



## ERROR 404 : Attendance Not Found

By Simrat Pal & Soumya Bisht

It was that time of the semester again. Sweaty palms and furrowed brows greeted the news of the release of the detention list. But this time round, something was amiss. The list that would usually be the cause of the misery of fifty odd students, saw above four hundred students caught up in a storm of paperwork and visits to the Administration block.

One thing was clear, crystal even—the furore that swept the student mass was not of a die-within-a-day kind.

The first bombshell in the series was dropped on 9<sup>th</sup> May, as the Admin released the first detention list. As per the Administration, only those students having attendance less than 50% featured in this list. But unfortunately, there were countless errors both at the faculty's end and at the Admin's. Subsequently, a revised list was put up with the same detaining criteria and in the third list, the bar was lowered to 45%. A fourth list, too, was released after the first exam which no one took any notice of. Almost all the lists had major blunders, the kinds of which are unacceptable when it comes to the future of almost 4000 students.



“The feeling of ‘having prepared for something with all one's might, only to have it been taken away’ haunted many throughout the days before the exams.

-Yash Kumar  
Batch of 2017, MPAAE

The Alliance, in its investigation of the debacle that was this semester's detention lists, unearthed some very serious flaws on the faculty's part, on the Administration's part and perhaps, even on the part of the student community.

### The Admin's Fault

With the lists being issued at a very crucial time i.e. a week before exams, the scenario would perhaps have been better if the Admin would have been more efficient and considerate to the students who approached them. By the second day itself, it was evident that many names on the board were only there due to basic calculative errors. These students could have their names cleared from the lists in a jiffy. However, as many tell us, in order to just view the records, the students were made to stand in a highly mismanaged queue, to gain approval from the Dean. The Administration, infamous for their haughty temper and equally-biting taunts, definitely had a field day disregarding the students' demands, despite knowing that they themselves were at fault.

### The Faculty's Fault

With the issuance of the detention list, the faculty seem to become a messiah that none can bear to disregard. Step two, after all, requires the students to convince them to increase the attendance by a day or two. Some teachers comply whereas, there are many who don't. The general student population is well aware of the above two kinds. But in a rather hilarious fashion, a third group of teachers were introduced to us oblivious students - the ones who simply forget to submit an entire month's attendance! Such was the case with ICE-2, Second Semester. As three-quarters of the class appeared on the detention board, the respective teacher revealed how the department to which he had submitted the list had forgotten to forward the month of January's attendance to the Admin. The matter was solved swiftly by the Admin, but not before giving the students a harrowing time during the already-stressful exam days.

“Despite of having attendance greater than 75% in Physics-II and having been repeatedly assured of the same by the subject teachers, my name was removed only in the third detention list

-Shubhankar Singh  
Batch of 2019, ECE

### The Student's fault

There are always two sides to a story. And as students sat at the Admin block venting out their anger at ‘the system’ with no one to offer a reply to their queries, we feel like we should definitely give it a try! With only an Office Order (Sub : Attendance Norm for Mid Semester/ End Semester) as their only means of defense, the protest was nothing but (in our humble opinion) a farce. Emphasis was laid on points such as ‘Parent-Teacher Meetings for students with attendance below 50%’ and ‘Monthly notifications regarding attendance’ which made it clear to all that this was a dying effort made by the students to rescue themselves from a mess which was becoming something more than what a *jugaad* could fix. With premier institutes demanding an 85% attendance record from their students, why are we, at NSIT, struggling for a mere 50%?

### The Practical Fiasco

The debacle reached an all new low with students being informed on the day of the practical exam that they have been detained. Practical examinations are mandatory for overall percentage calculation and can't be dropped during placement/internship, making things all the more troublesome for the students. Unlike theory exams, the bar was rigidly set at 50% and anyone below it was immediately sent back, without any prior notice.

Though in some cases, the practi-

cal examiner was ready for a re-test of those caught up in this fiasco, the Dean UGS was adamant about the decision.

As his examination block had been shifted on the day of his Computer Graphics examination, Anirudh approached the invigilator regarding the same when she exclaimed, “Beta, attendance list mein tumhare naam ke aage detained likha hai!”. He instantly went to the examination cell, who then directed his query to academic cell. The authorities curtly responded “Sorry, hum kuch nahi kar sakte ab”, the cliched dialogue of a doctor to a patient's family after a failed operation, the only difference being their indifference to his plight. By a stroke of luck, he found his subject teacher sitting in his cabin, who calculated his attendance there and then, which turned out to be exactly 75% and signed an undertaking, allowing him to write the exam. This catastrophe cost him over 40 minutes, for which he was given an extra time of 5 minutes towards the end.

“I'm still skeptical if my result would include my marks or the word ‘detention’ next to this subject”

-Anirudh  
Batch of 2017, MPAAE

### The Role of The Students' Affairs Council

“I believe that the recent detention fiasco, despite being very unfortunate, was an eye opener regarding how unfriendly the college administration can be, if they want to. Thus all students must try to be on the safer side and keep a bare minimum of 50% attendance, as things are believed to get more strict as time proceeds.

-Raghav Agarwal  
General Secretary, SAC

Time and again, SAC has addressed the grievances of students regarding the issues pertaining to college administration. For instance, we can now bring personal books to the library because of SAC's involvement. Since they have to deal with Admin, the work is slow and often goes uncredited.

The SAC had sent a letter to the director way before the first list was issued, because of which over 100 fourth year students were exempted from detention and due to their

incessant pleading, the criteria was lowered to 45% physical attendance for all the students.

“ The idea of a students' council is to represent the entire college. A 'hurrah' and a post to gather sympathy from all for 'fighting' for justice is meaningless.

-Tanmay Sharma  
Batch of 2018, ECE

The other side of the story exists wherein a mass agitation was organised not only against the Administration but also against SAC which, the students claimed, failed to mitigate the disaster. Students were infuriated by the absence of SAC members for support and felt that it was unsuccessful in bridging the gap between the students and the Administration and were taking undue credit for the 'successes' which weren't their doing. Some hold the opinion that the Admin would have exempted the

fourth year students from detention without the constant 'advocacy' of the SAC also.

