

The ICFAI University, Jharkhand  
*Grooming Professionals. With Values.*

ICFAI  
UNIVERSITY

# *Palaash*

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ICFAI UNIVERSITY  
JHARKHAND  
*Grooming Professionals with values*



**Palaash**

## From the Editors' Desk..

*A year gone! Ushered in another year 2017, with new challenges, vibrant mood, awaiting new aspirations once more with tinges of new hope everywhere, the heart and soul can lay upon. Yes! ICFAI University Jharkhand has again geared up for the new year show surrounded with academia, internships, sports, faculty development programme, celebrations and many more, and above all the colossal feat of grooming our students to add color not only to their academic lives but to the society as a whole. As, our readers will immerse themselves, through the pages of the newsletter it will unfold a collection of inspiring, instructive and innovative articles, paintings, poems and a host of down to earth literary fields of academicians' who have taken their precious time to pen down their thoughts in return for a little appreciation for their literary journey.*

*"Palaash", the flower, the pride of Jharkhand, has the ability to grow even in dry arid conditions but makes it the liveliest wild bloom in the world. Similarly, our news letter paves the way for compilation of all the activities along with accomplishments twice a year. It is by itself energetic and enthusiastic to articulate and make it a pleasurable reading over the pages. In fact, "Palaash" has opened up a hunger for literary culture amongst the students and faculties which is neither exclusive nor simplistic, but a sophistication, which rises from what is rendered through honest writing. We, take this opportunity to humbly state that it was not a yeoman's job to place this literary zeal, as ICFAI has no dearth of talents and at the same time we would like to thank one and all for every possible help to publish this News letter –a confession saying, that 'without comrades a battle is only half won'.*

*Wishing, all our readers, for a happy reading and it was really pleasant to write for all of you!!*



**Dr. Bijoya Ganguly**  
(Assistant Professor)



**Dr. Pallavi Kumari**  
(Assistant Professor)

## Vice Chancellor's Desk

*Last few months of the year have been very eventful for our University.*

*We are proud that our students graduating in 2017 got Campus Placement opportunities in reputed organizations like Akzo Nobel (Dulux Paints), Safe Chem, Vivo, TechMahindra, Shopper's Stop, Amazon, Reliance Communication, Concentrix, Genpact, Vivo etc. Our University has taken steps to improve the employability of our students by way of conducting mock interviews, AMCAT tests as well as certification program by IIT Bombay (Spoken Tutorials).*

*Moreover, most of our MBA and BBA students were offered stipend during the Summer Internship Projects (SIP) that started on 1<sup>st</sup> June 2017. Prestigious organizations where they are undergoing SIP currently, include : Reliance Retail, Reliance Jio, Safexpress, Vivo, Ultratech, Central Coalfields, Tata Steel, Usha Martin, HDFC Bank, SAIL, Pidilite, Ruchi Soya, Vodafone, Pantaloons, etc.*

*Our students also demonstrated their mettle by participating and winning Quiz Bowl Event organized at Amity University and Business quiz held at Jharkhand Rai University. Kudos to the students that participated and won awards of recognition in the events !*

*Recently, one of our Ph.D. Scholars, Ms. Rupsha Roy was awarded Ph.D. for research on contemporary topic in Human Resource. Last six months also saw a lot of intellectual contribution from the Ph.D. Scholars and Faculty Members of the University, by way of articles in reputed journals from India as well as abroad. It is a matter of pride for all of us that IUJ Journal of Management was recently included by UGC in its approved list of journals. Our University's flagship Ph.D. Program still continues to attract excellent profiles of scholars for its 2016 batch, wherein scholars came from reputed organizations like RBI, DRDO, SBI, Cap Gemini, TCS, IIM (Ahmadabad), Jharkhand High court, IBM, etc. Our University organized the first National Doctoral Conference, in which PhD Scholars as well as experienced researchers participated actively.*

