

The ICFAI University, Jharkhand  
Grooming Professionals. With Values.

**ICFAI**  
UNIVERSITY

# Palaash

Newsletter of ICFAI University Jharkhand

Volume IV , No. 1, Feb. 2015

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**City Office :**

Plot # 2167/A, Opp. IDBI Bank, Ashok Nagar, Ranchi – 834002  
Phone No: 0651-2240470, 0651-2245178, 9204062414

**Campus :**

Plot # 2065, Simalia, Near Daladali Chawk, Ranchi - 834005, Jharkhand  
Phone No: 0651-2100254, Website: [www.iujharkhand.edu.in](http://www.iujharkhand.edu.in)  
FB: [www.Facebook.com/icfaijharkhand](https://www.facebook.com/icfaijharkhand)



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## Editor Speaks...

Dear Readers,

Amidst all the hullabaloo of shifting the University to the new Campus at Simalia, Near Daladali Chawk, we are glad to bring to you, though a bit late, the first issue of Palaash Newsletter of the year 2015. With so many resource constraints baffling upon us, we have tried our level best to carry forward our agenda of information clubbed with entertainment in this issue too.

The Newsletter starts with a range of reports spanning the scores of activities the University has witnessed in the previous quarter – NJY Memorial Lecture, Blood Donation Camp, IUJ Journal Launch, National Seminars, Management Development Programs, Internships & Placements, and various Student Activities – along with a variety of poems, articles and soft features from IUJ students. The most significant of these is surely the ICFAI Group being honored as "Most Promising Brand - Professional Education in India 2014-15". On the same note, the awards and honors received by the students, staff and faculty members of IUJ for their outstanding concert in various domains puts forward the commitment of the IUJ family to excel in whatever they do and serves as a perennial source of motivation for all. The highlights of IUJ Faculty Members' & Scholars' contribution to Research & Development itself speak of the academic health of the University. The students' contributions not only add to the delight of reading this edition but also indicate how responsive & ingenious our budding executives are. It is really heartwarming to put together all these expositions.

We feel glad to acknowledge the kind support and encouragement of all those who contributed directly or indirectly to bring the Newsletter out.

The editorial board extends its special thanks to Mr. Amar Gupta, Sr. System Administrator, for sharing his valuable data in spite of being too engrossed in campus shifting & settling-down activities. We also extend our thanks to Mr. Kanchan Bara, Student, MBA Semester II, for joining right in time and providing some very good photographs of the New Campus for the Newsletter.

We acknowledge our sincere thanks to Dr. B. M. Singh, Registrar, for his continuous support and guidance. Last but not the least; the editorial board would like to express its deepest gratitude to the Vice-Chancellor, Prof. O. R. S. Rao, for his keen interest and support.

In our endeavor to make the Newsletter more informative and entertaining we are open to comments, criticism and suggestions at [chetnasinha@iujharkhand.edu.in](mailto:chetnasinha@iujharkhand.edu.in)

Wishing you a happy reading!

**- Dr. Chetna Sinha**

**CHIEF ADVISOR :**

**Dr. B. M. Singh**

**EDITOR AND DESIGNER :**

**Dr. Chetna Sinha**

**EDITORIAL TEAM :**

**Dr. B. Ganguly**

**Abhinav Sinha - Student**

**Rahul Walter Minz - Student**

## FROM THE VICE-CHANCELLOR'S DESK



I am happy to note that last semester (Aug–Dec 2014) was eventful in a number of ways.

A National seminar on “Unleashing Entrepreneurship in India – opportunities and Challenges” was conducted at our FMS campus on 3rd Sep 2014, which was attended by a number of successful entrepreneurs, industry professionals, researchers and academicians. On the occasion of 154th birthday celebrations of Sir M.Visweswaraya, a seminar on “Robotics – Applications and Challenges” was conducted at our FST campus on 15 Sep 2014. On the same day, our Robotics Lab was inaugurated. To commemorate the 3 death anniversary of the founder of the ICFAI group, N. J. Yasaswy Memorial Lecture on “Valueless Education is the Root Cause of all Evils” was delivered by the well-known Urdu writer, Dr. Ahmed Sajjad. A Blood Donation camp was conducted on the occasion, for the second year in succession, in association with Red Cross Society, wherein a number of students, employees and alumni donated blood.

For the first time, our University conducted two Management Development Programs (on 4 Nov 2014 and 7 Jan 2015) on “Financial Intelligence for Career Growth”, which were attended by industry professionals, CEOs and even housewives.