Several students think that had there been more support from the council, the bar for practical examination too could have been lowered to 45%.

To add fuel to fire, the members of student's council from DTU came to NSIT to meet with our Director who happens to be their Vice Chancellor and settle the issue of those wrongfully detained in their college. The promptness with which DTU's SAC acted, lead to the resentment amongst the NSIT crowd grow manifold.

#### The Protest Which Followed

The outrage of students finally channelized in the form of protest organized on 12<sup>th</sup> May in front of the Admin block, wherein merely thirty students showed up.

Those badgering the SAC for not being present during the protest should be reminded of the fact that SAC didn't organize this escapade. Instead, they thought it was a doltish attempt. But like many, we'd

like to ask the SAC as to who they think should have represented the interests of those whose names featured on the lists despite having the requisite attendance?

Also, The protesters also highlighted how the Director signed a notice stating, "two parent teacher meetings to be conducted and an attendance summary of each month to be sent to students and parents latest by 15<sup>th</sup> of the next month". This plan is yet to see the light of the day.

However, even if the students felt it necessary for the college to personally describe to them the extent of their absence from the class, couldn't they have gone through the efforts of letting the Administration know about this almost-whimsical demand a little earlier? After all, the article is dated 12<sup>th</sup> December 2015!

Those participating in the protest tried approaching Jena Sir, Dean UGS. But in the absence of student's council members, he was unwilling to pay any heed to their appeal. The students finally cried out their predicaments to MPS Bhatia sir, their guardian angel. But in this

matter, even his hands were tied as the decisive power resided with Jena Sir who stood rigid. To our astonishment, even the Director took a passive stand on the issue.

#### Moral Of The Story

"With great power comes great responsibility"  
-Ben Parker

This statement stands true for both, the Administration and the students. The least the authorities can do is get their basic, fourth-grade math right and let the students know about the rules that should be followed at the beginning of the semester. The Admin could as well stop being the *pa-dos-waali* aunty and let their work do the 'taunting'. And to the students with below 50% attendance, the writers urge them to get up early in the morning and attend a few classes since it's a college and not a freshers' party that you can skip (it's ironical as the writers were themselves inches away from being detained). And with that, we'd like to rest our case.

### You Probably Haven't Heard About It, So Why Bother Institute

Dwarka ke ek kone main bada sa Jungle  
(DU ka part hai lekin)

#### Honest Detention List

1	696/MP/42	The kid who thought 'Moksha Sponsi' was big. Admin : Beta, Admin is bigger, ok ?
2	625/MP/42	The kid who chose PoR Admin : Society meets are nice. 50% attendance is nicer.
3	572/IC/42	The kid who chose sleep. Admin : Sleep, little sunshine. 'Career ho na ho'
4	18/EC/42	The kid who chose GoT over attendance. Admin : Jon Snow will be back! We know.
5	19/EC/42	The kid who chose Mafia at Nescii in winters. Admin : The only role you'll get in real life is Ramu kaka's.
..	...	...
..	...	...
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..	...	...
486	912/ME/42	The kid who has bad kismet. Admin : $23+34=42$ = Low Attendance.
487	824/IC/42	The kid in ICE 2, first year. Admin : Ab tera kya hoga, kaliya ?
489	201/CO/42	The kid who chose Cheese Maggi at Khokha. Admin : It's time to ask Khokha to get you a permanent job there.
490	249/CO/42	The kid who is happy because he doesn't have to write App Mech this sem. Admin : Medical Approved.

Time-Pass ke liye information to:

- Acche Teachers
- Khadoos Teachers
- Teachers who don't come to class & still detain students
- All notice boards

\*Sign\*  
(Tumhari keh ke lungu)





# Do we need so many *fests*?

By Deepika Naryani

## Introduction

It was that time of the year again. Giant hoardings, an exorbitant number of posters in the wilderness and also on the ground, and a flock of confused freshers pacing from one corner of the college to another in an attempt to catch it all, inherently sketch the college scenes. Oh, well! How can we forget the infinitum of notifications regarding the fest events on the Facebook groups? After all, we're talking about our colossal cultural and the tremendous technical festivals' time.

### >>Rewind By A Month>>

Giant hoardings, an exorbitant number of posters in the wilderness (and also on the ground), and a flock of confused freshers pacing from one corner of the college to another in an attempt to catch it all, inherently sketches the college scenes. Oh, well! How can we forget the infinitum of notifications regarding the events on the Facebook groups?

### Déjà vu?

As soon as an even semester commences, a festive extravaganza sets in, with every society having its own cherry to put on the top of the festive cake, resulting in a delectable but chaotic festive season!

Now, the question rests, do we really need so many fests?

## Through rose-colored glasses

On a personal level, a student gets to improvise on his or her organizational as well as managerial skills, alleviating the flaws. There are times when you have to make up for the cancellation of a very promising performance or event and deal with the aftermath of slander and criticism, there are times when you have to spend your entire day calling a surfeit of companies and asking for huge sponsorships, or little sponsorships, or just any sponsorship, and then, there are times when



you have to skip meals and stay in college for the entire night, working on some overriding arrangements and deal with every other formidable situation, and all this does nothing but makes you a finer person. All these times get added to your sweet-memories bucket as well as that salient bucket of experiences, which actually matters in the long run.

Having this plethora of fests every year does look like a win-win situation, right?

Of course, each fest transcends into a new domain by the different societies and provides a greater rejuvenation time for all the NSITians. But is it really worth the pain in the ass? Let's try to find out.