*Going forward, our University is strengthening Mining Engineering Department by way of setting up the requisite labs and workshops and recruiting experienced faculty members. We are also planning to set up a Centre for Mine Management, aspects like Project Management, Technology Management, Safety, CSR in Mining etc will be covered We also plan to introduce a course on Health and Happiness in all programs from 2017-18 academic year.*

*I wish all of you and your families Season's Greetings!*

*(Prof. O. R. S. Rao)*

## AN ADDRESS FROM THE VICE- CHANCELLOR'S DESK



**(Prof O.R.S. Rao)**  
Vice Chancellor

**Patron** : Prof. O.R.S. Rao, Vice-Chancellor  
**Chief Advisor** : Dr. B.M. Singh, Registrar  
**Consulting Editors** : Dr. Bijoya Ganguly and Dr. Pallavi Kumari

**Student Editor**  
*Abhinav Sinha (MBA -II)*  
**Student Designer**  
*Anup Prakash Tiwari (B.Tech- VI)*

## *HIGHLIGHTS*

- *SEMINAR ON 'START-UP AND STAND-UP INDIA FOR SOCIO-ECONOMIC TRANSFORMATION OF JHARKHAND'.*
- 5TH NJ YASASWY MEMORIAL LECTURE ON 'HOW TO BE SUCCESSFUL AND BE HAPPY IN LIFE'
- DEBATE COMPETITION ON ' DEONETIZATION AND DIGITAL PAYMENTS'
- PH.D AWARDS CEREMONY
- MOU WITH SUPREME INDUSTRIES (INSTITUTE-INDUSTRY PARTNERSHIP)
- ICFAI UNIVERSITY JHARKHAND ARRANGED FOR AMCAT EMPLOYABILITY ASSESSMENT TEST
- ICFAI UNIVERSITY STUDENT RECEIVES AWARDS FROM ESRI
- ICFAI UNIVERSITY STUDENT RECEIVES BEST POSTER AWARD AT INDIAN SCIENCE CONGRESS 2017
- ICFAI UNIVERSITY JHARKHAND SIGNED AN MOU WITH GOVERNMENT OF JHARKHAND
- *ICFAI UNIVERSITY JHARKHAND CELEBRATED NATIONAL SCIENCE DAY*
- *INTERNATIONAL WOMEN'S DAY CELEBRATED AT IUJ*
- *NATIONAL DOCTORAL CONFERENCE CONDUCTED AT ICFAI UNIVERSITY JHARKHAND*
- NSE WORKSHOP
- ICFAI UNIVERSITY CONDUCTED WORKSHOP ON WORLD HEALTH DAY
- PROJECT ON 'DIGITAL LIFE TO THE CITIZENS' BY IU JHARKHAND STUDENTS
- ICFAI UNIVERSITY TO INTRODUCE COURSES ON HEALTH AND HAPPINESS FROM 2017-18

## TREASURED MOMENTS

### TEACHERS' DAY CELEBRATED AT ICFAI UNIVERSITY SEP 05, 2016

Teachers' Day was celebrated at ICFAI University Jharkhand wherein students honored the teachers by festive-mode cultural programs. Addressing the students on the occasion, Prof O.R.S. Rao, Vice-Chancellor of the University said, "A teacher must bring out the "best" in the students by encouraging them. The Teacher's role goes beyond educating the students to groom them into professionals and Citizens with good character". As per the survey conducted in the University on "Who makes the Best Teacher?" students, rated encouraging the students to excel, respecting the students and allowing them to express themselves with teaching Skills as the three top most important parameters. "Teachers must bridge the gap between their perspective and students' expectation from them so that Effectiveness of Learning is improved", added Prof. Rao. Dr KK Nag, Member, Board of Governors, Dr BM Singh, Registrar, Dr. Hari Haran also addressed the students. Dr SC Swain, Prof Arvind Kumar and other faculty members also participated in the function. Amazing Group Dance was also performed by students of ICFAI University Jharkhand on Teacher's Day Celebration.