We continued our efforts to enhance interface with industry by way of Industry-Academic Connect events, the last one being on 4 Sep 2014, wherein we interacted with a number of senior managers from the industry on how to improve our internship programs.

We are delighted that all the B.Tech students of 2011-15 batch got internships / projects in reputed companies, as per the interests of the students. Some of the internship offers were with stipend and some with placement after completion of internship.

I am sure that all of you are happy to move into our new integrated campus (with FMS and FST together) at Daladali, which is very spacious, with facilities like sports, canteen etc., and more importantly, a lot of greenery around.

In line with the expanding career opportunities in Banking, IT and Manufacturing, we are introducing 3 new programs – B.Com (Hons.) in Banking, Financial Services and Insurance, B. Sc. (Hons.) in Computer Science and three year Diploma in Technology from 2015-16 academic year.

I am confident that all these initiatives will help our University to grow from strength to strength, not only in quality but also in number of student admissions in the days-to-come.

I wish you and your families, a Happy New Year and Season's greetings!

With best wishes!

*Prof. D. R. S. Rao*  
Vice-Chancellor



## TREASURED MOMENTS



**Prof. O. R. S.Rao, Vice-Chancellor, of IUJ met His Excellency Honorable Governor of Jharkhand, Md. Syed Ahmed** and presented the progress made by the University during 2013-14 and handed over the Annual Report and Annual Accounts of the University for 2013-14.

Dr. B.M. Singh, Registrar, Prof. A.S. Prasad, & Prof. Madan Prasad, Associate Deans, and Dr. S. C. Swain, Assistant Dean were present on the occasion.



**ICFAI Group honored as “Most Promising Brand - Professional Education in India 2014-15”.** The award was presented by Sri Prahlad Kakkar, noted Brand guru, at Dubai on December 6, 2014.



**East Zone Vice-Chancellor's Meet – 2014-15**

Prof. O. R. S. Rao, Vice-Chancellor, ICFAI University Jharkhand, attending the meet / conference & stands with Hon'ble Governor, Govt. of Jharkhand & other state University VCs in Group Photograph.

# THE AWE-INSPIRING MOMENTS

## IUJ Initiatives

### Commencement-Session 2014

IUJ welcomed its new students along with their parents & guardians on its campus on 7 August 2014. A number of parents & guardians attended the event along with their wards & appreciated the efforts of the University to organize such functions. Prof. O.R.S Rao, Vice-Chancellor, addressed the students on the occasion & advised them to be disciplined, punctual & functional. Dr. B. M. Singh, Registrar, along with other officials and Faculty members & students were present on the occasion.



### Industry-Academia Connect

In order to set up a strong interface between the Industry and the University for mutual-benefit Senior Managers and Teachers from University attended the Industry-Academia Connect organized by IUJ on 4 September 2014 at its Ashok Nagar Campus. Addressing the Meet, Prof. O.R.S Rao, Vice-Chancellor, IUJ said that the University is committed to develop and groom the students according to the changing demands of the industry. For this the University has started many career oriented programs, he added. Dr. B. M. Singh, Registrar, explained that Internship is an integral part of curriculum in all the courses offered by the University in this regard.



### Ph.D. Coursework II

Coursework II for the Ph.D. Scholars of the Batch 2014-18 of IUJ was organized from 17 to 21 November 2014 at its Ashok Nagar Campus. Experts from various disciplines of Management & Research shared their experiences in the sessions. A Research progress Seminar for the Ph.D. Scholars of the Batch of 2013-17 & 2012-16 was held in the campus.



### Prospectus Launch -Admissions 2015

IUJ released prospectus for admissions in the 2015 academic year on 4 December 2014. Apart from its regular courses of MBA, BBA, BCA, B. Tech & Ph.D. the University has launched three new courses from the next academic year – B.Com (Hons) in Banking, Financial Services & Insurance, B.Sc. (Hons) in Computer Science & Diploma in Technology. Speaking on the occasion Prof. O.R.S Rao, Vice-Chancellor, said since Banking & IT will offer job opportunities in the next four years, our University is offering courses with focus in these areas. Many principals and teachers from various schools & colleges were present on the occasion.



## THE AWE-INSPIRING MOMENTS IUJ Initiatives

### NJY Memorial Lecture & Blood Donation Camp

To commemorate the third death anniversary of Late N. J. Yasaswy, Founder of ICFAI Group, IUJ organized a Memorial Lecture on the theme "Value-less Education is the Root Cause of all Evils" on 6 Nov 2014. Prof. O.R.S Rao, Vice-Chancellor informed all that Late N. J. Yasaswy was a man of principles & values and set up the ICFAI Group of Institutions with the motto of Meritum Ethicus, meaning Merits with Ethics.

