication and to prepare them to be leaders in the new digital world.

The specific objectives of the programme are:-

- ▶ To cultivate the students with academic knowledge and professional skills for integrated media.
- ▶ To elevate abilities in students to make them creative and independent thinkers.
- ▶ To promote students to be leaders of the society with a high sense of morality, skill and insight.
- ▶ To ignite the passion for being a good journalist who is exceptionally unbiased and fearless.

### ELIGIBILITY

Passed Senior Secondary or 10 + 2 with 50% marks (of best four subjects) in aggregate of CBSE or equivalent Board and must also have passed English (Core or Elective or Functional) as a subject.

# SYLLABUS

## FIRST SEMESTER

Course Code	Paper
101	Communication: Concepts & Processes
103	Contemporary India: An Overview
105	Basics of Design and Graphics
PRACTICAL/SEMINARS/VIVA VOCE	
151	Communication Skills Lab
153	Contemporary India: Issues and Debates(Seminars/ Presentations)
155	Design & Graphics Lab - I
ELECTIVE COURSES (SELECT ANY ONE FROM THE FOLLOWING)	
107	Personality Development
109	Writing Skills
111	Indian Culture (For Foreign Students Only)*
PRACTICAL/VIVA VOCE (SELECT CORRESPONDING LAB BASED ON ELECTIVE COURSE)	
157	Personality Development Lab
159	Writing Skills Lab

## THIRD SEMESTER

Course Code	Paper
201	Development Communication
203	Basics of Radio Programming and Production
205	Basics of Video Camera, Lights and Sound
PRACTICAL/VIVA VOCE	
251	Radio Production Lab
253	Video Production Lab
255	Summer Training Report****
ELECTIVE COURSES (SELECT ANY ONE FROM THE FOLLOWING)	
207	Radio Jockeying and News Reading
209	Video Editing
PRACTICAL/VIVA VOCE (SELECT CORRESPONDING LAB BASED ON ELECTIVE COURSE)	
257	Radio Jockeying and News Reading Lab
259	Video Editing Lab

## FIFTH SEMESTER

Course Code	Paper
301	Basics of New Media
303	Media Research
305	Event Management
PRACTICAL/VIVA VOCE	
351	New Media Lab
353	Media Research Lab
355	Event Management Lab
357	Functional Exposure Report*****
ELECTIVE COURSES (SELECT ANY ONE FROM THE FOLLOWING)	
307	Digital Media Marketing
309	Film Appreciation
PRACTICAL/VIVA VOCE (SELECT CORRESPONDING LAB BASED ON ELECTIVE COURSE)	
359	Digital Media Marketing Lab
361	Film Appreciation Lab

## SECOND SEMESTER

Course Code	Paper
102	Print Journalism
104	Media Laws and Ethics
106	Still Photography
PRACTICAL/VIVA VOCE	
152	Print Journalism Lab
154	Still Photography Lab
156	Design and Graphics Lab - II
ELECTIVE COURSES (SELECT ANY ONE FROM THE FOLLOWING)	
108	Health Communication
110	Sports Journalism
PRACTICAL/VIVA VOCE (SELECT CORRESPONDING LAB BASED ON ELECTIVE COURSE)	
158	Health Communication Lab
160	Sports Journalism Lab

**Note :** At the end of the Second Semester the students shall undergo Training Internship in Print Media for a period of four weeks.

## FOURTH SEMESTER

Course Code	Paper
202	Basics of Advertising
204	Basics of Public Relations
206	Television Programming and Production
PRACTICAL/VIVA VOCE	
252	Advertising Lab
254	Public Relations Lab
256	TV Production Lab
ELECTIVE COURSES (SELECT ANY ONE FROM THE FOLLOWING)	
208	Television News: Reporting and Anchoring
210	Corporate Communication
PRACTICAL/VIVA VOCE (SELECT CORRESPONDING LAB BASED ON ELECTIVE COURSE)	
258	Television News: Reporting and Anchoring Lab
260	Corporate Communication Lab

**Note :** At the end of the Fourth Semester each student shall undergo a Functional Exposure Training/Internship for four weeks in Radio/TV/Advertising/ Public Relations/NGO.

## SIXTH SEMESTER

Course Code	Paper
302	Media Management and Entrepreneurship
304	Global Media: An Overview
306	Environment Communication
PRACTICAL/VIVA VOCE	
352	Final Project and Comprehensive Viva*****



# EXPERTS'

“

Excellent interaction with students. Thanks to Management, Faculty and Staff for such a wonderful experience.

**-Prof. Archish Maharaja,**  
Roland School of Business  
Point Park University, USA

”

“

A truly wonderful experience. The hospitality received and interaction with the students made it a very pleasurable visit.