### ICFAI UNIVERSITY JHARKHAND CELEBRATED ENGINEER'S DAY ON SEPTEMBER 15, 2016

ICFAI University Jharkhand celebrated Engineer's Day on 15th September 2016 on the 156th birth anniversary of Bharat Ratna Sir M. Visweswarayya, one of the greatest engineers India has ever produced. The student as well as faculty members and employees paid homage to this great son of the India. Welcoming on the occasion of the Engineer's day, Dr. B M Singh, Registrar also voiced about the life and works of Sir M. Visweswarayya and also discussed about the importance and benefits of Engineers on this auspicious day. The contemporary Engineers of our country are also worth emulation and he particularly mentioned the name of Dr. APJ Abdul Kalam, Er. Bhawesh Aggrwal, Satya Nadela, Mr. Narayan Murty and E Sridharan. Addressing the participants as chief guest, Mr. C. D. Goswami, General Manager, MECON Limited explained the importance of Sustainable Development in current time and role of innovations. Dr K.K. Nag, Member, Board of Governors also expressed his views on 'Sustainable Development'. On this occasion, the students presented papers and displayed models on the topic "Sustainable Development" and also expressed their views. Mr. Abhishek & Group, Mr. Anand Padey, Mr Pratik Verma and Group, Ms Anjali Dubey, Mr Abhishek Tripaty and other B.Tech/Management students expressed their views and show the model and presented papers on the said topic. Dr S. C. Swain, Associate Dean of the University

concluded by giving vote of thanks. Prof. Arvind Kumar, Assit. Dean and other faculty members, staff and students also participated in the function.



### **INDUSTRIAL VISIT OF ICFAI UNIVERSITY STUDENTS TO SEBI**

On 20 Sept. 2016 the Students of Faculty of Management Studies (FMS) of ICFAI University, Jharkhand, along with two faculty members, Prof. Sumit Sinha & Dr. Mridanish Jha , visited the Securities and Exchange Board of India (SEBI), Ranchi office to understand about financial services and in particular, how the Stock Exchanges works.

Mr. Gyanendra Neeraj , Deputy General Manager and Mr. Rajeev Kumar, Asst. General Manager of SEBI explained to the students about the functioning of SEBI and how SEBI is financially empowering India. During the 3 hour long interactive session, the students asked several questions on financial services sector, which were answered by the speakers. Commenting on the visit, Dr. S.C. Swain, Associate Dean (FMS) of the University said, "Our University arranges for a number of such industry visits so that they get hands-on exposure to the industry".



## SEMINAR CONDUCTED ON “START-UP AND STAND-UP INDIA FOR SOCIO-ECONOMIC TRANSFORMATION OF JHARKHAND “ On Sept 27, 2016

A one-day seminar on “Start-up and Stand-up India for Socio-Economic transformation of Jharkhand” was held on 27th Sep 2016. Welcoming the audience in the seminar, Prof O.R.S. Rao, Vice-Chancellor of the University said, “Traditionally, India has been an Entrepreneurial Nation even from Pre-Independence Era. As per a recent report, in the technology driven startups, India has moved up to the third position in 2015, just behind the US and the UK. Jharkhand State also produced a number of successful Entrepreneurial organizations and more importantly, Facilitators of Entrepreneurship, like Vikas Bharati, Rama Krishna Mission and Jharcraft, which have made a yeomen difference amongst the Rural Poor of Jharkhand”. Referring to the initiatives taken by ICFAI University to facilitate Start-ups in Jharkhand, Prof. Rao added “Our University sometime in future plans to start an Incubation Centre, in line with the Start-up policy of Jharkhand”.

