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A NEWSPAPER FROM : **CT GROUP**

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CT University Hosts Big Fish Pool Season 2 - The Biggest Startup Conclave: Expanding Horizons of Entrepreneurial Excellence



CT University proudly hosted Big Fish Pool Season 2, the largest startup conclave dedicated to expanding the horizons of entrepreneurial excellence. This groundbreaking event showcased the innovation and creativity of top startups, connecting them with investors, mentors, and industry leaders. The inaugural session commenced with a warm welcome by the esteemed Pro Vice Chancellor Dr. Abhishek Tripathi of CT University, setting the tone for an exciting day ahead. Distinguished guests, including Dr. Dapinder Kaur Bakshi, Joint Director, Research, Innovation & Startup Facilitation, Punjab State Council for Science & Technology; Dr. Sumeet Suseelan, Chairman, ASSOCHAM; Mr. Dhaval Kaku, Program Coordinator, Innovation Mission Punjab; Sh. Virinder Sharma, I.E.D.S., Director, Govt. of India, Ministry of MSME,

MSME-DFO, Ludhiana, and Jeevandeep Singh, PCS (A)EGSDTO, Ludhiana, shared insights into the evolving startup landscape. Honored to welcome the esteemed Chief Guest, Shri Iqbal Singh Lalpura, Hon'ble National Chairperson, National Commission for Minorities, Government of India. His address added immense value to the conclave, inspiring both budding and established entrepreneurs present. The conclave further witnessed a thought-provoking dialogue led by the Chancellor, of CT University, setting the course for future endeavors in the entrepreneurial realm. Track 1: The Big Fish Pitching and Track 2: Startup Expo showcased 53 groundbreaking startups from 13 states, pitching their innovative ideas before a powerhouse panel of 23 investors. The event provided a unique opportunity for startups to secure funding up to 20 crores,

contributing to the future of entrepreneurship. Keynote sessions by Master Meedhansh Kumar Gupta, Recipient of The Pradhan Mantri Rashtriya Bal Puraskar 2022; Saurabh Munjal, Co-Founder & CEO, Archian Foods Pvt. Ltd. (Lahori Zeera); Aditi Bhutia Madan, Founder Director, BluePine Foods Pvt Ltd highlighted the significance of inclusive entrepreneurship. A diverse panel of experts explored topics ranging from scaling startups internationally to catalyzing innovation in higher education institutions. A special moment was the inauguration of the United Nations Harmony Development Centre. H.E. Basem F. Hellis, Counselor, Embassy of the State of Palestine, India, graced the occasion, further emphasizing the global significance of the conclave.



NEWS



CT Group of Institutions Hosts *Grand Cake Mixing Ceremony* *Organized by the Department of Hospitality Management*



The Department of Hospitality Management at CT Group of Institutions organized a spectacular Cake Mixing Ceremony, heralding the festive season with much enthusiasm and joy. The event was graced by esteemed guests, including CEO of Go Hotels, Joydeep; HR and Training Manager at Ramada Encore, Rohit Shammi; Executive Chef at Ramada Encore, Paramjit Singh and renowned Vlogger, Amita Kuara. The Cake Mixing Ceremony is a cherished tradition

that marks the beginning of the festive season. It involves the meticulous blending of various ingredients like dry fruits, nuts, and spirits, symbolizing the spirit of togetherness and celebration. The event witnessed the presence of key dignitaries, including Dr. Manbir Singh, Managing Director of CT Group; Tanika Singh, Core Team Member; Dr Sumesh Saini, Director of Digital Marketing and Branding; and Divoy Chhabra, Principal of the Department of Hospitality. Faculty members and staff also

actively participated, adding their zeal to the festivities. Dr. Manbir Singh, Managing Director of CT Group, praised the efforts of the Department of Hospitality Management in organizing a splendid event that brought together the entire CT Group community. CEO of Go Hotels, Joydeep, expressed his delight at being part of the celebration, emphasizing the importance of such cultural events in fostering a sense of unity and camaraderie.