## Through the veridical glass

Students participating from colleges all over tend to enhance the popularity of the college and

hence the brand. We all have been bombarded with questions like, "NSIT? Ye IP mein hain kya?", or even worse, "Dilli me hi hai kya?", at least once. So, our public relations reach a new height through radio channels, newspapers, blogs and other social media at the time of fests. Getting national and international stars to perform in this secluded corner of Dwarka, marks our very existence on the map.

All the colleges from Delhi University have their own share of fests pertaining to different societies as well as departments. In fact, Innova, a part of DTU's tech fest, is solely organized by Mechanical Engineering societies. Such instances do press on the paramount need for having such varied fests in our college too.

Let's ponder a bit more. Each fest might really engage the students in a lot of events, but we all know most of them are repetitive. I'm talking about the likes of case

studies and treasure hunts. This repetition might lead to discrepancies and confusions as they take place almost consecutively. Such less student participation because of similarity in the events is obviously an undeniable disadvantage and poses obstacles in the way of these societies getting funds from the college.

Amidst all this, the newly set up Students Affairs Council, is working really hard to resolve these issues. It acts as a mediator between the society representatives and the administration of the college.

## The Supposition

1. The quantum of fests has increased over the years, but their quality, constitution, and partakings haven't.

2. Since the participation gets distributed, Innovision, our annual techno-managerial fest itself draws minimal participation, let alone the newer fests.

3. Sometimes, a fest represents more of the society which is organizing it and less of the college.

4. There exists a minuscule number of fests which transcend into different realms and do justice to the funds and participation they assemble by out vying the rest.

When there are multifarious fests catering to the same audience but embodying redundant events, choosing quality over quantity by subsuming the different events into a single fest, sounds like an adept option which might also just save the time for the numerous students working their asses off throughout the semester providing for de trop services.

Just like Leo Tolstoy-the great Russian pointed out:

**"What is important in knowledge is not quantity, but quality. It is important to know what knowledge is significant, what is less so, and what is trivial."**

## Have we *overfested* ourselves?

The general DU trend is to have separate fests for everything. Commerce fest, economics fest, mathematics fest and what not. The line of separation between so many fests is obviously very arbitrary. There is a lot of repetition in such fests. Our own college has conducted 4 case studies within a month-and-a-half this year. In this sense, even I feel that having so many fests is a waste of resources and clubbing them together into one mega techno-managerial-literary fest would ensure better results. This is what would be 'theoretically' correct. In practice however, having separate events in the form of small fests, keep the campus lively and give multiple teams a chance to showcase and hone their skills. The core idea behind each fest is unique and merging it with something that isn't on the same lines will be injustice to it. From the attendees' point of view, a tailor-made fest that caters to a particular portion of the audience, is much more beneficial than an umbrella fest with undefined boundaries in all directions. Thus, having E-Summit for entrepreneurship enthusiasts, Consilium for finance and economics enthusiasts, Spic Macay for music and arts enthusiasts, Sports Fest for athletes and Colloquium for debating enthusiasts makes sense. The spread of events, however, must be monitored and they must not be scheduled too close to each other.

Amitosh Mittal  
ICE Batch of 2017

In my opinion, we have way too many fests in our college. As a result, the funds available for each of them individually, are very less. Thus, instead of having a separate annual fest for each society or domain, we can combine many of them under a single umbrella!

Raghav Agarwal  
Batch of 2018



*In our college, I would agree that there is some redundancy in the fests due to similar societies like FES, Enactus, E-Cell and MCC. Not just the fests, but even these societies face a lot of funds-related problems due to the redundancy factor. In my opinion, along with Resonanz, Innovision and Moksha, some fests/events should surely be held, like Ted-X and Colloquium, which do a great job for all the debaters. FES is working hard to take lead in the managerial/business-related events. This gives an opportunity to everyone in college to work in various domains and find their interests, which I think is very important. So, in my opinion, Consilium, Colloquium and Ted-X are totally different experiences, as they target a niche crowd of people who are actually passionate about the related field and these events perfectly compliment the mainstream fests and are very much required if the students want to enjoy their college tenure and spend quality time on things other than academics.*

**Shubham Midha**  
Batch of 2017

*I've worked in three college fests ie. The Resonance, Innovision and Moksha. But the one thing that is common in all the three fests is the aspect of team work. I feel very lucky for having a bigger number of fests in my college (I took part in three and it was basically, triple fun), with each fest having a different theme. Each fest gave everyone an opportunity to learn team work as well as, enhance their communication and organising skills. So in a nutshell, there is no harm in having three or more fests in the college as they always leave you with more memories to remember.*

**Shubham Sharma**  
Batch of 2017

## D.A.S.A

### By Prithish Chatterjee

Direct Admission Of Students Abroad

#### Introduction

Among the many changes that were witnessed in the academic year of 2015-16, one of the biggest was NSIT joining the ranks of colleges which admits foreign-residing students through DASA. Given its immense scope, further knowledge of it is of paramount importance. Therefore, we bring to you an in-depth study of all the things that have affected the scheme and have been affected by it.

#### What is DASA?



The DASA or **Direct Admission of Students Abroad** scheme is an initiative taken up by the Ministry of Human Resource Development since 2001-02. The scheme was initiated by the ministry to encourage admissions of Foreign Nationals/ Persons of Indian Origin/ Non-Resident Indians into undergraduate programs in Centrally Funded Institutions (CFIs) across India. Till date, students from approximately 30 countries have benefitted from this scheme.

#### Academic Eligibility

The students willing to admit themselves in various CFIs have to pass certain eligibility criteria, them being:

- Candidates must have passed the qualifying examination, i.e. Senior Secondary [10+2] or its equivalent from any system of education as recognized by the Association of Indian Universities, with Physics and Mathematics as compulsory subjects and any one of these (Chemistry, Bio-technology, Computer Science, Biology) as optional subjects.
- Must have secured a minimum of 60% aggregate marks or 6.75 CGPA on a 10 point scale or its equivalent in all the subjects required.
- Candidates should have

a minimum total score of 1440 in SAT Subject Tests (subjects: Maths level II, Physics and Chemistry).