**-Mr. John Evans,**  
Vice-President,  
International Enrollment,  
Wiley, Education Services, USA

”

## FACULTY VIEWS

*Since its establishment, Kasturi Ram College of Higher Education has been spearheading a revolution in professional education in India. The dedicated and passionate faculty at KRCHE paves the way for novel learning experience through the usage of modern teaching methods. College prepares students to graduate with necessary content knowledge and essential capabilities. College helps students in determining what they want to do and how to make that possible. The level and quality of placements here is appreciative. The students get placed easily as they have gained that confidence and skills by working out in different competitions. The college also organizes technical, non technical and cultural events throughout the session. College offer access to dedicated research centers, research facilities and unique professional development and established student support networks. At KRCHE students' study alongside talented peers in an environment focused on research impact and relevance.*

**-Dr. VANDANA GUPTA**

Associate Professor  
Department of Management

*KRCHE has been a great contributor to the development of students' personality. It is a place of learning, fun, culture, lore, literature and many such life preaching activities. The entire faculty and department leaves no stone unturned to shape one's future. Every interaction with a student gives an opportunity to shape the minds of the next generation. Regular classes held at college to help students with technical skills were of great help. The relationship between faculty members and student is very cordial, which gave student an opportunity to excel in his/her area of interest. The Training and Placement cell is very supportive. Every year, the cell conduct various sessions which help students to get placed.*

**-Ms. PRIYANKA SHARMA**

Assistant Professor  
Department of Journalism & Mass Communication



# VIEWS

“

I like the way students get empowered and wish all the best to the students as well as the institution.

**-Ms. Maryam Vaziri,**  
Freelance Researcher,  
Tehran

”

“

A real pleasure visiting this institution. Thanks for inviting me in this International Film Festival.

**-Mr. Vijay S. Jodha**  
Filmmaker,  
Centre for Social Communication  
& Change

”

## STUDENTS' VIEWS

*The environment of the college is very congenial. College provides all the necessary facilities, infrastructure and equipment's. The classrooms are well equipped with projectors and blackboards. The faculty members are highly qualified, experienced and supportive. On regular basis seminars and workshops are organized. Here more emphasis is given on the holistic development of the students. My experience at this institution is wonderful.*

**- Ms. YASHIKA CHAUHAN**  
B.COM.(H) 3<sup>rd</sup> Year

*Kasturi Ram College is the college which taught me the importance of excellence in life . Excellence is that one thing that can make a person successful. This college is one of those colleges, where your faculty becomes more like a family. So far my experience in this college is fantastic because faculty is so good and the college pays a proper attention to every single student's needs and creates opportunities for them to grab.*

*As it has only been my first year, so I can literally be in college being inclusive and diverse.*

*Even during the coronavirus pandemic, teaching has remained intact and all the professors have been in regular contact with the students to make sure that they are doing okay and if any help is required. They've even worked out of hours to provide one to one support to get me through my assignments. They all have really gone above and beyond.*

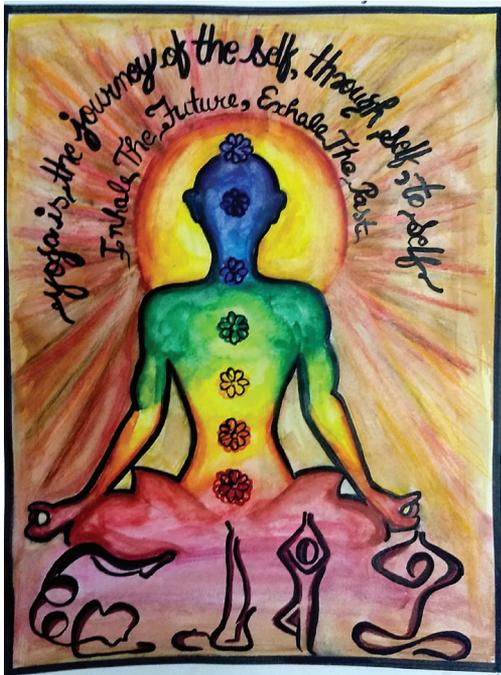
**- Mr. VIVAN BAJAJ**  
BA(JMC) 1<sup>st</sup> Year

*The best thing about learning is that no one can take it away from you. Kasturi Ram College took me a long way from being just a fresher by enhancing my skills and recognizing my talent. The teachers are expert in their respective subjects. This college provides a safe, professional, and friendly learning environment with high-quality teaching, assessment and management of learning with regular and reliable feedback on students' progress and achievements, mechanisms for students to pursue grievances and learning related issues as required.*

*The subjects are taught to students, theoretically as well as practically as to make them understand in a better way with the help of fully furnished libraries and designated labs. There are regular seminars and conferences to enhance skills and make the students feel energetic. I am sure that my future is completely secured because of placements offered in the campus itself.*

**- Ms. PRAKIRTI KAPOOR**  
BA(JMC) 2<sup>nd</sup> Year

# CONFL INTERNATIONAL



Ms. Pragya Bansal - BBA 3<sup>rd</sup> Year

## **Yoga stands for Harmony and Peace**

Yoga in simple words can be said as physical as well as spiritual practice which has been going on from ages. Yoga basically connects the body to our inner conscious and brings peace to our soul.