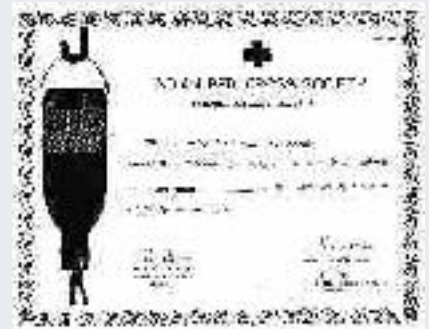


The Memorial Lecture was delivered by famous Urdu Writer & Critic Dr. Ahmed Sajjad who stressed on the need for education that inculcated true values in today's students. Dr. A. A. Khan, Ex-Vice-Chancellor, Ranchi University, Dr. K. K. Nag, Member, BoG, IUJ, Dr. B. M. Singh, Registrar, Dr. A. K. Agarwal, Associate Professor, RIMS and other University officials & students were present on the occasion.

The lecture was preceded by a Blood Donation Camp which was organized by IUJ in collaboration with the Red Cross Society. Around 50 students and guardians along with Faculty Members & staff donated blood in the camp.



*In the Context we present a small crunch into the memory lane of our Registrar, Dr. B. M. Singh, who donated Blood during his student days to save the life of a woman he never knew... We hope this motivates the young donors in their zeal to do something worthwhile!*



## SNAPSHOT Inaugural of the New City Office



**Prof. O. R. S. Rao, Vice-Chancellor, inaugurating the City Office of IUJ at Ashok Nagar.**

**Other University Officials & Faculty members along with the Staff and Guests were present on the Occasion.**

## COMMENDATIONS Placements 2014



**GAURAV KUMAR RAY**  
B.TECH.(E.C.E.)  
Croma IT Park, Ranchi



**SURABHI SHUBHAM**  
B.TECH. (C.S.E.)  
Croma IT Park, Ranchi

## INTERNSHIPS 2014 B.Tech Program

S.N.	STUDENT'S NAME	COMPANY NAMES	LOCATION
1	Deepak Sharma	Jindal Steel and Power Ltd, Patratu	Patratu
2	Ravi Kumar Singh	Jindal Steel and Power Ltd, Patratu	Patratu
3	Nikhil Shanu	Vama Industries Ltd	Hyderabad
4	Koushal Kr. Singh	Vama Industries Ltd	Hyderabad
5	Mukesh Kr.	Jindal Stainless Steel, Gurgaon	Delhi
6	Murari Kumar	Reliance Energy	Delhi
7	Bineet Kr. Singh	Reliance Energy	Delhi
8	Gaurav Kumar Ray	Croma IT	Ranchi
9	Surabhi Shubham	Croma IT	Ranchi
10	Palak Raj	Croma IT	Ranchi
11	Subham	JUSCO	Jamshedpur
12	Apurwa	Reliance Energy	Delhi
13	Mohshin Hussain	KM Udyog	Ranchi
14	Md. Wasim Raja	Tata Steel Digwadih	Jamshedpur
15	Mahboob Alam	Tata Steel Digwadih	Jamshedpur
16	Sonal Kumar	KM Udyog	Ranchi
17	Nand Kishore	Gupta N Company	Ranchi
18	Daleshwar Kumar	Gupta N Company	Ranchi
19	Rahul Kumar	Gupta N Company	Ranchi
20	Narendra Saha	JMT Auto	Jamshedpur
21	Md.Asif Tufail	JMT Auto	Jamshedpur
22	Gyan Gaurav	Gupta N Company	Ranchi
23	Abhishek Kumar	KM Udyog	Ranchi
24	Triveni Bharti	Shashanka Agrotech	Ranchi

# Students

## MBA (2013-15) Program

Name : Anurag Srivastav  
Degree : B. Com Honrs.  
SIP Title : Validation and payment procedure  
SIP Company : Reliance jio  
Specialization : Finance & Marketing



Name : Preeti  
Degree : BCA  
SIP Title : Measuring Customer Satisfaction Level  
SIP Company : SBI  
Specialization : Finance & Human Resource



Name : Bhawesh Saraf  
Degree : BBA  
SIP Title : A study of sales persons and retailers  
SIP Company : Hindustan Unilever Limited  
Specialization : Finance & Marketing