Addressing the seminar as Chief Guest, Padma Sree Ashok Bhagat, who pioneered Rural Entrepreneurship in Jharkhand, said “Start-up Entrepreneurs should first understand the needs of local people, particularly in Rural Areas, educate the Rural People and take up activities for Value Addition to agricultural / forest items grown locally”. Sri Dharendra Kumar, former MD, Jharcraft, advised the students to understand the agricultural and forest produce grown in Jharkhand and build businesses around them. Sri Sheetal Oraon, former IG, Police narrated his experience in starting dairy business in Jharkhand. Mr. R.P. Acharya, Dy. GM, NABARD advised the students to take advantage of the schemes of Government to start new business.

Six successful Entrepreneurs of Jharkhand, who added feathers to the cap of setting up new ventures in diverse sectors like agri-business, dairy farming, IT-enabled business, School Education etc were honored and all of them narrated their own experiences. Three students of the University presented their business plans for the start-up.



Dr K.K. Nag, Member, Board of Governor of the University advised the students to be passionate, hardworking and dedicated. In the valedictory session, Dr. R.K. Rai, Chairman of Seven Palms Hospital and president of Hospitals Association of India, advised the students to be adaptable and committed to be successful. Best paper awards were also presented to the paper presenters and along with Dr. B.M. Singh, Registrar proposed a vote of thanks.

## INDUSTRIAL VISIT @IUJ AT BOKARO STEEL PLANT

The B.Tech students of ICFAI University, Jharkhand, accompanied by faculty members Dr. Bijoya Ganguly, Dr. Birendra Goswami and Mr. Amit Kumar visited Bokaro Steel Plant on 28<sup>th</sup> September 2016 and studied the various operations of the steel plant. All the students were happy to relate their studies to the practical industry situation. Commenting on the visit, Prof. Arvind Kumar, Asst. Dean, Faculty of Science and Technology said, "Industrial visits are part and parcel of our B.Tech curriculum, as they help the students to get hands-on feel of the industry".



## INDUSTRY-READINESS LECTURE HELD AT ICFAI UNIVERSITY OCTOBER 03, 2016

A lecture on "Industry Expectations from Graduating Students" was held at ICFAI University Jharkhand. Mr. Sanjay Singh, Head (HR), East from Reliance Communication addressed a lecture. Welcoming the participants to the session, Prof. O.R.S. Rao, Vice-Chancellor of the University said, "Our University is keen to make our students industry-ready by equipping them with the competencies, needed by the Industry. "Lecture on Telecom industry is the second in the series, with the first one conducted on Banking a few days back", added Prof. Rao. Addressing the students, Mr. Sanjay Singh said, "Industry expects positive attitude, communication skills, ability to learn and unlearn, team working skills besides understanding the business". Further he stated that "Positive attitude is most important of the three aspects to make yourself competent and be employable". He also gave tips to the students on how to prepare for personal interviews.



# HALL OF FAME

## CONDUCT OPEN VIVA VOCE AT ICAI UNIVERSITY - OCTOBER 19, 2016

An open Viva Voce was held on 19th Oct 2016 and Mr. Krishna Kumar (2012 batch) was declared eligible for the award of PhD in Management subject to the approval from Academic Council. Both the external examiners expressed their deep appreciation on the work done by him.

The open Viva Voce was held on 22nd Oct 2016 in which another scholar of our university Mr. A.S. Babu (2012 batch) was also declared eligible for the award of PhD in Management subject to approval from the Academic Council.



## **CLASSES FOR MBA WORKING PROFESSIONALS STARTED AT ICFAI UNIVERSITY – Oct. 20, 2016**

Classes for MBA Program for Working Professionals commenced at ICFAI University, Jharkhand. Addressing the students, Prof. O.R.S. Rao, ICFAI University said, "Increasingly, MBA qualification from a reputed Institution is becoming important for career growth of Working Professionals, including Entrepreneurs. A number of Working Professionals in and around Ranchi want to pursue MBA program, without leaving their current jobs. Our University designed this program to address the needs for Continuing Education". Addressing the students, Dr K.K. Nag, Member, Board of Governor advised the students to take the studies seriously and learn, despite their busy schedules in their current organizations". Dr B.M Singh, Registrar of the University said that classes are held in the evening from 6.30PM in the University's city office so that it is convenient for the students to attend the classes. "However, they can avail all the university facilities like library, IT lab etc. as per their convenience", added Dr. Singh. "Pedagogy adopted is tailored as per the requirements of the working professionals. We use more case studies and discussions so that prior knowledge and experience of the students are leveraged", said Dr S.C. Swain, Associate Dean (FMS). Faculty members and staff of the University also participated in the function.