Today it has been emerging to the human race as their basic need and goes on in various forms all around the world.

The basic aim of International Yoga Day is to create awareness regarding its benefits and its need to get into practice. Yoga is much more than only a physical activity because no other physical activity can connect the inner soul and conscious. Yoga provides a balanced behavior in our on going busy life.

Yoga has got a different meaning this year (2020) i.e. to keep people United and not discriminating because it goes further beyond the gender , faith , race , color etc. It has taught people to stay united even in the pandemic situation all over the world.

The day of International Yoga Day was suggested by PM-Narendra Modi as it the longest day of the Northern Hemisphere and holds importance in various parts of the world. Yoga helps to create a perfect bond of Harmony between the mind and the body and helps create Peace for Humanity .

Fighting with the COVID-19 it is very important to practice Yoga at home with family as it's

## **Unfolding the Historical**

In 2020, the world celebrated the sixth 'International Yoga Day' on Sunday, 21st June. In 2014, the Indian Prime Minister Honourable Shri Narendra Modi proposed the idea of International Yoga Day during his speech delivered at the United Nations General Assembly.

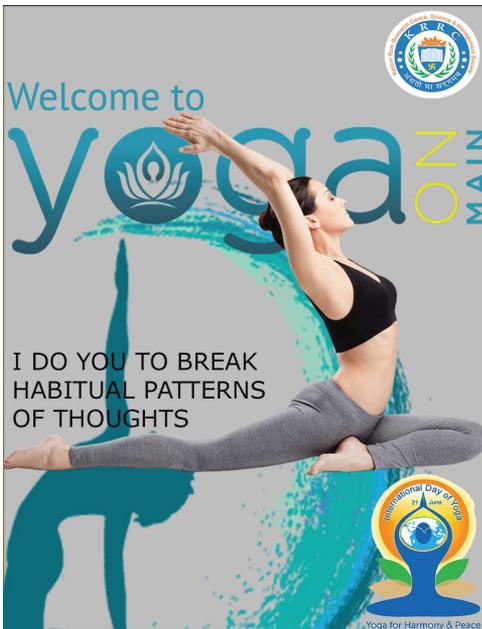
Many of us wonder what so special about 21<sup>st</sup> June that it is designated as World Yoga Day. The choice of June 21 was by no means a coincidence. The longest day of the year symbolizes light, clarity, strength and forces of wisdom from any philosophic streams. On International Yoga Day, people around the world are all set to take their yogamats and start exercising, but they not might be aware that yoga goes back centuries. Yoga is considered to be an ancient practice that originated thousands of years ago in India. Yoga was developed as away to interconnect the mind, body and soul to step closer into enlightenment. As the practice became popular in the west, it became popularized as an exercise and relaxation method, with claim to help the body's general well-being, alleviate physical injuries and chronic pain.

This year International Yoga Day 2020, is running with the themes 'Yoga at Home' and 'Yoga

# UENCE YOGA DAY

a powerful weapon to fight all the stress, dealing with the depression, isolation and as well as maintaining the physical well being. Taking pills to maintain the physical health does not that much good as yoga does.

The International Yoga Day has promoted the idea of fit body and healthy mind . There are various yoga programs held all over the country to fill enthusiasm among youngsters as well as the elderly population. It motivates them to be fit and healthy and leads to a better life. The International Yoga Day was a good initiative to teach youth the importance of yoga and make them physically active and healthy.



**Mr. Praveen Prajapati- BA(JMC) 2<sup>nd</sup> Year**

Yoga is not only exercising and burning of your calories or turning or twisting of your muscles It is a body workout that includes the presence of mind . Yoga is just a precious gift without any cost carried by the Indian culture. It creates harmony between humans and nature and is a holistic approach for being healthy and active.

The International Yoga Day not only ends on yoga but also includes Meditation which teaches how to discipline your mind. Yoga and meditation can help you get away from negative thoughts and fills you up with positive energy and confidence, enhances skills and mental power.