Name : Prity Kumari  
Degree : B. Com Honrs.  
SIP Title : A study of international brand bikes in Indian Market  
SIP Company : Birsa Super Bike Pvt.Ltd  
Specialization : Finance & Marketing



Name : Dimpy Saniya Lakra  
Degree : B.Com Hons.  
SIP Title : Recruitment and Selection Process  
SIP Company : Reliance Retail  
Specialization : Finance & Human Resource



Name : Rahul Kumar  
Degree : BBA  
SIP Title : Modes Sales Promotion activities  
SIP Company : Anchor Appliance  
Specialization : Finance & Marketing



Name : Nasim Aziz  
Degree : BBA  
SIP Title : Sales Strategy of Different electrical Products  
SIP Company : Anchor Appliance  
Specialization : Finance & Marketing



Name : Raman Kr. Chaurasia  
Degree : BBA  
SIP Title : A study on the penetration of SIP products through banking and distribution channel  
SIP Company : SBI Fund Management Pvt.Ltd  
Specialization : Finance & Marketing



Name : Nirakar Bharti  
Degree : BBA  
SIP Title : A Study on the Marketing Strategy  
SIP Company : Hindustan Unilever Limited  
Specialization : Finance & Marketing



Name : Shakti Manadhar  
Degree : BBA  
SIP Title : Enrollment of customers under customer loyalty Program and customer satisfaction  
SIP Company : Pantaloons Retail India Limited  
Specialization : Marketing & Human Resource



Name : Amitjaya Kumar  
Degree : BBA  
SIP Title : Role of Non- Government Agencies in the upliftment of Rural Area  
SIP Company : Jharcraft  
Specialization : Finance & Marketing



Name : Sonu Priya Kar  
Degree : B. Com Honrs.  
SIP Title : A study of the pay package compensation of employees  
SIP Company : Jharcraft  
Specialization : Marketing & Human Resource



Name : Sumit Singh  
Degree : BBA  
SIP Title : Mutual Fund penetration of SIP products through banking and distribution channel  
SIP Company : SBI Fund Management Pvt.Ltd  
Specialization : Finance & Marketing



Name : Sweta Sinha  
Degree : Bsc. Honrs.  
SIP Title : Role of social media in recruitment  
SIP Company : Vodafone  
Specialization : Finance & Human Resource



Name : Antara Kumari  
Degree : BBA  
SIP Title : Performance Appraisal System  
SIP Company : Pantaloons Retail Pvt. Ltd.  
Specialization : Finance & Human Resources



Name : Vikash Kumar  
Degree : B. Com  
SIP Title : Working Capital Management  
SIP Company : Central Coal ed  
Specialization : Finance & Human Resource



## Awards & Honors CONGRATULATIONS!!



**Dr. S. C. Swain**  
N. J. Yasaswy Teacher  
of the Year 2014



**Dr. Chetna Sinha**  
Being felicitated for receiving  
Doctoral Degree



**Prof. Sudipta Mazumdar**  
N. J. Yasaswy Teacher  
of the Year 2014



**Mr. Bishnupada Barman**



**Mr. D. P. Chaudhuri**



**Mr. S. K. Habibullah**

Being felicitated for outstanding contribution in Shifting the Versity to the New Campus

## Research Scholars' Achievement



**Surya Pratim Kesh**, Research Scholar of the Batch of 2012-16 of IUJ won "The Wonder Best Architect Award" at Wipro.



**Abhishek Singh**, Research Scholar of the Batch 2013-17 of IUJ got an opportunity to represent his company 'Mahindra Comviva' in the 23rd Convergence India 2015 meet at the Pragati Maidan. This nomination was for one of their Telecom Product 'Revenue Plus Ad Enabler' for the prestigious Aegis Graham Bell Award.

We wish him all success in his endeavor.



# CONGRATULATIONS Students



## THE KNACK Academic Activities

### National Seminar at FMS



The Faculty of Management Studies of IUJ conducted a National Seminar on “Unleashing Entrepreneurship in India: Opportunities & Challenges” on 3 Sept 2014. Several successful entrepreneurs, industry & bank personnel’s, academicians, researchers & students from across the country attended the seminar & presented their papers. Padmashree Ashok Bhagat, Secretary, Vikas Bharti, Bishunpur, was the Chief Guest. Dr. Ashish Hajela from IIM Ranchi, who was the Key-note Speaker, exhorted the students to shed fear of failure & have self-confidence so that they can become successful entrepreneurs.