With equal opportunity/benefits for both the parties, DASA can be equated to a FDI in the education sector. The scheme provides a monetary recompense to the government as well as allows students to be admitted in some of the best colleges in the country.

The scheme puts out Indian colleges as a viable choice to an International student looking for admissions all over the globe i.e. Indian colleges are treated at par with foreign universities like HKU, NTU, NUS, etc. from the perspective of the student. In retrospect, this seems like a trivial thing, an Indian (NRI) student applying for admission to an Indian college, but things fare differently for them. The tuition fee for DASA students is only slightly lesser than other foreign universities.

This puts in mind a trade-off between the quality of educational infrastructure and the cost of education. Not only this, but these students experience a culture shock (both traditional and infrastructural) in terms of the amenities they are offered here.

The general opinion fares that admissions through DASA are exponentially easier when compared to JEE. Taking an account of things quantitatively, students must score at threshold of 2110 in the SATs to secure a seat in the NSIT ECE department. This score jumps to a whopping 2310 for the NSIT COE department. Unlike indigenous admission patterns, the thresh-

old scores do not witness a fall till the very last rounds of counseling. Looking at these statistics, it is quite apparent that admissions through DASA are not a cakewalk, but unfortunately detractors have found ways to call it exactly that. Apart from the deservedness of the seats offered, the eligibility criterion for these seats is also ambiguous. In recent news, a petition was filed to the HRD ministry regarding the same. The case was of a student studying in Mumbai, whose parents were employed in the gulf. Apparently, according to the AICTE in 2004, 15% quota in all institutes approved by it for foreign nationals/persons of Indian origin/children of Indian workers in Gulf countries out of which one-third was carved out for the last category where the children are studying also in India.

However, under this scheme, eligibility is only for children of Indian workers in the Gulf who are studying abroad.

Being the first DASA batch at NSIT was an insane roller coaster ride for all of us, frankly. I think we have learnt a lot during the process of "fitting in". The college has been incredibly supportive to us with many of our friendships having been established by the simple conversation starter, "So, which exams did you have in Qatar (or whichever country)?" or, "What does 'habibi' mean?"

**Soumya Bisht**

The scheme has proven to be a step in the right direction by the

government as many students living abroad have made their way towards various colleges in India. Sure, the scheme has faced a lot of flak especially raising questions about the deservedness of the incoming students but the ceiling high SAT scores required have made the eligibility a level-playing field, and assured students of admissions into the premier institutes of the country. The culture shock that comes from moving to another country after a long time is gigantic but the hospitality of the indigenous students is what determines the psyche of the incoming students, and therefore the future of the scheme. With the general atmosphere being that of a positive camaraderie, this makes sure that the scheme is given a fair amount of time to proliferate and benefit more students in the future.

Being a part of the first DASA batch of NSIT has been quite a whirlwind journey so far. From explaining the very meaning of DASA to adapting to the upfront and brutally honest DU Hindi, the experiences have been ones to remember. Being the only foreign citizen DASA student, I completed my schooling in India, but wasn't eligible for the JEE because of citizenship. From the start, we've always had way too many misconceptions to clear, like not all DASA students are NRIs and not all of them come straight out the Middle East. Also the whole idea that DASA students are dumb, and that the SAT's are a piece of cake. A lot of people assume that DASA is just another management/reservation category, whereas we have proper admission criteria based on marks, and how our scores compare to the rest of the applicants, that potentially in our case, are from around the world. It's been crazy fun getting used to the Delhi way of life, the people, the slang of course, and last but not the least, the mouthwatering food the city has to offer. Can't wait to be DASA sophomores!

**Tanvi Sharma**  
Batch of 2019



# Getting The Word Out: SEO & Growth Hacking

By Perez Yeptho

A startup is built on an idea, and it grows by marketing. We, at The Alliance, have asked ourselves, "What does it take to build a successful company?" and prima facie, the answer is to have a product that people will want to use as opposed to any competitors. But, is that all? Of what use is an excellent product when potential customers don't know of it and even more so, of what use is it if people just choose to ignore it? That's where concepts like Search Engine Optimization and Growth Hacking come in.

## Search Engine Optimisation

Any self-respecting company, even a start up, will inadvertently have to go digital in order to reach its true potential and with products turning into online services themselves, a strong and dominating presence online is absolutely crucial. Search engines are by far the most popular method of accessing the vastness of the cyberspace, hence developers need to make sure that their websites are the ones that end up at the top of all search results and SEO is the practice that achieves this necessity.

SEO, in the most basic terms, is an attempt to make your site seem, and preferably become, the most relevant source of information on whatever topic your venture chooses to touch as seen by the search engines (Google, Bing etc) as well as people themselves.

In order to understand SEO, we must first understand the basics on Web Crawling, which is the process by which Google and other search engines categorize all content on the internet.

### How do these search engines work?

While Web Crawling, a web crawler bot will constantly categorize pages by following them link by link, that is, it'll start off on a small set of links and eventually expand by incorporating the links it encounters on those pages. It keeps adding key data such as tags, titles and hyperlinks to an index which is later accessed by users through search engines.



There are discernible techniques available to make the most of your website and these are the few basics to improve your performance online:

- Make sure that the site has relevant HTML tags and titles to make it seem more pertinent in search engine algorithms as well as adding concise and sensible description in the form of 'Name Metas' to have an elucidation matching the needs of a search result.
- Creating effective, simple and understandable URLs is a good practice for your site to be more seamless.
- Easing the process of navigation through your site makes huge sense, since it makes it easier for users and search engines to comb through the data available. In general, more pages with less information and with a decent quantity of hyperlinks would do just fine. Adding a homepage is an excellent idea itself.
- Notifying Google and other search engines of the existence of a mobile version of a web-page will increase its search engine index.
- Overusing keywords, unfortunately, is not a feasible solution since it just makes your page seem phony. Similarly, any purchased links will be

ignored by the search engines.