CT Group Marks *World AIDS Day* with *Red Ribbon Rally* *Promoting HIV Awareness and Combatting Stigmas*



In a concerted effort to combat the stigma surrounding HIV and raise awareness on World AIDS Day, CT Group organized a vibrant Red Ribbon Rally that resonated with the spirit of solidarity and education. The event aimed to disseminate crucial information about HIV while fostering a sense of compassion and understanding. The rally featured a compelling showcase of the cause through eye-catching posters and informative pamphlets, serving as powerful tools to convey the importance of eradicating stigma and promoting a supportive community. Students took to the streets with a powerful street play (Nukkad Natak) at Lambri Village, captivating the audience with their poignant performances. The play creatively conveyed the message of HIV awareness, emphasizing the need for compassion and empathy. Led by enthusiastic students, the rally traversed

through Lambri Village and other key areas, effectively reaching out to the community. This hands-on approach ensured that the message of HIV awareness reached diverse segments of the population. The Red Ribbon Rally garnered significant support and participation from the CT Group leadership and faculty. Present at the event were the Dean of Academics, Dr. Parminder Nain; Dean of Student Welfare, Dr. Arjan; Principal of Department of Pharmacy, Dr. Jaspreet Kaur; and Principal Govt. Sr. Sc. School Boys Sultanpur Lodhi, Tarsem Singh. Dean Academic CT Group, Dr. Parminder Nain, expressed, “Events like the Red Ribbon Rally are crucial in spreading awareness about HIV and eradicating the stigma associated with it. It’s heartening to see the proactive engagement of students in such socially impactful initiatives.”

CT Group & WOW Wellness Weekend: A Vibrant Celebration of Health in Pathankot



CT Group, in collaboration with Team Parindey, organized the WOW Weekend of Well-being, setting a new standard for health and fitness events in Pathankot. The event, fully powered by Team Parindey, received resounding support from various stakeholders, including the Pathankot Police, esteemed guests such as Coordinator MGNREGA, Nidhi Mehta, State Joint Secretary AAP, Saurabh Behal, Radio Nation and Team Rocking Riders Cycling Club. Schools and colleges, including Indian Heritage Pathankot, KLM International School, and SRPA Adarsh Bhartiya College, actively participated. The WOW Weekend of Well-being featured a diverse array of activities promoting physical fitness and overall well-being. Attendees indulged in the Parindey Kids Carnival, flying yoga sessions, invigorating Zumba classes, cycling, and various other fitness activities. Distinguished personalities present included the Additional Director, Division of Admission CT Group, Dr. Vaneet Kumar, Dy Director Division of Admissions, Munish Digra, and Prof Shamsher Singh from Adarsh Bhartiya along with faculty and students from CT Group. Rajan Syal, the founder of Team Parindey, expressed his delight, stating, "Team Parindey is thrilled to be a part of this extraordinary wellness. The successful execution of the WOW Weekend of Wellness underscores the commitment of CT Group and Team Parindey to fostering a culture of health and fitness in Pathankot."



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CT Institute of Management & IT Hosts a Successful *Inter-House Basketball Tournament*

CT Group of Institutions, renowned for its commitment to comprehensive student development, reaffirms its dedication by organizing the Inter-House Basketball Tournament for boys and girls under-19 at CT Institute of Management & IT. A total of 24 teams, representing schools such as Cambridge International School, IVY School, Doaba Khalsa School, MGN School, CT Public School, St. Soldier School, and more, participated in this spirited tournament. In the girls' category, the Runner-up team was CT Public School, while the Winner was Doaba Khalsa Sen. Sec School. In the boys' category, MGN Public School, Urban State secured the

Runner-up position, and the Winner was Police DAV School. Dr. Chaabra, sharing his insights, expressed, "The Inter-House Basketball Tournament showcased not just the athletic prowess of our students but also their commitment to sportsmanship. Such events are crucial for holistic development and instill a sense of camaraderie among participants." The concluding ceremony saw the deserving winners receiving medals, trophies, and cash prizes in acknowledgment of their exceptional performances. Dr. Chaabra extended his congratulations to all the participating teams and commended their display of sportsmanship.