Mr. Amit Saha, CEO of Akshaya Rolling Mills, Dr. Alok Sahay, Director, CTRI, Mr. Bikas Singh, President, FJCCI, Mr. Rajiv Mahajan, Dy. GM, NABARD, Mrs. Mohita Sahu, Co-Chairperson, Sapphire International School, Mrs. Kavita Yadav, Founder of Padosan Masala, and many others shared their thoughts in the Seminar. Dr. Ramesh Saran from Ranchi University & Dr. Viplava Thakur from XISS chaired the technical sessions. A book titled “Unleashing Entrepreneurship in India: Opportunities & Challenges” was released on the occasion. A poster and model making competition was also organized for students on the day.



### National Seminar at FST



To mark the 154th Birth Anniversary of Bharat Ratna Sri M. Vishweswaraya, the Faculty of Science & Technology of IUJ conducted a National Seminar on “Robotics: Applications & Challenges” on 15 September 2014. Prof. O.R.S. Rao, Vice-Chancellor, IUJ inaugurated the Seminar. Key-note Speaker Dr. S. N. Shome, Head, Robotics at CMERI, Durgapur, explained the various types of Robots designed by CMERI for a variety of applications in Tata Steel, Nuclear Power Corporation, Indian Navy etc. He mentioned that the future applications in India will be in agriculture, care of elderly and handicapped people and low invasive surgery. Dr. A. K. Saxena,

Chairman, CLE, Dr. Rajeev Agarwal, Sr. professor, BIT Mesra also shared their views. Dr. A.A. Khan, Ex Vice-Chancellor, Ranchi University, Dr. K. K. Nag, Dr. Hariharan, and Dr. B. M. Singh were present on the occasion.

Robotics Centre of the University was also inaugurated on the day. Four B.Tech students – Gaurav Kumar, Daleshwar Kumar, Rahul Kumar & Sonal Kumar Rao – designed a Robot to offer flowers to the photo of Late. M. Vishweswaraya, which was appreciated a lot by all.





## Management Development Programs

IUJ conducted two MDPs on “Financial Intelligence” on 4 Nov 2014 and 7 Jan 2015 for professional growth for working managers stressing on the need for financial knowledge & skills for taking effective managerial decisions. The MDP was attended by a number of working managers and CEOs from Industry and academia in the financial as well as non-financial positions.

## Launch of IUJ Journal of Management

As part of its focused efforts to create new knowledge by way of Research & Publication, IUJ released the third issue of IUJ Journal of Management on 20 November 2014. Prof. Dr. Victor Tigga, Ex Vice-Chancellor, Sidhu Kanhu University, was the Chief Guest for the day and Dr. A. K. Agarwal, Sr. Professor, RIMS. Mr. Vivek Phadke, Vice-President, ICFAI Group and Dr. Damodar Reddy, Sr. Consultant, ICFAI Group were the Guests of Honor.

Prof. O. R. S Rao, Vice-Chancellor, Dr. B. M. Singh, Registrar, Dr. K. K. Nag, Member, BoG, IUJ, Associate Deans FMS & FST, Faculty and Staff were present along with the Research Scholars & students on the occasion.



## Intellectual Contributions of IUJ Faculty Members

### Prof. O. R. S. Rao

#### Vice-Chancellor, IUJ

- “Engineering the Future of Engineering Education”, University News, Jul 7-13, pp3-6, Association of Indian Universities
- “Snap-shot of Indian Pharma Industry during 2013-14”, The Pharma Review, Dec 2014, pp8-11. Kong Posh Publications
- “World Class Engineering Education to make Indian Engineering World Class”, Seminar proceedings of 29th Engineering Congress, Dec 18-21, 2014, pp 163-170, Institution of Engineers.

### Dr. S. C. Swain

#### Assistant Dean, Research & Publications

#### Book :

- “Taxation Process & Profit Analysis in Indian Multi-Branded Retail”, ISBN 978-3-659-63431-4, LAP LAMBERT Academic Publishing, Germany, Nov 2014.

#### Research Papers :

- Asymmetrical Income Distribution in Indian Informal Economy and Differential Quality of Life: A study of Hawkers in Kolkata, Volume 12, No. 4 of Jharkhand Journal of Development and Management Studies, Journal of XISS, Ranchi, Jan 2015.
- Globalization and Good Governance in a Democratic Set up: From a Cross-Cultural Perspective, GNA Journal of Management & Technology, Punjab (ISSN- 0974-5726), December 2014 Issue -Vol. IX, No.2.
- Students’ Feedback on Teachers’ Classroom Delivery vis-a-vis Quality of Teaching and Internal Evaluation System, International Journal of Research in Business and Technology (Canada), ISSN 2291-2118, Vol 5, No 2 (2014).
- Leadership Trend in Innovative Management Practices and Efficiency: A Study of Superannuated Leaders in Higher Education Institutes in India, International Refereed Journal - Holy Grace Management Review (ISSN:0975-3427), Volume 6, No: 1 September, 2014.



