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WORLD ENVIRONMENT DAY 2018



World Environment Day 2018 will be hosted by India on 5th June 2018. Dr. Harsh Vardhan, Minister of Environment, Forest and climate change and Erik Solheim, UN Under-Secretary-General and head of UN Environment, made an announcement together on 19th Feb, 2018.

The theme of this year is 'Beat Plastic Pollution', urging the citizens to unite and practice a lifestyle without the usage of plastic. The staggering volume of nonbiodegradable waste is a concern that needs to be addressed in its urgency. The partial to no ban on plastic bags in several cities in India had no alarming results; plastic consumption still seems to be choking our planet.

According to studies conducted recently, plastic consumption in India saw a raise of 20% in 2018. The cause being that the majority of population

still uses plastic products and plastic bags on a daily basis. On this World Environment Day we must take the matter to the household level rather than scaling it up to industries. The sustainability of our biosphere not only requires responsible production but also sensible consumership.

Plastic products have gradually become a choice and its increasing usage will have monstrous effect on different spheres of the currently degrading environment. We can see the results of this on many lakes in Bangalore, the city producing 4000 tons of garbage every day. The illegal disposal of biodegradable and non-biodegradable waste in the lakes from industries, homes and walkers has covered them with stink and rotting algae. There has been a new study conducted which states that microorganisms like bacteria and fungi can be cultured to degrade plastic floating on the city lakes. Government did introduce different laws and campaigns in the hopes of controlling if not reducing the consumption of cheap plastic products and one such campaign was "Made in India" initiated by Prime Minister Narendra Modi, in 2017. However, this has not reduced the circulation of plastic in the country. But it is interesting to note that India, being the second most populated nation in the world, produces extremely low per capita consumption of plastics when compared to USA, Europe, and China.

That doesn't mean we have more time and plastic to waste. A few simple measures and a mindful

lifestyle can help achieve the objective. There must be an implementation and adaptation of sustainable measures in our homes and let others know its importance and how simple it is. Bio-degradable plastic is an invention that must be exploited now and it is easily available on the international market and online. Use of reusable and recycled products must be encouraged and even though it is said everywhere, but not heard enough, always carry your own cloth or jute bag for grocery shopping. At Garden City University, protection of environment is one of the key aspects of campus life. The college dining hall promotes no wastage of food, and the students and teachers are sensitised to save water.. The rain water harvesting system in the campus captured 5 lakh litres of water in the monsoons and further prevention of water wastage is taken care by water treatment plant for gardening where treated water is used. When it comes to having healthier air quality, the university started to plant saplings in 2007 and has planted one crore saplings across

Bangalore. Garden City University received the ISO 2014 certification for "Environmentally Friendly Campus" in for its ideas and efforts in saving the environment and encouragement for keeping the city clean, green and pollution free. GCU has set high standards for environmental protection. This makes us wonder...We individually or on any scale must realize how we are responsible for the environment. Whom does the onus lie with? it in the government, the civil society, or with us as individuals!

Swati Roy (MJMC)



NSS-NATIONAL SOCIAL SERVICE SCHEME

NSS comes under the 'Ministry of Youth Affairs and Sports', it also comes under MHRD (Human Resource Development) which was created on September 26, 1985. It is an Indian Government-Sponsored public service. The main aim of NSS is to develop 'student's personality by serving people and society without bias. It also inculcates a feeling of social welfare in students. It is a voluntary association of young people in every college, universities and school level. NSS Volunteers work to ensure that everyone who is needy gets help to enhance their standard of living and lead to a 'life of dignity'.

'Dignity of Labor' means every person deserves equal dignity and respect, no job should be considered superior or inferior. Every person has the right to choose their profession of their choice and



should not be discriminated on the basis of their occupation.

NSS trains people in many colleges across the country. The funding is given by the government for the NSS camps. The volunteers stay in the villages for some days and render services to the village. The volunteers do services like cleaning, creating awareness about hygienic conditions, and awareness about

literacy. They also showcase street shows and dramas to entertain and educate the people.

'Garden City University imparts NSS training since past 12 years. Prof. Shivamurthaiah is the in charge of this program, taking care of all the activities which happen in NSS. He quoted in an interview to Elan student reporter that 'There are 400 plus students who are NSS Volunteers. The main interest areas of GCU NSS are: emphasis on Education, Digital Education, Nutrition Enrichment Program, VISAKA, Health camps, and Psychological plays'. NSS is not a Social Service; it is a feeling of the responsibility that has to be incorporated in the students because they are the strength, this is our country we should feel responsible'.



The life of an MJMC Student at Garden City University

The life of an MJM student is hectic with academics and the calendar packed with events to cover and report on. The students are exposed to the typical life of a journalist where in they learn about different branches and departments of the media industry and receive insights into how the industry functions.