- Implementing useful and preferably interactive 404 Error pages will make your site seem even more streamlined.
- A "robots.txt" file indicates, which pages should be visible and categorized by search engines, hence with correct implementation you can reduce redundancy in the crawled content.
- Using text links makes it easier for web crawlers to access pages and hence should be used as much as possible, as opposed to flash and other forms of linking up your website.

In general, creative, useful and user-friendly content is the one that gets shared and linked the most on the internet. There are indeed dozens of ways you can implement SEO on your website and we would recommend the following links:

- Google's own guide to giving your site a better ranking on their page.
- For all the latest news concerning SEO and for in depth explanations of individual techniques.
- A simple introduction to SEO with examples and descriptions.

### Growth Hacking

We all have heard of the impor-

tance of marketing in any entrepreneurship venture, and have been awed by the creative measures taken by a company to grow and foster. A new term, Growth Hacking, has taken the world over, and seems to stay.

Growth hacking can be understood as a process in which a company can very quickly expand its user base and achieve scalable growth early on for very little financial investment. A growth hacker is normally an individual with balanced coding, technical and marketing skills. The biggest hurdle for any start-up is the initial period when the primary goal is to have a constant and scalable growth in order to bring stability to the newly-formed enterprise.

### Basics of Growth Hacking - Understanding the market

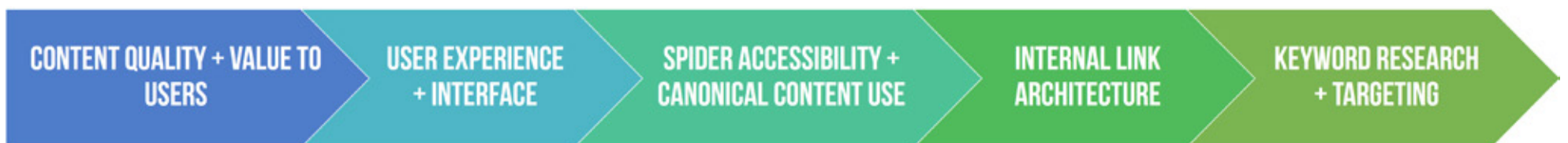
It doesn't make sense, to try and sell your product to the wrong market, so why advertise it to everyone? When you understand your product, your customers and the channels of interaction that you have with them, you're all set to take the first steps to get them on board with your enterprise! The first step towards growth hacking is identifying and targeting your market.

Most start-ups need to simply survive at the beginning and establish their position in the industry. This requires unconventional techniques to grow a user base from scratch and to 'hack' their way into popularity, and this is where growth hacks come into play.

### Understanding the meaning of growth

Imagine a company A, which adds a thousand customers in the first month, and another thousand in all the subsequent months. They seem to be increasing their user-base, however, the growth is stagnant. Growth hacking attempts to add more users by pushing advertisement or adding new services. Hence, if they added a thousand users in the first month, they will need to add more, say twelve-hundred, in the next month in order to call it a growth.

## ORDER OF OPERATIONS TO MAKE A SITE SEO-FRIENDLY



### Examples of Growth Hacks

Sometimes, the most popular channels (Social media such as Facebook and Twitter) are also the most crowded, making your attempts diluted at best and ignored at worst. Creating new channels makes complete sense, if you know your product does not need to be advertised to everyone, even if it needs you to invest slightly more!

Companies such as One Plus, limited the number of customers who had access to their devices by having an invite-only system in place,

which increased the value of the product in the eyes of the customers. Similarly, Facebook began its service in Ivy League schools, such as Harvard, in order to lure the non-Ivy League students who began to feel that Facebook must have been a superior platform and hence they switched over to join their Ivy League friends.

Popular online note taking service, Evernote (34 million users), recently announced its integration with online data storage service Google Drive (200+ million users),

which allows user to use the files already uploaded on one service to be meaningfully shared with the other, hence augmenting each other's functionality and user base.

Growth hacking, in its simplest form, is creative and innovative marketing driven by technological solutions. Growth hackers are often called 'mind-sets of data, creativity and curiosity' and in the modern world of unconventional goods and services, they will remain a key player in ensuring the establishment of companies as

well as their emergence as leaders in the market.

A very high quality introduction to the concepts used by growth hackers.

A network for all professional growth hackers to share their stories.

Additionally, we highly recommend reading or listening to Neil Patel, founder of Kissmetrics, an exceptional growth hacker.





# Professor's Profile: Dr. Sonika Bhatnagar

By Swati Hans



Dr. Sonika Bhatnagar is an Associate Professor with the Biotechnology Division, NSIT. She has a doctorate in Biophysics from AIIMS and an M.Sc. degree in Biophysics from JNU. She became a member of the faculty in 2002, and was one of the founding professors associated with this division. Apart from academia, she has also been the warden of Girls Hostel-1 since 2014.

We explore her views about academics, students and all the interweaving elements in the middle.

**Q1. You have been working in the Biotechnology Division ever since its inception. Are you happy with the progress that this division has charted for itself?**

Firstly, I was not the only one responsible for the curriculum. There were a large number of people involved, as is true for any university. The quality of students is getting better every year. There are a select few who take up specializations in Biotechnology and are doing a great job (much to our heart's content), while there are others who have diversified their fields to management and software development and are breaking ground there.

**Q2. Any particular memories/students which have made you proud?**

Our students from the first batch were phenomenal. They were extremely committed. I remember two students in particular: Shubhi Mishra and Ravi Pathak. Shubhi now specializes in Biotech-related law while Ravi is a manager at PnG, Hong Kong. When students come to work in your lab, they work with you on a one-to-one basis, and that's when one truly understands the intricacies of the student's mind. They understand what goes on inside real-time research. This is very interesting to watch unfold as compared to classroom teaching.