It's a matter of pride for the country that our ancient art is carried till now and being appreciated world wide.

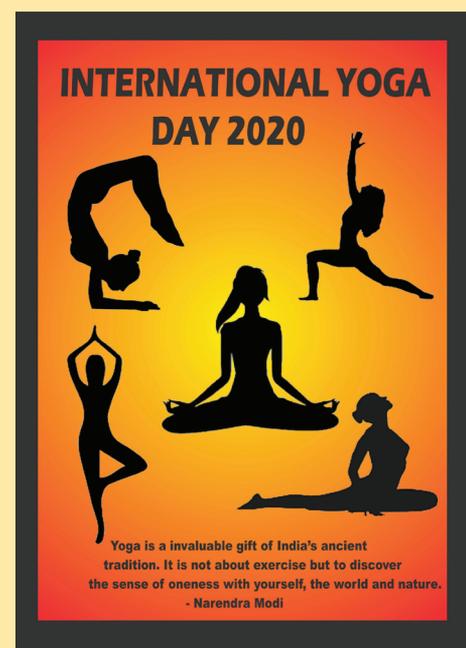
**Ms. AARTI RAJVANSHI,  
BA(JMC) -1<sup>st</sup> Year**

## Perspectives of 'Yoga'

with Family' because the celebrations cannot be held the usual way due to ongoing pandemic of COVID-19. The objective of the day is to highlight the health-building and stress relieving aspects of Yoga. Due to gyms and health and fitness centers not functioning as usual, people are missing out on their regular dose of exercise. This has led to many looking for options like Yoga, dance routines and body weight workouts etc. People celebrated Yoga Day at their home and inspired lots of other people with their yogic asanas, pictures and videos.

"Yoga is the perfect opportunity to be curious about who you are."

**Mr. SAHIL CHAUDHARY,  
BA(JMC) 2<sup>nd</sup> Year**



**Ms. Drishti Gupta- BA(JMC) 2<sup>nd</sup> Year**

# CONFL

*"When the glory comes, collectors are the affluent, when the blizzard comes, buried are the destitutes."*

These lines may sound poetic or piece of literary art, sadly it is the truth of the hour. The other day, sitting on my coziest couch with all my belongings of luxury, I wondered how terrible it is to be at home idle and easy. Later that day, having a conversation with one of my acquaintances, I discussed the same that how monotonous life has become during this lock down. All I considered was the fact that I'm trapped at home. " what about those who don't have a home?" was the reply I got. Strangely this moved me greatly because I was totally ignorant about the sufferings of the poors of our nation and worldwide.

The affluents, the priviledged, the profuse wouldn't ever realise what it feels to sleep empty stomach or what kind of strong emotional and mental attribute is required to see the close ones suffer and not be able to do anything. As I said, it is most obviously the poors who go through the blizzards because the only so called sin they've committed is that they are poor.

A country like India, has got a face of reality during this three month old national shut down. It's not the pandemic that has left us shattered, but the fact that we are poor, a majority of the nation being poor and that it is inevitable today is the destructive cause. It is difficult for the poor to arrange their daily bread. No one, except the poor, will ever understand what it feels to walk hundreds of mile back home, due to their inability to make the ends meet. Even if they conquer their hunger and quench their thirst with the hope, it's still a challenge to deal with the emotional breakdown and that can be traumatic at times. Escaping back to their hometown is the only sad option left and we as citizens have totally failed in our duties to render help to our fellow citizens to bring them out of the lurch. The roads to their home are brighter in nights than the hope of help we offer them. All that is being done to them is namesake hand of help. The daily wagers cannot earn their livelihood because of the national lock down. They have no means of earning a penny out there.

This truth cannot be undone and avoided that the majority of our nation is precariat. They neither have stability of wealth nor life. A split of second is more than required to change their lives. Had it been only about the lack of money and means to feed and bring up their families, things could have even been digested, but it's not the end. Lack of medical assistance is also a cause. In a recent article it was stated that poors and the migrant workers are seen lingering outside the hospitals for medical aid but sadly and unfortunately, even this is not in their fate. Many of the migrant workers are denied admission into the hospitals because they fail to present their legal documents for the same. This current scenario of the nation is totally despicable because these living souls are subjected to a bare animal existence.

Despite of the numerous efforts and measures taken by the government, we still fail because another emerging challenge is the number. The number of migrant workers and poors are way more than what can be dealt with. Henceforth, we the people, the government and all the scial organisations need to gang up against this evil and bring back what is deserved to all. A question of guarantee has now arisen because the right to life and the equality(article 21 and 14 of the constitution) seems to be violated. All measures and efforts need to be directed in order to mitigate the sufferings. The already taken measures need to be made active. It is the need of the hour to wake up from the slumber and provide the moral support to such people.