## **OPPORTUNITIES AND CHALLENGES FOR HIGHER EDUCATION IN JHARKHAND - OCTOBER 21<sup>st</sup>, 2016.**

Prof. O.R.S. Rao, our Vice-Chancellor was invited to speak on "Opportunities and Challenges for Higher Education in Jharkhand" at Jharkhand Education and Skill Summit held at Ranchi on 21st Oct 2016. He explained that if courses that can make local students employable are offered and 'Quality Education' is provided, there is no dearth of opportunities in Jharkhand. He illustrated the same point by giving the example of how senior managers working in reputed companies (like IBM, Cap Gemini, Accenture, Dr. Reddy's Labs, RBI ,TCS etc ) all over the Country come to ICFAI University in Ranchi to pursue part-time PhD program.



**LECTURE ON "HOW TO GROW YOUR CAREER IN THE CURRENT DIGITAL AGE" on Oct. 27, 2016**

It is a matter of proud that Vice-Chancellor, Prof O.R.S. Rao, was invited by Hyderabad Management Association to give a talk on "How to grow Your Career in the Current Digital Age". He advised the participants to identify their interests & strengths and plan for their career growth and acquire the needed competencies, which includes 'Digital Skills'. He also highlighted that good character and personal values are critical for sustained success. He also summed up the talk by saying; "Love your job, Learn Life Long and Leave a Mark wherever you work (by Excellent Performance)".



## ICFAI UNIVERSITY SIGNS MOU WITH IIT, BOMBAY - OCTOBER 21, 2016

### LECTURE AT NGO BY OUR VICE CHANCELLOR

On November 6, 2016 Prof ORS Rao was invited by ABCD, an NGO in Hyderabad, as chief guest for a function to give scholarships to poor students. While addressing the students and parents, Prof Rao advised them to decide their career goals, depending on their personal interest and then equip themselves to achieve the same. He emphasized the need for cultivating good character, besides knowledge and skills.



## UNNAYAN THE ANNUAL CELEBRATIONS OF DELHI PUBLIC SCHOOL – NOVEMBER 16, 2016

It was a matter of pride for ICFAI University Jharkhand as an Institution because our VC Prof ORS Rao was invited as the chief guest for the function at DPS, Bokaro, which is the best CBSE School in Jharkhand. It contributed 86 students to IIT-JEE final selection in 2016, the highest by any single school in India.



## AWARDS FOR VALUE BASE TEACHER

On 17th Nov 2016 the teacher of values award for 2016 was given to Dr. Rumna Bhattacharya, Associate Professor, FMS.



## AWARDS FOR VALUE BASE STUDENT

The award for the value based Student of the University was given to Mr Sunil Kumar Mondal (Diploma in Technology 2015-18) and Ms Ragini Kumari (MBA.2015-17).



## GUEST LECTURES @ IUJ BY Prof. IRUDAYA RAJ

On November 15<sup>th</sup> Prof Irudaya Raj, Senior Professor of OB, XLRI, Jamshedpur addressed our Ph.D scholars of 2016 batch, as a visiting faculty. After his lecture and interaction with the scholars Prof Raj said, " I observed that the scholars came with rich experience in diverse industries but a common thing that I was impressed with them is their willingness and openness to learn new things". He admired the efforts of the VC, and the top management team of the University in building an excellent Institution.