**Editor of the Book :**

- Unleashing Entrepreneurship in India: Opportunities and Challenges, ISBN: 978-81-928178-5-9, September, 2014.

**Seminars & Conferences :**

- Leadership Trend in Innovative Management Practices and Efficiency: A Study of Superannuated Leaders in Higher Education Institutes in India, International Conference on New Horizons in Innovative Management Practices, Holy Grace Academy of Management Studies, Trissur, Kerala, 20th and 21st September 2014.



**Dr. Bijoya Ganguly**

**Faculty Member, English & Soft Skills**

- Problems of Learners of English Language at the Class Twelve Level: A Birds Eye-view, Prabandhan National Journal, Delhi Publication, August 2014.



**Dr. Birendra Goswami**

**Sr. Faculty Member, Computer Science**

- Comparison of Several SSP of Cloud Computing, International Journal of IT, Engineering & Applied Sciences Research, Vol IV, No. I, ISSN 2319-4413, Jan 2015.
- New Trends on Mobile Cloud Computing, International Journal for Advanced Research in Computer Science & Software Engineering, Volume IV, No. 10, ISSN 2277-128X, Oct 2014.
- Comparison of Several IaaS Cloud Computing Platforms, International Journal of Scientific Research & Development, Vol IV, No. 11, ISSN 2321-0613, Nov 2014.
- Comparison of Several PaaS Cloud Computing Platforms, International Journal for Scientific Research & Development, Vol IV, No. 11, ISSN 2321-0613, Nov 2014.

**Seminars & Conferences :**

- Key-note Speaker at Annada College, Hazaribagh on the Seminar held on the topic “Cloud Computing: An Emerging Technology” on 22 Jan 2015.
- Resource Person at UGC Academic Staff College, Ranchi University, Ranchi in IT Training Program held from 3 Jan 2015 to 3 Jan 2015.



**Prof. Pratik Biswas**

**Faculty Member, Mathematics**

- Application of Data-mining and CRM in Banking Sector Medical Insurance, International Journal of Innovative Research in Computer and Communication Engineering, Vol 3, Issue 1, January 2015.



**Dr. Chetna Sinha**

**Faculty Member, Business Communications & HRM**

- Managing Teams: A Cross-Cultural Perspectives, Transforming Organization through Talent Management, Archers & Elevators Publishing House, Bangalore, ISBN 978-93-83241-63-7, December 2014, pp. 519-527.
- Intercultural Communication: Key to Diversity Management, IUJ Journal of Management, Ranchi, ISSN 2347-5080, Vol. II, Issue 2, Nov 2014, pp. 58-62.

**Editor of the Book :**

- Unleashing Entrepreneurship in India: Opportunities and Challenges, ISBN: 978-81-928178-5-9, Lords Publishing House, Ranchi.

**Seminars and Conferences :**

- Managing Teams: A Cross-Cultural Perspectives, National Seminar on Transforming Organization through Talent Management, Department of Business Management, VR Siddhartha Engineering College, Vijayawada, Nov 2014.





**Prof. Sudipta Mazumdar**  
**Faculty Member, Marketing**

- Asymmetrical Income Distribution in Indian Informal Economy and Differential Quality of Life: A study of Hawkers in Kolkata, Volume 12, No. 4 of Jharkhand Journal of Development and Management Studies, Journal of XISS, Ranchi, Jan 2015.
- Product Life Cycle: A Tool for Forecasting in Operations Management, Volume 1, No. 2 of International Journal of Multidisciplinary Consortium, Dec 2014.



**Prof. Pritha Chaturvedi**  
**Faculty Member, Finance**

- The Impact of Stock Split Announcements in the Share Prices of the Companies, Resonance, Bi-Annual Journal, Vol 3.1, ISSN -2320-7116, pp.25-30, January 2015.