**- Ms. Shweta Singh**  
B.Com.(H) 3<sup>rd</sup> Year



# UENCE

## ‘मन की व्यथा’

सांसे रही तो बताएंगे तुम्हें  
कैसे जिंदा रहते हर दिन मर रहे थे हम  
आंखें रही तो बताएंगे तुम्हें  
कैसे अपने साथियों को मौत से मिलते देख रहे थे हम  
तन पर कपड़े रहे तो दिखाएंगे तुम्हें  
गरीबी ने कैसे नोचा था हमें  
जिंदा रहे तो दिखाएंगे तुम्हें  
कैसे तपती गर्मी ने जलाया था हमें  
पानी पिएंगे तो बताएंगे तुम्हें  
कैसे सूखे गले से आंखें पानी से भर आई थी  
गांव पहुंचे तो बताएंगे तुम्हें  
कैसे अपनों की याद किस कदर आई थी

**Mr. ROHIT SARASWAT**  
**BA(JMC) 2<sup>nd</sup> Year**

## ‘Scarcity’

Eating the leftovers  
People treat us like we're disorders  
Gave us food,while recording us on video recorders  
Living this life like it's manslaughter  
Our kids dont go to school  
While your kids look so cool  
You probably think that we're fools  
You sit in air conditioners,while we work with tools  
We don't even get food sometime  
Some of us have to follow the path of crime  
Our kids hear no nursery rhymes  
Also,there's no fan on the ceiling in the summertime  
We don't have blankets  
We look for thrown food backside a banquet  
Society looks at us like we're some kind of bandit  
They treat us like a virus growing on this planet  
Yes,we stand below the poverty line  
Yet,we still think everything will be fine  
We don't get invitations to dine  
We drink polluted water,while you sip your expensive wine  
We don't have money for the treatments  
We can only pray to god much too frequent  
No one is here to listen to my statement  
Our life is just the opposite of convenient.

**Mr. SAHIL CHAUDHARY**  
**BA(JMC) 2<sup>nd</sup> Year**

## LET'S FIGHT AGAINST COVID-19

It's the time to arise and awake  
Everyone's safety is at stake  
Let's fight against Corona together  
Stay at home with family rather  
Maintain social distance & isolation  
But don't give up communication  
Moral support is the best medicine  
Caring for others is like vaccine  
Applaud health workers, they don't have respite  
They work for us day & night  
Be proactive and aware  
Follow health guidelines & take care  
Let's pray for the whole humanity  
May God bless all till eternity  
All of you make it sure  
Prevention is better than cure.

**Mr. YUGANSH KASHYAP**  
**BBA 2<sup>nd</sup> Year**

## ATTENDANCE

To promote the values in the students such as discipline and punctuality in the attendance is mandatory. Late comers are not allowed as it amounts to indiscipline.

The month wise attendance is displayed on the college notice board. Those who wouldn't attain the desired percentage of attendance as per the University rule, will be detained from appearing in the Examination. Students are advised to observe punctuality and attendance very seriously.

## COLLEGE DISCIPLINE CODE

To be a true professional, discipline is a paramount need. Thus, sensitivity towards self-discipline is the necessity. Indiscipline in any form may lead to stern action against the students. The student should carry his/her identity card daily during the college hours.

## ATTIRE

Every student irrespective of gender is expected to look graceful and dignified, thus, a proper/ decent attire has to be maintained. Wearing formal dress (white shirt, black trousers, black tie, black socks, black shoes and black blazer) in seminars, conferences, interviews etc. is mandatory.

## SUGGESTIONS / COMPLAINTS

Complaints of the students regarding any problem they are facing in the college will be entertained and students' suggestions are always welcome for the betterment of the Institution. The students can put their complaint in the Complaint Box. For suggestions and feedback kindly mail at **feedback@krcollege.in**.

## GRIEVANCE (REDRESSAL) COMMITTEE

The college Grievance Redressal Committee has been constituted with faculty members and students under the Chairmanship of the Director to look into the grievances and for resolving the issues relating to arbitrary action, personal vendetta or personal grudges against students by any teacher/ authority of the Institute. The College/Institution Level Grievance Redressal Committee adheres to the principles of natural justice in its proceedings and eliminate all grievances timely & efficiently ; but not later than four week of its receipt.

The Colleges/Institution holds meeting of Grievance Redressal Committee at least once every three months. However, if necessary, it may meet more frequently at the instance of the Convener or at the request of the other members to discuss the various issues received.