**Q3. You have been working as the Mentor and Project Guide to the students of the University of Maryland. How are they different from NSIT?**

I was amazed by their skills in Bioinformatics. They have more exposure to current-day tools like setting up virtual machines and cloud computing. I was very impressed by their hands-on approach, but their core curriculum is not as heavy as ours is. Our students are required to know much more, and to be much more informed.

**Q4. Would you think that a heavy core curriculum is a good thing?**

Strictly speaking, yes, it is a good thing. No one can deny that we have knowledge of the subject. With the vast expanse of knowledge being taught to the student, one has to stop and question whether the student is being over-burdened by the load. It's a very judicious decision to take.

**Q5. But aren't you one of the people who suggested the curriculum in the first place?**

We have to suggest a curriculum to be competitive. Our students have to be able to compete with M.Sc. Biotech students. So, they have to at least be at par as well as have an edge in technology. Therefore, they have to do it.

**Q6. What are the projects that you are currently engaged in with the students of NSIT?**

The main focus of my lab is Cardio-Vascular disease, and we look

at the molecular aspects of the progression of the disease. The basic phenomenon regarding the disease is well-known and documented. However, its spread to other organs and its prognosis is not very well understood. At every juncture, we take a disease and find out its' downstream effects, and how exactly it stems to this point. The main focus of the lab is to study the structural aspects of the molecules which cause these problems and their interactions with each other.

**Q7. What are the things that you look for in a student when selecting them for research under you?**

Motivation is my sole criterion; knowledge, upwards from a basic threshold can be taught. However, a lack of motivation cannot be compensated for.

**Q8. Can people from other divisions take up Biotechnology projects under you? How will they benefit from the same?**

One of my earliest students is from the MPAE division. I have worked with students from COE, IT and ECE divisions. I have worked in collaboration with Harish Parthasarathy in many projects. We used signal processing to study biological signals. I think our boundaries, related to branches, are more or less artificial.

**Q9. You have been awarded the 'Innocentive solver' award for identifying the top five thera-**

**peutic targets for treatment of obesity. How was the entire experience?**

I did not expect this to happen. The institute was very supportive. I did the work, but for the institute to accept it and the department to take it to the point of fruition was phenomenal. We transferred the copyright to another company. That was very progressive of us.

**Q10. Any special message for the students of NSIT?**

Very often, coming to college, people get distracted. While extra-curriculars here are very good, the time in the college is limited and you should also use to really make a good profile for yourself, for when you have to face the world.

**Q11. Your other role in the campus is as the warden of Girls Hostel-1. Any comments on the same?**

Being a warden is mostly about facilitating things between students, and to make sure that things go smoothly. The institute takes a very dim view of students being indisciplined. Subsequently, we have to take strict actions sometimes.

**Q12. The extension of the curfew timings for the Girls Hostel is a key issue. Do you think an extension is possible in the near future?**

I think 8:30 is very early for closing up the gates of the hostel. I, myself have proposed an extension, but the outcome of our discussion with the proctorial board is that once the campus security is improved (with the installation of security cameras), only then can we rethink the treatment of the girls' hostel students. We need to make our societies safer for women rather than locking them up. The director too, is very supportive of this cause.

## Wanderers of NSIT: Teen Pathar Production

By Vandana Miglani

When they started out, the founders were oblivious to the fact that just individual entries to a short movie-making competition at Mood Indigo, organized by IIT Bombay, in 2013 would give birth to something larger - their own Youtube channel, Teen Pathar Productions, with thousands of subscribers and media coverage by Hindustan Times and The Telegraph. The Alliance interviewed Sarthak Malhotra from TPP, for an insight into his experience with his team.

**Q1) What is the story behind the name 'Teen Pathar' Productions?**

The name of the channel didn't seem very important at the time of the inception. We just wanted to upload a video. We were initially going to name it *ChaiChappal*, because someone thought it was random and funny. Thankfully, everyone didn't agree to it. Since all the team members were from NSIT, we decided to name our channel

after a famous chilling spot in our college - *'Teen Pathar'*.

**Q2) How did this entertainment channel come into being?**

It all started with Siddharth Rajpal wanting to make a sketch on 'Why LSR girls should date NSITians'. He convinced Mudhit to edit it and approached Rajat Singh, Priyank Khattar and myself to act in the

video, since we were associated with Ashwamedh. We uploaded it on Youtube on 19<sup>th</sup> April 2014. Within 24 hours of its upload, it went viral in the DU circuit, not exactly for the right reasons though. The publicity got us excited about making more videos. Most of the people involved in the first video stuck together and started exploring a great deal, under the

name 'Teen Pathar Productions'.

**Q3) Unlike other channels, which produce humorous videos, TPP also produces some thought-provoking short films. What is the inspiration behind these?**

Creative satisfaction is the only driving force behind all our videos. We work on ideas which satisfy us creatively, and interest our audiences at the same time. We are not a bunch of comedians, who have to maintain a level of humor in our videos. With no such barriers, there is so much to create and explore.

**Q4) The cast for the videos is constantly changing. Only a few actors are constant. Tell us something about the casting process.**

One of the perks of being a production house is that actors are always in abundance. Although our core team remained the same throughout, we always chose actors who





were best suited for the role.

**Q5) What are the members of TPP currently up to?**

The members of the team who have graduated from college are working in diverse fields. Siddharth Rajpal is a software developer at Amazon, Mudhit Khannawalia works as a UI/UX Developer at Ixigo, Sarthak Malhotra is a consultant at Fractal Analytics, Suyash Chaturvedi is an analyst at PwC, Rajat Singh is an analyst at AutoNinja, Rubal Singh works as Digital

Media Marketer at Abp Network and Sushmita Gupta is an analyst at JPMC.

Many members of our team are still in college and keep working on videos from time to time. Our latest project is titled 'Rangmanch'. It is a 30 minute film on Method Acting.