## INTELLECTUAL CONTRIBUTION BY IUJ RESEARCH SCHOLARS

	Name of the Ph. D. Scholar	Topic	Journal/Seminar/Conference	Place in case of Seminar/Conference	Month/Year
1.	<b>K.Krishna Kumar</b>	Investment Performance of Equity Linked Savings Scheme Mutual Funds	AIMS International Conference – IIM Kozhikode	IIM Kozhikode	Jan 2015
		Direct Plans of Indian Mutual Funds – A Direct Hit or a Miss	AIMS International Conference – IIM Kozhikode	IIM Kozhikode	Jan 2015
2	<b>Tathagata Dasgupta</b>	India's Successful Manufacturer Entrepreneurs in the field of Exports	National Seminar on "Unleashing Entrepreneurship in India: Opportunities and Challenges"	ICFAI University Jharkhand, Ranchi	Sept 2014
		Social Entrepreneurship and Value Addition to Indian Society	International Journal of Commerce & Social Sciences, 4.1 (2014): pp. 74-83.	--	Dec 2014
3	<b>Shovona Samanta</b>	"An empirical study of coping stress (in bank employees), with special reference to the Bhagavad Gita"	International Conference	Organized by International Stress Management Association, Hyderabad	Nov 2014
4	<b>Nidhi Kumari</b>	Impact of internet education in online shopping	Referred Research Journal - Buddha Mission of India with ISSN No. 0973-0583 Delhi		October 2014
5	<b>Nagarjuna Pilaka</b>	Conceptual Framework Of Performance Indicators For Operational Performance Of Toll Roads	IUJ Journal Of Management Vol : 2, Issue: 2	--	Nov 2014
		Toll Supported Finance for Highway Development in India	IES International Business Research Conference - Dynamics Of Business For Inclusive Growth	Mumbai	Paper Accepted for Presentation to be held on Feb.27,2015

# THE ORB

## Glimpses into Student Activities

Independence Day, Teacher's Day Celebration, Saraswati Puja & Republic Day



## TYRO BUZZ

### We - The Students of ICFAI

We are the Petals,  
Of a flower called ICFAI.  
We spread our Fragrance, all over the World...

We are the Colors,  
Of a Rainbow called ICFAI.  
We add many new Colors to this World...

We are the Honeybees,  
Of a Beehive called ICFAI.  
We collect Honey of Knowledge, and share it with the World...

We are the Branches,  
Of a Tree called ICFAI.  
With our Fruits of Knowledge, we serve the World...

- Abhinav Sinha  
BBA Sem-IV

### STAGE FEAR

Stage; indeed what a place! It makes all brilliant people look a fool, all brave like a coward. Words come hardly from mouth. Seeing the hall full of audience everybody starts trembling like in high fever. One forgets all other things except what he has to say in front of the mike, and sometimes he even forgets that, no person is in born stage free. Every person young or old is initially conscious about this stage. Even the greatest orators in the beginning of their career were not able to speak a single word in front of the audience. But actually it is only our thoughts which hide all our talents from the entire world. So one should not give a chair to this fear to sit on, but should be brave.

- Rahul Walter Minz  
BBA Semester IV

### PEOPLE WILL

People will count YOU for your Courtesy  
But not for the clothes YOU wear  
People will count YOU for your Generosity  
But not for your Veracity  
People will love YOU for your Affection  
But not for your perfection  
People will idolize YOU for your Magnanimity  
But not for your Publicity  
People will remember YOU for how you make them feel  
But not for how YOU feel for them.

- Abhijeet Sinha  
BBA Sem II

### How to Create Website & Launch it on Web

First of all we must know what a website is?

Website is a collection of web pages (documents that are accessed through the Internet). A web page is what we see on the screen when we type in a web address or click on a link.

Now I am going to tell you the important things that you must know before making a website.

• HTML • CSS • JAVA SCRIPT • PHP • MYSQL

For making a simple and attractive website you must at least know HTML and CSS.

After knowing about the above language you will be able to make web pages and hence a website is created.

The question is now, how to launch your own website on web?

First thing that you do is, make a web page with name "index.html" and this will be your homepage for your website, i.e. whenever someone opens your website, first he will see your web page "index.html" and from index.html your all other web pages will be accessed.

Now other thing that you must keep in mind is that you must keep all your web pages in same folder where the "index.html" is.

Now in order to upload your website and give your website an address, you have to buy domain from web hoisters by paying a small amount of money. For example I use Host Gator and there I can upload my website.

To buy a domain you have to search in web about web hoister and from any one web hoister you can buy your domain. From there you will get a username and password, with which you can login into your control panel, where you can upload your website.

After completing the upload you can now access your website by typing the web address of your website that you got from your web hoister.

This was just a short profile on how to make a website & launch on web.