All the grievances, communications at the institute level should be addressed in writing to Dr. Upasana Khurana, Convener of the Committee, KRCHE and the University level Grievance Redressal Mechanism should be addressed to the Convener of the Committee Dr. Neelima Markandey at GGSIPU.

## DISCIPLINE AND CODE OF CONDUCT FOR THE STUDENTS

### (a) STUDENT SHOULD NOT

- i) neglect the duties and responsibilities assigned by the teachers or other members of the college.
- ii) indulge in or encourage any form of malpractice connected with examination or any other college activity.
- iii) remain absent from the college without the prior permission of the Class Teacher/Head of the College.
- iv) practice or incite any student to practice casteism, communalism or untouchability.
- v) cause or incite any other person to cause any damage to college property.
- vi) show disrespect to the teachers or use rude/insulting language against any member of college.
- vii) indulge in ragging, strikes or eve teasing in the campus. This is prohibited, unlawful and illegal. Students involved in provoking other students will be dealt strictly.

### (b) EVERY STUDENT SHOULD

- i) be punctual in attendance and in respect of his/her class work and also for any other work assigned to him/her by the faculty member or the Director.



## REGULATIONS

- ii) abide by the rules and regulations of the college and also show due respect to the authorities and faculty members. The breach of any condition specified as above shall be deemed to be a breach of the code of conduct and appropriate disciplinary action will be taken against the defaulter ranging from suspension from the classes to rustication from the college.

### DEVISING EFFICIENT SYSTEMS TO COPE THE CHALLENGES OF COVID-19

- Faculty Rooms, Classrooms, Canteens, Medical Room and toilets will be disinfected regularly. College will have hand held thermal temperature scanner for temperature screening. Disinfectants will be put outside of classrooms for students to use.
- All the classrooms are sanitized on a daily basis before the commencement of classes and at the end of the day.
- In every classroom hand sanitizers are made available for students and teachers.
- Students will enter and leave campuses in batches at different time periods and wear masks in classrooms.
- Disinfection and cleaning of college surfaces will be done at regular intervals. There will be clean mechanism of handwashing, sanitization and disinfection.
- Regular Temperature check of all students and staff in the main entry point through hand held thermal temperature scanner.
- College will ensure social distancing among students.

### SAFETY MEASURES FOR TRANSPORTATION

- The students are ferried from different location by college buses maintaining social distancing while boarding and de-boarding as well as inside the bus while travelling.
- The buses are sanitized daily twice through disinfectant sprayers before and after each trip.
- All buses are equipped with hand sanitizer so that students are sanitized before boarding the bus.

### GUIDELINES FOR STUDENTS

- All students returning from other places/ States are required to complete 14 days of medical observation at home and pass virus tests before returning to college.
- Those who have recovered from coronavirus pneumonia have to complete one month of health observation before returning.
- Face Mask is compulsory at all times inside the classroom and Labs as well as inside the campus.
- Regular and frequent hand washing with clean water and soap and hand sanitization with alcohol rub/ hand sanitizer or hypo-chloride solution should be practiced.
- All students are encouraged to bring their own food and water so that unnecessary crowds are avoided inside the canteen.
- Avoid Shaking Hands and hugging while greeting.
- Don't tease anyone about being sick; remember that the virus doesn't follow geographical boundaries, ethnicities, age, ability or gender.
- Inform your near one or faculty member if you feel sick and stay at home.
- Stay Physically Fit.

### LATEST FACTS

- To understand basic information about coronavirus disease (COVID-19), including its symptoms, complications, how it is transmitted and how to prevent transmission; information will be given on college website and social media.
- All are suggested to stay informed about COVID-19 through reliable sources such as WHO, UNICEF, IFRC and National Health Ministry advisories. Be aware of fake information/myths that may circulate by word of mouth or online.
- It is compulsory for all students, faculty members and staff to register on Aarogya Setu App and also download AYUSH app and follow the ayush ministry tips to boost immunity.

# ADVISORY UNDER CLAUSE 3(II)(D)

GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY  
SECTOR 16/C, DWARKA, NEW DELHI – 110078

GGSIPO/2017-18/ 1039/legal

Dated: 18/7/17

The Director/Principal  
All Affiliated Colleges/Institutions of the GGS Indraprastha University

**Subject: Advisory under Clause 3(ii)(d) of Statute 24 of the University.**

Dear Sir/Madam,

The following advisory is hereby issued under Clause 3(ii)(d) of Statute 24 to all affiliated colleges and institutions for compliance and necessary action forthwith;