We are taught to develop an analytical temperament and have started to focus and be critical about what we see on television and read in the newspaper or social media. The introduction of film screening and analysis to the curriculum is the most fun way to exercise the skill. Many students are looking forward to that.

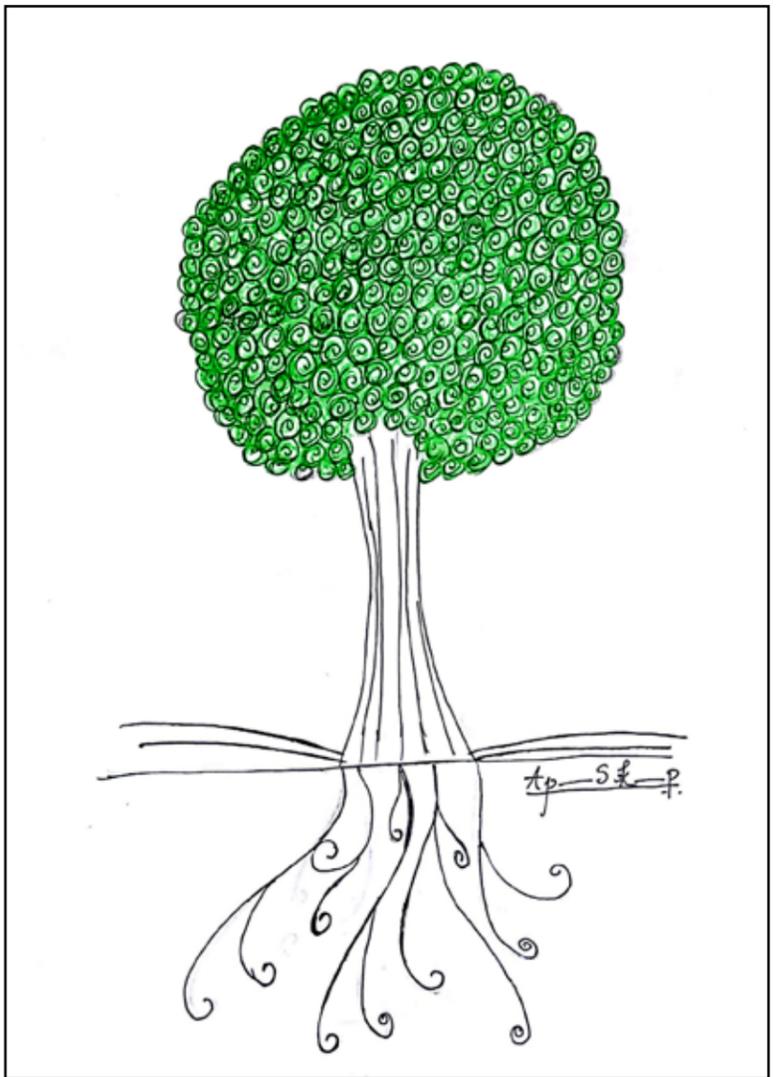
The classes are planned to have a practical element after the grounding is based in theory.

The teachers are ready to mentor and solve doubts even after the class hours. Many guest lecturers come from an 'industry' background and provide the students with lots of anecdotes and insights into the working of the media industry.

Swati Roy (MJMC)



DOODLE CORNER



MBA Students Placements

Garden City University is happy to announce that this year also placements are a roaring success in the university in various fields. The university has been providing Proficient Recruitment Consultancy in all professional fields. Be it Media, Fashion design, Hospitality, Information technology, Commerce and Management or Banking. The placement cell prepares every student to succeed in the industry and their respective work place with skills training such as:-

- Personality development
- Communication skills
- Leadership and team work
- Updated knowledge in latest development in Science and Technology, Commerce and Management, Hospitality & Tourism, Media and Communication, etc.

The MBA students made the university proud. The students are regis-

tered with the placement cell and if they are desirous of getting placed, the placement cell strives to get employment to as many students as possible before they leave the university. Some of the students who got placed this year are:-



GURUPRASAD H VENKALAKUNTI

Master of Business Administration
Position: Marketing Associate

He got placed in LOTRUCKS which is an aggregator of trucks in Bangalore & Chennai. We provide trucks on demand to transport goods for customers just by placing an order online.



RASHMI CHOTIA

Master of Business Administration
Position: Intern

She got placed in YOUR STORY MEDIA which is India's biggest and definitive platform for startups and entrepreneurs related stories, resources, research reports and analysis of the startup.

YUSUF HAIDER
Master of Business Administration
Position: Marketing Executive
He got placed in OPPO which produces mobile electronic devices including smartphones, USB cables, car chargers, headsets.



The Placement Cell has been successful in bringing the best of organizations to the campus head hunting and is a matter of pride that GCC/GCU Alumni can be found working for the best corporates in the country and outside. The university also offers our students excellent opportunities in terms of placements. The Placement record at Garden City University is exemplary, making us amongst the best universities in India for job placements. Garden City University also offers deserving students scholarships. The Placement Cell has been successful in bringing the best of organizations to the campus head hunting and is a matter of pride that GCC/GCU Alumni can be found working for the best corporates in the country and outside

"Without leaps of imagination or dreaming, we lose the excitement of possibilities. Dreaming, after all is a form of planning".