VARIETY

CT Group Faculty Showcases *Athletic Excellence* in Inter-Campus Sports Tournament



Faculty members from various CT Group campuses recently participated in the highly anticipated Inter-Campus Sports Tournament, marking a significant display of sportsmanship and unity. The event featured cricket, volleyball, tug of war, badminton, and table tennis competitions, bringing together faculty members from CT Shahpur Campus, CT North Campus, CT Global Education Services, CT Public School, and CT World School. The tournament witnessed intense cricket matches, where teams exhibited skill and passion for the game. The volleyball

court transformed into a battleground for fierce yet friendly competition, while the tug of war added a strategic element to the sportsmanship. Badminton and table tennis matches highlighted the agility and precision of the participants. In the cricket category, CT Maqsudan Campus emerged victorious, while CT Shahpur's badminton team claimed victory. Table tennis and tug of war showcased friendly matches, adding to the overall camaraderie of the event. Key figures, including Managing Director of CT Group, Dr. Manbir Singh; Vice Chairman, Harpreet Singh; Campus Director, Dr. GS

Sidhu; and Dean of Student Welfare, Dr. Arjan, graced the occasion. Faculty members and students from all CT campuses contributed to the vibrant atmosphere, passionately cheering for their respective teams. Dr. Manbir Singh, Managing Director of CT Group, expressed, "The Inter-Campus Sports Tournament not only showcases the athletic prowess of our faculty but also reinforces the spirit of unity and collaboration within the CT Group family. It's heartening to witness the dedication and enthusiasm displayed by everyone involved."



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GLIMPSE

TECH CT BY CT GROUP DRAWS OVER 1500 PARTICIPANTS FROM 60 SCHOOLS IN A SPECTACULAR SHOWCASE OF INNOVATION AND TALENT



Tech CT, an inter-school competition organized by CT Group of Institutions, witnessed a remarkable convergence of over 60 schools and more than 1500 students. The event served as a dynamic platform for students to showcase their talents in a variety of technical and creative competitions. The event was graced by the presence of Chief Guest IPS Dr. Atul Fulzele, Inspector General BSF, Punjab Frontier. Dr. Fulzele's inspiring address motivated the students to strive for excellence in their chosen fields. The competitions spanned a diverse range, including the highly anticipated Speed X-A

Gaming Competition, Debate Competition, Tech Science Projects, Poster Making, Rangoli Making, AD Mad Show, and Tech Quiz. In the culmination of the spirited competitions, Tagore Model School, Nakodar emerged as the Overall Winner, with Akal Academy, Sultanpur Lodhi securing the First Runner-Up position, and Hindu Putri Kapurthala claiming the Second Runner-Up title. The occasion was further enriched by the attendance of principals from various schools, dedicated mentors, faculty members, and enthusiastic students, contributing to the vibrant atmosphere of Tech CT. The presence of esteemed

dignitaries such as Charanjit Singh Channi, Chairman of CT Group; Dr Manbir Singh, Managing Director of CT Group; and Dr Vaneet Thakur, Additional Director, Department of Admissions and Dr Arjan, Dean of Student Welfare, added prestige to the event. During the event, IPS Dr. Atul Fulzele shared words of wisdom, emphasizing the significance of nurturing innovation and creativity among the youth. He commended the efforts of the participants and encouraged them to pursue their passions with dedication and determination.