**Q6) Any fond memories on the sets of TPP that you would like to share with us?**

Initially, we used to rent the equipment on a day-to-day basis. So, to

save money, we shot 15-18 hours a day. There were some days when our cheeks would hurt because of laughing too much. Some of the consistent funny moments were when actors would forget their dialogues, Mudhit would constantly nag Suyash to use a tripod, Priyank and I would change the script at the last moment, Siddharth would find 'logical issues' with the improvisations and the whole process continued, shoot after shoot.

**Q7) The founding team entered a**

**competition, won it, and decided to pursue their passion further. What advice would you like to give to fellow NSITians, leading from your own example, who wish to wander off the oft trodden path?**

It's never too late to start from scratch. NSITians are immensely talented. Just find a way to extract that talent out of yourselves. You have no idea how many people will show up, to help you and learn with you.

*NSIT jaise college aaye ho kyunki smartly kaam karna aata hai tumko. Toh karo na smartly kaam, sirf padhai kyun kar rahe ho?*

## Forays in a Foreign Land - HNMUN '16

By Perez Yeptho

"Delegate, you now have the floor." I stood up to give the last speech of the last session of the conference in Boston, effectively concluding the preparations that had been going on for months. It took a long moment and a heavy breath before words came out of my mouth. I was treasuring every syllable spoken in those words. Taken out of context, I could have been giving that last speech in any MUN in Delhi and it would have been a completely unremarkable event, but here it felt like an end to a journey that seemed to have spanned a lifetime but at the same time, had actually ended in the blink of an eye.

### Harvard National Model United Nations

An event that becomes the highlight of the calendar for the students of NSIT every year, was held once again in Boston, USA in the month of February this year. Words such as hectic, traumatic, exciting, difficult, confusing, frustrating and awe-inspiring come to mind while describing it. However, above everything else, HNMUN as an experience is definitely 'life changing'.

It all began in the month of January for us, when our official training had ended and we had begun preparing for the conferences in Delhi to practice for HNMUN. The training up to that point had included learning not only foreign policy and practicing debate, but also discussing mannerisms and tricks that would be necessary to stand any chance of winning an award in Boston. The seniors, many of whom were graduates, had come several times to prepare us for the conference. We couldn't help but be impressed by every single one of them, with each bringing their own expertise to the preparations. In January, we participated, rather nervously, for our first actual MUN, AMIMUN, and to our absolute delight, we won our first awards, including the coveted Best Delegation award. The weeks that followed had three more important conferences, where we won another Best Delegation award and numerous individual prizes. However, with each passing MUN, all of us began finding more and more flaws in our preparation. The entire month of January, needless to say, was one of happiness, pride, failures, victories, loss, sadness and fear. But most of all, it was a month of hard work and effort where we, as a team, made a last, final push for that ultimate goal.



Snowfall in Boston can be really strong in the month of February, a fact to which we were unceremoniously introduced, when we arrived in Boston. For many of us it was the first time seeing a form of precipitation other than rain, but it felt alien only for a few moments until we arrived at our hotel that evening.

The memories we made in those few days preceding the conference will probably shape the rest of our lives. As we ran through the streets of Boston in the frigid air or as we sang 'Tum Ho Toh' in the rain along the Hudson river, we discovered not only a foreign land but somewhere deep inside, we discovered ourselves. Looking back now, I realized that we found meaning in life on the top of the Rockefeller Center as the gusty winds brought an eerie calmness in all of our minds and on the way back, listening to the tunes of 'Hymn For the Weekend', the tears we shed shaped us in unfathomable ways.. The freedom and independence one finds in the States is very conducive to soul-searching. The night before our departure

from Boston, we sat down to narrate stories and discuss the effects this enterprise had on us. I am as speechless today as I was that night, because it all seems very abstract when one has to narrate it. This experience is something tangible, something that a person can only realize objectively. I saw my friends change and adapt to the new environment, and become something more than they were before. Needless to say, I feel like a different man today, as compared to last year, when we were anxiously awaiting our entrance examination results.

Talking about the actual conference, there is little to say about it that hasn't been said already. Teams from all over the world had arrived in Boston. Colours of various nations and the emblems of innumerable universities could be seen all over the place. If one looked close enough through the sea of students, a dozen young Indians could be seen, proudly donning their grey 'University of Delhi' sweatshirts, while lobbying with individuals from places as diverse as Venezuela and The

Netherlands. We were mentally prepared to strike and maintain conversations with people who had little in common with us, except for the knowledge of International Relations and an ardent desire of winning an award. At the end of the day, this was a rigorous test of communication and diplomacy as much as it was of our debating skills. Somehow, it never felt too difficult and our ability to polarize our committees was duly noted by the judges.

In many ways this has been one of the most successful years for The Debating Society of NSIT, with two awards at HNMUN and several more in Delhi. I feel proud to recall our performance in the conference, as every delegate in our delegation managed to emerge as a leader in his/her respective committee at HNMUN and the name 'University of Delhi' was a part of the vernacular during discussions. However, I think this has been the most successful delegation till date, majorly because of the immense bonding within the delegates.

As you can see, dear reader, I have digressed constantly from the actual conference or about the time spent in the United States as I explain my experience and that didn't come as a surprise for me. I shall barely remember the wide avenues or the extravagant architecture of America, but I shall definitely remember our first meet in the Nescii lawns, the countless sessions in Room No. 110 and the ICE block, the less-than-encouraging lectures we got from our seniors (most of them unjustified, in hindsight), the trip to the Embassy of Seychelles, the sleepless nights for sponsorship work and the deep discussions about life. The goal of the HNMUN delegation from NSIT every year might be to win an award and place India's name in the spotlight on a global stage, but what it actually becomes is a journey to find oneself in a break from the monotony of everyday life as an engineering student. Once again, I am at a crossroads where I believe my words do not do justice to explain what must be experienced to be understood. The last thing I'd like to say is that Harvard National Model United Nations has become the highlight of my life so far and I cannot wait to get back on a plane to Boston to experience it all over again.