Gloria Steinem

Summer Internship Program for PG Media Students



As PG media students are about to complete their second semester, they are gearing up for internships in a field of their choice. It is always an advantage for graduates or post graduates to have experience in working with the industry and GCU understands that, thus motivates every student to sharpen their skills.

All the students are very excited for this program and are planning to start their internship right after the exams. Second semester examination will end by June 23rd and the students can start their internship after that. Students are

choosing diverse domains such as advertising, news gathering, reporting, designing and layout in various media houses and advertising agencies, across Bangalore, Mumbai, Lucknow, Delhi and Chennai. Students are taking this program seriously as they realise that this is a stepping stone towards a brighter future.

Students of MEM and MJM are good at content writing, photography, editing, media management etc and are going to make the best of this opportunity.

Garden City University Entrance Test

For Admission To MBA In Association With IIMBX

Garden City University is happy to announce that they have collaborated with the IIMBX programme. The university conducted the first round of GET exam on 27th May 2018 only for MBA students.

GCU has signed an MOU with IIM Bangalore to launch the IIMBX b school partnership programme. The one year certificate programme is on "Designing organizations for competitive edge". This initiative is headed by Mr. Sarit Kumar visiting professor of IIBM Bangalore and also the DEAN of academic at the Garden

City University. The partnership programme will enhance the personality, thinking and skill sets of MBA candidates with the flavor of IIM curriculum, leading to increase in the placements opportunities. The programme plans to reach out two students at under graduate and post graduate levels who seek opportunities to gain foundational business and management skills while earning their post graduate degree.

Students are being tested to check their eligibility for this programme. Hence GCU conducted GET

2018. The GET exam had three components. First, the students had to write an online written exam which included general knowledge, logical reasoning, communicative English. The written exam had 100 questions which the students had to solve in 30 minutes.

After the completion of the written exam the students went through a group discussion. Through group discussion the university will get to know how good the participants are in general knowledge. These are the basic objectives of GET 2018.

IIMBX

GARDEN CITY UNIVERSITY
EMPHASIS ON LIFE

GET 2018

GARDEN CITY UNIVERSITY ENTRANCE TEST

For Admission to MBA in association with IIMBX

REGISTER NOW

EXAM DATE
JUNE 17
2018

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UPCOMING EVENTS

Feliz viaje a Espana An Indo-Spain Knowledge Partnership Program

Garden City University has partnered with Universidad Camilo Jose Cela UCJC, as UCJC also shares the motto 'Live university life to the fullest and be prepared for the real world,' just like GCU. A knowledge exchange program will take place from 5th June to 15th June 2018, when the students of GCU are visiting the UCJC campus. Dr Thomson, who will be visiting UCJC with the GCU students has told Elan that 'The idea of this programme is to enable students to have a learning experience with defined learning outcomes at every stage of the programme. I urge the students to look out for hundreds of intrinsic and extrinsic learning experiences that naturally come along with a travel, and how well they can use this learning to their advantage'.

Prof. Ishrat Wahab who heads the Department of Tourism and is also accompanying the students to UCJC quoted that 'The Indo Spain knowledge partnership program is a wonderful opportunity to students and the members of faculty to be a part of an international exchange program, where in the students are given a chance to study in one of the most beautiful and historic cities in the world.'



 **Universidad
Camilo José Cela**

International Knowledge Transfer “Conclave”

Garden City University is conducting a conference on International Knowledge Transfer “CONCLAVE” on 18th of June 2018 in GCU Campus.

More than 200 abstracts have been received till date. The registrations for the conference have also started.

The underlying principle of Knowledge Transfer is VUCA. The industry and academia must bridge the knowledge gap by fleshing out what se-ems to be 'Volatile, Uncertain, Complex and Ambiguous' (VUCA)

This is primarily an industry- academia interaction that helps to bridge the gap between what the industry looks at in an employee and hoe better can students be prepared for it. This will indeed be an eye opener for students as there will be many a industry and academic achievers visiting the campus from different walks of life. Students have been encouraged to present their research paper based on what they have learned in the college.

DRONE VIEW OF THE CONFERENCE

Knowledge Transfer is a term generally used for all sorts of efforts and actions to support mutually beneficial and long-lasting relationships between Corporate and Academia.

In today's world, where we find a lot of complexities and uncertainties, it is all the more essential that the knowledge providers and the knowledge users must work in close tandem. The challenging situation is dealt with the new age managerial acronym - VUCA, short for Volatility, Uncertainty, Complexity and Ambiguity. Certainly the word has high relevance with the prevalent situations where every organization is struggling to devise out new ways of tackling VUCA.



Tim Minshall



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