- a. The teachers and authorities of the Institution should maintain cordial, warm and confidence building relationship with the students in terms of Ordinance No. 32 of the Guru Gobind Singh Indraprastha University Act No. 09 of 1998. The Institution may also keep watch on such teachers and members of administration who are unable to build up such cordial and respectful relationship with students and appropriate remedial measures in the nature of counselling and short term training may be advised.
- b. Every letter /representation/e-mail in the nature of appeal by students should be attended with reformative approach and sympathetic consideration. The Institute should inform the parents of the students by writing the letter intimating the shortage of attendance, which should be sent by speed post / registered post. The parents may also be informed by e-mail or telephonically about such cases.
- c. Institutions should be absolutely transparent in taking the decision on detention of students so as to avoid any suspicion of whimsical or selective action. The detention list should be displayed at least 10 working days before the commencement of the examination.
- d. Every institution should constitute 'Students' Grievance Redressal and Welfare Office'. It should be empowered to receive grievances from students, consider and address them within the framework of the prevailing rules and regulations with the perspectives of the welfare of the students. Such Committee constituted at the level of every college should be publicised and directed to regularly engage in welfare activities of the students, so as to gain the confidence of the students in its effectiveness and genuineness. Such College/Institution level Committee should be federated with the Directorate of Students' Welfare of the University which may supervise and advise

e. Joaini  
Page 1 of 2

# OF STATUTE 24 OF THE UNIVERSITY

c/12

them, actively engage them and assist them in redressing the grievances of the students from time to time.

- e. Any issue relating to arbitrary action, personal vendetta or personal grudges against students by any teacher / authority of the Institute should be earnestly looked into by 'Students' Grievance Redressal and Welfare Office' and it should be brought to the notice of Principal / Director of the Institute. If the issues are not resolved at the level of concerned college, the student should be advised to approach the Grievance Redressal Mechanism at the level of the University which shall act as the appellate mechanism.
- f. The University level Grievance Redressal Mechanism for the students, parents, faculty etc. related to affiliated colleges has been constituted and communicated to all concerned vide University letter ref. GGSIPU/Aff/Notification/180-L dated 11.01.2013. All the grievances, communications to the University level Grievance Redressal Mechanism should be addressed to the Convener of the Committee Dr. Neelima Markandey, Affiliation Branch, Administrative Block, Guru Gobind Singh Indraprastha University, Sector 16 C, Dwarka, Delhi 110078.

This issue with the approval of the competent authority.

C. Arvind  
17-7-17  
(C. Arvind)  
Registrar

## Copy to:

1. All the Directors/Principals of the affiliated colleges/institutions affiliated to GGS IP University
2. Members of the University Level Grievance Redressal Committee
3. All Deans, University Schools of Studies
4. Controller of Examinations
5. Director, Students' Welfare
6. Director, Academic Affairs
7. Dr. Neelima Markandey, Convener, Grievance Redressal Committee
8. AR to Hon'ble Vice Chancellor, GGS IP University
9. AR to Pro Vice Chancellor, GGS IP University
10. AR to Registrar, GGS IP University



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**CONGRATULATIONS TO ALL THE STUDENTS!**

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ANJALI GROVER



के विरुद्ध अच्छा है।  
 प में दोनों धार्मिक व यो, विदेशी ने इण्डियन ने उर्ध्वस्थत रूप। उन्होंने नई श्रृंखला सोसाइटी का ने कलाकारी मात्र के हाथ फेंडू प्रायिक रूप के लिए मरानाज लंन ने ने अपने प्रयास को सोसायटी की के जगहकता



नई दिल्ली। कस्तूरी राम कॉलेज ऑफ हायर एजुकेशन ने नरला क्षेत्र में संबलक कैंसर को लेकर जन जागरूकता अभियान चलाया। इस जन संघर्ष अभियान को ग्लोबल फाउंडेशन के साथ मिलकर आयोजित किया गया। लामपुर के सीपी बच्चन ने आभारवाक्य इस जन संघर्ष अभियान में संस्थान के छात्रों ने नुक़ड नाटक, मोनों एक्टिंग और फ़ितियाओं के माध्यम से लोगों को संबलक कैंसर के बारे में बताया। संस्था के शिक्षा विभाग की प्रधानाचार्य डॉ. अपिलाया गौतम ने प्रायोगिक वारियों को संबोधित करते हुए कहा कि महिलाओं में संबलक कैंसर लगातार बढ़ रहा है, जोकि बहुत ही खतरनाक है। समय रहते इस गैर नही किया गया तो, इसके गंभीर परिणाम भुगतने होंगे। वहीं इस कार्यक्रम के सहयोगे ग्लोबल फाउंडेशन के अध्यक्ष मुंकेरा गुला ने अपने संबोधन में कहा कि दुनिया बरल रही है और संघर्ष के साथ हमसब को भी सच को