CT University Celebrates *Guru Nanak Dev Ji's 554th Prakash Purab*

CT University, a bastion of knowledge and cultural diversity, joyously commemorated the 554th Prakash Purab of Guru Nanak Dev Ji with profound reverence and enthusiasm. The entire CT University community, comprising management, faculty, and students, came together to pay homage to the teachings and principles of Guru Nanak Dev Ji through a series of spiritually enriching activities. The Bhog of Shri Akhand Path Sahib took place at CT University, where students and faculty paid their respects to the Almighty through the soulful recitation of shabads, expressing their deep admiration for the Great Guru. Dr. Manbir Singh, the esteemed Pro Chancellor of CT University, shed light on the invaluable teachings of Guru Nanak Dev Ji. He emphasized the essence of 'Ik Onkar,' highlighting the

universal concept of the oneness of God. Chancellor Charanjit Singh Channi delivered an inspiring address, urging students to embody the principles of compassion, truth, and peace advocated by Guru Nanak Dev Ji. The program reached its culmination with the sacred Ardaas and Hukamnama, as the congregation sought the blessings of the Guru before partaking in Guru Ka Langar. On this occasion Chancellor Charanjit Singh Channi, Co-Chairperson Parminder Kaur, Pro Chancellor Dr. Manbir Singh, Vice Chairman Harpreet Singh, Pro Vice Chancellor Dr. Abhishek Tripathi, Deputy Director of the Department of Student Welfare Davinder Singh, heads of various departments and schools, and students were present.

OPINION

AI-DRIVEN INSTAGRAM MARKETING: TRANSFORMING STRATEGIES FOR SUCCESS



Article By:
Dr. Manbir Singh
Editor

Introduction: In the digital age, Instagram's prominence for businesses is unrivaled.

Harnessing the power of Artificial Intelligence (AI) has become a game-changer, reshaping marketing strategies for enhanced engagement and results.

**Insights and Optimization:**

AI provides data-driven insights, guiding businesses in tailoring content, choosing optimal posting times, and using effective hashtags. Image recognition algorithms optimize visual content, ensuring it resonates with the target audience.

Influencer Marketing Simplified:

Sophisticated algorithms streamline influencer selection by analyzing engagement rates, demographics, and authenticity. This ensures meaningful collaborations that align with brand values and target audience preferences.

Automated Engagement and Customer Interaction:

AI-powered chatbots handle customer queries, provide instant responses, and personalize interactions based on user preferences. Natural language processing (NLP) ensures seamless communication, saving time and enhancing user experience.

Ad Campaign Precision:

AI optimizes Instagram ad campaigns by analyzing user data to identify relevant target audiences. Real-time monitoring enables data-driven adjustments, maximizing return on investment and refining campaigns for better results.

Conclusion:

The integration of AI into Instagram marketing not only enhances user engagement but also positions businesses for success in the competitive digital landscape, promising continued advancements in the future.

COP28: Global Leaders Unite in Dubai to Tackle Climate Challenges

COP Definition: COP stands for the 'Conference of the Parties,' the annual United Nations climate change conference where world leaders, ministers, and negotiators gather to address climate change.

Participants: The negotiating parties include governments that have signed the UN Framework Convention on Climate Change (UNFCCC), the Kyoto Protocol, and/or the Paris Agreement. Thousands of representatives from civil society, the private sector, international organizations, and the media also attend.

Focus Since COP21 (2015): Since COP21 in 2015, the focus has been on implementing the Paris Agreement, which aims to keep the global average temperature rise 'well below' 2°C and pursue efforts to limit it to 1.5°C above pre-industrial levels. Other goals include adapting to climate change, building resilience, and aligning finance flows with low greenhouse gas emissions and climate-resilient development.

Annual Rotation: COP is hosted by a different country each year. COP28 will be hosted by the United Arab Emirates (UAE) in Dubai from November 30 to December 12, 2023.

Role of Host Country: The host country appoints a president to lead the talks. Dr. Sultan al-Jaber, minister of industry and advanced technology for the UAE and managing director and group CEO of the Abu Dhabi National Oil Company (ADNOC Group), will preside over the negotiations in Dubai.