*"Debate is combat, through words"*

-The Great Debaters, 2007

**Forever Present and Voting,  
Delegate of Seychelles  
International Organisation for  
Migration**



# The Time A Hero Needed Saving

'A missing puzzle in the lives of men struggling for gender equality'

By Soumya Bisht

I, a boy of ten years, sat counting the seconds down to when the class on sexism would end. The bell rang in synchrony with us dropping our pencils (to let the teacher know that we were through), shutting down our books and wishing our teacher a 'thank you' before he could even ponder upon continuing his lessons. Little did I know that, the class would manifest itself into something real and more tangible than a 'growth of interest in the subject' that our teacher had promised my parents.

Years passed after I, whose first punch to his face was courtesy a girl, first read about sexism in society. I realized one thing, and that was how the women had, slowly but surely progressed through the years and broken down notions about themselves while time stopped for us, men. As veils for women changed to tiny scarves wrapped around necks for 'fashion-purposes only', men were still required to suit up, pull back chairs and compliment the lady (thank God for doing away with suspenders!).



I saw myself grow more wary of the dubious nature of our society. On the one hand, women spoke out in feminist protest marches about how men have it easy, while on the other, my mom reminded me how if I wouldn't study enough, my married life would be non-existent. Because truly, who will marry a boy who isn't even an IITian? Trust me when I say



that all you will hear your mother do is take away a quality from her 'dream bahu' each time you flunk an exam. 'Ab toh LSR ki ladki milne se rahi' or in other words, 'Study; because money or nothing'. And thus, I spent my school years in coaching classes, studying so that Neha (who only spoke of marrying an intelligent, wealthy God) would, one day, wear my mother's shagun-ke-kada's.

Fast forward to eight years, a B.E degree and one girlfriend later, I stand solemnly in the amusement park's queue for tickets and ponder about my emptier-than-empty wallet. That moment, lightning strikes, quite literally and I watch the raindrops roll down my girlfriend's cheeks. While I can see her trying to live up to the reputation of Bollywood's leading ladies (who seem to find sheer joy in dancing in the rains and perhaps, jumping into a puddle or two), her eyes speak to me of an agony that comes with her dress getting spoilt. My instincts, that are faster than the time Narendra Modi takes after an event to tweet about it along with a selfie, cause me to shrug my jacket off of my shoulders and hand it obediently to my girlfriend. My male ego, however pumped up, cannot help me as I stand shivering from the cold. Times like these I am left wondering if indeed it takes a Wonder Woman to realize that not everyone is a Superman. There are Clark Kent's among us. They are the ones who aren't the strongest of all people; ones who'd like to keep their sweaters on in order to avoid contracting a cold the next day.

Everyday at midnight, I send a

'Goodnight' text to my girlfriend which is what ensures that my morning the next day turns out to be 'good'. However, forgive me for wishing for the day when the sight of women nervously reading out poems and asking a guy out (with the fanciest of Dragon Ball Z elements incorporated into the location to make him feel special) becomes extremely common. Equality is when you have gender stereotypes broken down to an extent that no guy should be obligated to take the first awkward step and ask for a girl's number (the number of times I have asked myself out in the mirror while practicing is too damn real) or no guy should be asked a question in class when the girls of the class are being exempted. It is not very pleasant you see, when the teacher takes out ten more minutes of his life for the boys with the incomplete homeworks than for the girls guilty of the same, just to humiliate them to shreds.

Also, RIP gender equality for all those times that we men stand for a good number of minutes, getting frisked at security checks meanwhile a peep into the women's bags is all that comprises of a security check for the female sex. It surprises me to think that a man with only his car keys and wallet could be considered more of a security threat than the woman with towering heels and tiny bottles in their bag that may say 'skin care' but that could potentially be the cause of somebody's fractured skull, should it be sent flying across to its target.

Let's talk about public transports for that matter. With the metro proudly boasting an entire coach

for the ladies, society couldn't get any better. But then came that young and not-unhealthy-looking lady who snatched away the seat that I had managed to earn after enduring 25 minutes of pushing around and elbow-jabbing. All I did was sit on the unreserved seat and two minutes later (about the time taken for Modiji to travel from one country to another), I am left standing and playing 'let's call dibs on the handrail' game. I mentally drill holes into the lady's skull and wonder the likelihood of her getting a woman to give her a seat if she were in the ladies' coach. The answer lies thus: 0 likelihoods. Don't get me wrong, I do like offering up seats and pulling back chairs for ladies and even opening doors for them. But here you are - a confident, young lady who probably has more stamina than I do because I was asked to leave my air-conditioned cabin today and go outdoors in the heat to supervise an on-field project. Just because the only other person certified to do the task happens to be a woman, and we can't really make her work in physically strenuous conditions, especially, when she couldn't have seen (note sarcasm) all this work coming. And you, Ms. I-snatched-your-seat-because-I-can, your kahal isn't even the slightest bit smudged! It is time you showed all that stamina off and let a poor, tired guy sit for a while.

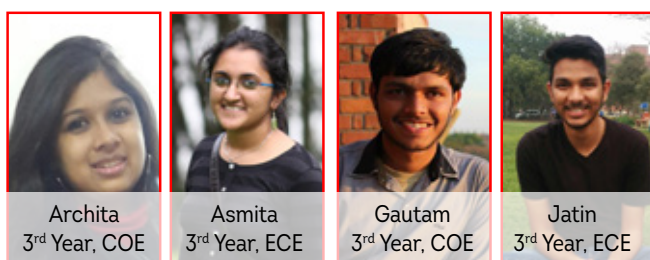
This brings me back to today. So today, my girlfriend earned a well-deserved increment in her salary and has far surpassed me when it comes to our pay packages. But you know what the cherry on the cake is? The fact that I still paid for the celebratory dinner.

Hopefully, this shall change. Till then, here's to having nothing analogous to 'feminism' to cite for in my defense. Winter is here, fellow men and this time, 'meninism' may as well be the only good thing we know.

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