# KRCHE IN NEWS



अभियोजन करता आया है। आज आयोजित चौथे फिल्म महोत्सव में तीन विभिन्न श्रेणियों में राष्ट्रीय और अंतरराष्ट्रीय कुल मिलाकर लगभग 52 फिल्में शामिल की गयीं। लघु फिल्म, वृत्तचित्र और मोबाइल फिल्म को मिलाकर तीन श्रेणियों में विभिन्न फिल्म मेकर्स ने अपनी प्रतियां का अवलोकन किया। जिसमें दक्षिण अफ्रीका से और कनाडा से दो दो फिल्मों की स्क्रीन की गयी। समारोह के

# नवभारत टाइम्स

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# नवभारत टाइम्स

पढ़ी है। कई सालों से सड़कों की मरम्मत नहीं हुई। सबसे ज्यादा परेशानी चोरी के वारदातों से है, क्योंकि यहाँ पर स्टीचिंग

## अंतरराष्ट्रीय संगोष्ठी का आयोजन

एनबीटी न्यूज, नरला : कस्तूरी राम कॉलेज ऑफ हायर एजुकेशन में मंगलवार को बदलते टेक्नोलॉजी में नई चुनौतियों से निपटने के लिए इंटरनेशनल संगोष्ठी का आयोजन किया गया। संगोष्ठी में देश-विदेश से एजुकेशन क्षेत्र से कई लोग शामिल हुए, जहाँ 60 रिसर्च पेपर पेश किए गए। संस्था के डायरेक्टर डॉ. जीपी सिंह ने कहा कि हर साल कस्तूरी राम कॉलेज नए रिसर्च को एक प्लैटफॉर्म में मुहैया कराता है।

## चुनाव घोषित

कस्तूरी राम कॉलेज में हुआ गया अंतरराष्ट्रीय फिल्म उत्सव

## महानगर खे

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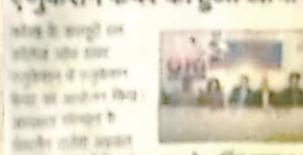
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कैंसर पर जागरूकता अभियान

## दिल्ली की स्पेशल बुद्ध विहार / लामपुर / बाजितपुर टाकनर / जहाँ

## अंतरराष्ट्रीय संगोष्ठी में 60 रिसर्च पेपर

एनबीटी न्यूज, नरला: कस्तूरी राम कॉलेज ऑफ हायर एजुकेशन में मंगलवार को बदलते टेक्नोलॉजी में नई चुनौतियों से निपटने के लिए इंटरनेशनल संगोष्ठी का आयोजन किया गया। इसमें देश-विदेश से एजुकेशन क्षेत्र से कई लोग शामिल हुए, जहाँ 60 रिसर्च पेपर पेश किए गए। संस्था के डायरेक्टर डॉ. जीपी सिंह ने कहा कि हर साल कस्तूरी राम कॉलेज नए रिसर्च को एक प्लैटफॉर्म में मुहैया कराता है। एजुकेशन, प्रनकारिता, मैनेजमेंट के अलावा हर क्षेत्र में डिजिटलाइजेशन ने अपने उभरते स्वरूप से सबको चौंका दिया है। गुरु गोविंद सिंह यूनिवर्सिटी के मैनेजमेंट डिपार्टमेंट के डीन डा. संजीव मिश्र ने कहा कि रिसर्च आगामी अध्ययन के लिए एक नया माग बनाने का काम करता है। डॉ. सुधीर बहियान ने कहा कि स्टूडेंट्स को रिसर्च में रुचि बनाए रखने जरूरत है। तेहजन से आई डॉ. मरियम वजीरी ने कहा कि हमें नए टेक्नोलॉजी को हर काम में जगह देने चाहिए।



## एजुकेशन फेयर का हुआ आयोजन

एजुकेशन फेयर का हुआ आयोजन

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35 फीसदी प्रदूषण के लिए पर

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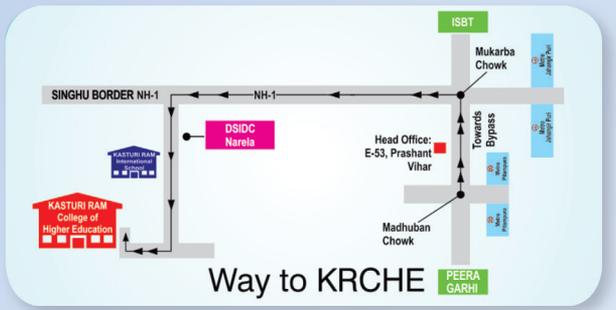
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