- Anup Prakash Tiwari  
B.Tech SEM II (CS)

### MY HEART

It's easy to hear someone's voice,  
But it's hard to hear their heart's voice.  
It's easy to understand someone's thoughts,  
But it's hard to understand their heart's feeling.  
It's easy to see someone smile  
But it's hard to see how their heart cries.  
This world – where ocean gets dry  
My heart never gets dry!  
Because for people, I bring face of smile  
But somehow sometime my heart always cries  
And still I smile.....

- Kanchan Bara  
MBA Sem II



CHEER WITH THE FLINSTONE AGAIN  
Rajnibala, MBA Sem II



**THE CHERY REAPERS**  
Raj Bauri, BCA Sem IV



**THE DUSKY SEASHORE**  
Varsha Gupta, BBA Sem IV



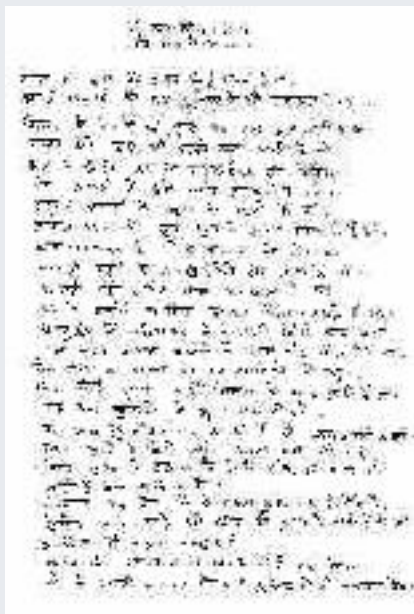
**SERENITY & PEACE – MERCY ON ALL**  
Debolina Mukherjee, BCA Sem II



**Sumit Kumar Sahu**  
BBA Sem II



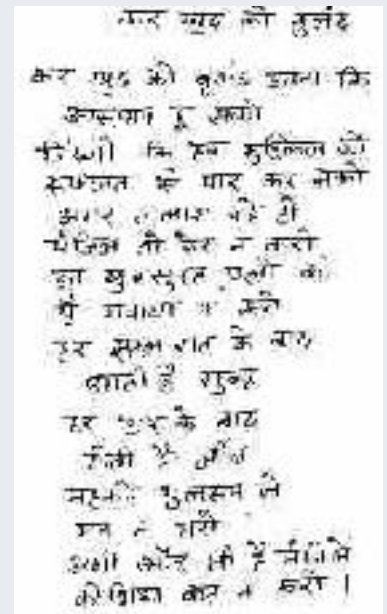
**THE DANCING PEACOCK**  
Rajshidhi, BBA Sem IV



**Rajkishore Munda**  
B.Tech II



**IN LOVE WITH NATURE**  
Vijeta MoniKa Xaxa, BBA Sem IV



**Binay Kr. Prasad**  
B.Tech Sem IV (ME)

# NEW CAMPUS In a Glance



ICFAI University Jharkhand shifted to its New Campus located at Daladali Chawk from 27 January 2015. We present a glance of the new campus for our readers...

## ABOUT THE UNIVERSITY

The ICFAI University, Jharkhand (hereinafter referred to as the University) was established under the provisions of the Institute of Chartered Financial Analysts of India University Act, 2006 (Jharkhand Act No. 08 of 2007), vide Notification dated June 17, 2008 of the Government of Jharkhand. The University is sponsored by the Institute of Chartered Financial Analysts of India (Icfai), a not-for-profit educational society established in 1984 under the Andhra Pradesh (Telangana Area) Public Societies Registration Act, 1350 F (Act No. I of 1350F) with the objective of imparting training in finance and management to students, working executives and professionals in India

The ICFAI University, Jharkhand is included in the list of universities maintained by University Grants Commission (UGC) under section 2(f) of the UGC Act, 1956 vide their letter no F.8-17/2009(CPP-I) dated 01 Dec 2009.

The University believes in creating and disseminating knowledge and skills in core and frontier areas through innovative educational programs, research, consulting and publishing, and developing a new cadre of professionals with a high level of competence and deep sense of ethics and commitment to the code of professional conduct.

A number of educational programs are offered in at bachelor's and master's levels on full-time campus formats by the University :

- **Part time Ph.D. in Management**
- **MBA**
- **BBA**
- **BCA**
- **B.Tech**
- **B.Com (Hons) in Banking, Financial Services & Insurance**
- **B.Sc. (Hons) in Computer Science**
- **Diploma in Technology**