Controversy Around Host's Position: Dr. Sultan al-Jaber's position within the fossil fuel industry, coupled with the growing influence of fossil fuel lobbyists at COPs, has sparked controversy and raised concerns about impartiality in climate talks.

Decision-Making Process: COP decisions are taken by consensus, making the process challenging due to the differing needs and interests of participating parties.

Significance of COP28: COP28 is crucial as it marks the conclusion of the first global stocktake (GST), the main mechanism for assessing progress under the Paris Agreement. The world is currently not on track to meet the agreement's goals, emphasizing the need for a roadmap to accelerate climate action.

Critical Tasks in Dubai: Negotiators in Dubai need to get the loss and damage fund (established at COP27) operational and agree on a framework for the Paris Agreement's global goal on adaptation (GGA). Energy transition and food systems transformation are also expected to be key topics.

These key points capture the essence of COP, its evolution since COP21, the upcoming COP28, and the challenges and tasks ahead in addressing climate change on a global scale.



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CT Public School Triumphs at *Azadi Ka Amit Mahotsav Inter-School Talent Conclave 2023*

In a remarkable display of talent and creativity, CT PUBLIC SCHOOL students achieved outstanding success at the Azadi Ka Amit Mahotsav Inter-School Talent Conclave 2023 hosted by DAV Collegiate Sr. Sec. School on November 24, 2023. The event drew participation from over 35 schools, providing a platform for students to showcase their skills. The students from CT PUBLIC SCHOOL secured commendable positions in multiple categories, underscoring their exceptional abilities: Cooking Without Fire (Junior): The junior team from CT PUBLIC SCHOOL secured the 2nd prize in the Cooking Without Fire competition, showcasing their exceptional culinary skills. Additionally, their innovative and



creative approach earned them a well-deserved consolation prize. Science Bowl (Senior): In the senior category, CT PUBLIC SCHOOL students exhibited profound knowledge and critical thinking skills, earning them the 3rd prize in the Science Bowl competition. Science Project (Junior): The junior students of CT PUBLIC SCHOOL displayed remarkable scientific acumen, securing the 2nd prize in the Science Project competition. These achievements not only highlight the individual talents of CT PUBLIC SCHOOL students but also underscore the institution's commitment to providing a conducive environment for holistic development.

CT Institute of Management & IT Sets a Sweet Record: **Tallest Christmas Cake in Punjab**



In the spirit of Christmas and with festive cheer in the air, the Hotel Management students at CT Institute of Management & IT undertook the ambitious task of creating the Tallest Christmas Cake in Punjab. The students, numbering around 50, collaborated tirelessly to craft a towering 12-foot-tall cake, marking a unique and delightful celebration. Dr. Rohit Sharma, Principal of Hotel Management, expressed his enthusiasm for the project, stating that this initiative

provided students with a valuable opportunity to showcase their skills and contribute to their professional growth. The dedicated efforts of the students spanned three days, resulting in the impressive creation of the towering Christmas cake. The event garnered the attention of esteemed guests, including Dr. Manbir Singh, Managing Director of CT Group, Ms Tanika Channi, Dr. Yogesh Chhabra (Campus Director), Dr. Ramandeep Gautam (Assistant Director), along with

faculty members and students. The atmosphere was filled with festive joy and camaraderie. Following the cake-making extravaganza, an advance Christmas cake-cutting ceremony and Christmas carol singing added to the joyful ambience. The celebration included foot-tapping music, creating a memorable and delightful experience for everyone present.



With immense pleasure, the Dean Research Office congratulates Ph.D. scholar Sanskriti Singh (Hospitality Management) and Dr. Abhishek Tripathi (Supervisor) for the conduct of the Final Defense presentation of the Ph.D. Thesis.

Congratulations once again!

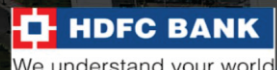
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