### **GUEST LECTURES @ IUJ BY PROF. SHRADHA SHIVANI**

On November 19<sup>th</sup>, 2016 Prof. Shradha Shivani, Professor of Marketing Management, BIT, Mesra, Ranchi addressed our PhD scholars of 2016 batch as a Visiting Faculty. The scholars were excited to learn the process of conducting research in Marketing Management. Prof. Shivani appraised the enthusiasm of the scholars in learning new things.

### **ICFAI UNIVERSITY JHARKHAND HOLDS 5TH NJ YASASWY MEMORIAL LECTURE ON “HOW TO BE SUCCESSFUL AND BE HAPPY IN LIFE” - NOVEMBER 18, 2016**

The ICFAI University Jharkhand organized the 5th memorial lecture on the theme ‘How to be successful and happy in life’ to commemorate the 5th death anniversary of Late N J Yasaswy, founder of the ICFAI Group. Welcoming the audience, Prof. O R S Rao, Vice Chancellor of the ICFAI University Jharkhand said , “ Late N.J. Yasaswy lived a life of fulfillment, with values and strived to make quality education accessible to the people in the remote parts of India. In line with his vision, ICFAI University, Jharkhand has been putting in concerted efforts to groom its students into competent professionals with values”. Delivering the memorial lecture, Dr. Chandra Kant Shukla , Former Vice-Chancellor, Sanskrit University, Darbhanga and Recipient of President Award said, “In order to be successful, students should have clear objectives, with understanding the value of time and put in efforts on a continuous basis. Ms Indu Bahanji , Senior Faculty from Prajapati Brahma Kumari Iswariya University, Ranchi advised the participants to identify “self” and strive for internal peace, which alone can make the people happy. Dr. K.K Nag, Member Board of Governor, Dr S.C swain, Associate Dean and Prof Arvind Kumar, Asst Dean also spoke. Vote of thanks was followed by Dr. B .M Singh, the Registrar of the University. The programme was attended by luminaries, visitors, academicians, faculty, Staff & Officials, Alumni and students of the University.



## **BLOOD DONATION CAMP CONDUCTED AT ICFAI UNIVERSITY-NOVEMBER 19, 2016**

Like every year our ICFAI University Jharkhand organized a Blood Donation Camp in association with Red Cross Society, India on the occasion of 5th NJ Yasaswy Memorial Day (Founder of ICFAI Group) on the occasion of the death anniversary of Late NJ Yasaswy, awards of recognition were given to people that have demonstrated values in their day-to-day life.



## **SOFT SKILLS TRAINING @IUJ ON December 1<sup>st</sup>, 2016**

Ms Rikita Swaroop, a reputed Soft Skills Trainer, with experience in training employees in organizations like Infosys and Tech Mahindra, took sessions for our students on “How to face job interviews” .



**IUJ JOURNAL OF MANAGEMENT, NOVEMBER 2016 ISSUE WAS RELEASED ON THE OCCASION OF 5TH NJ YASASWY MEMORIAL LECTURE**

## **DEBATE COMPETITION ON DEMONETIZATION AND DIGITAL PAYMENTS CONDUCTED AT ICFAI UNIVERSITY - DECEMBER 14<sup>th</sup>, 2016**

A debate competition was conducted at ICFAI University Jharkhand, on Demonetization and Digital Payments, wherein a lot of students participated. Addressing the students on the occasion, Prof ORS Rao, Vice-Chancellor of the University said , “Our University is keen to enable payments in our campus cashless as Digital Payments will facilitate speed and convenience in making payments”. Prof. Rao advised the students to spread awareness on

'Digital Payments' in their families and in the Society in and around Ranchi. During the debate, students highlighted that demonetization helps in addressing problems like black money, corruption, counterfeit notes, funding terrorism etc. Though long term benefits will accrue, there may be short-term inconvenience to the public.



#### AWARDS CEREMONY AT IUJ

Awards were given to the winners and runners-up of the Sports competitions of our University. Prof. Sumit Sinha had coordinated and boosted up the morals of the students to actively participate for outdoor sports including cricket, shuttle badminton and indoor games like caroms, chess etc.



#### Ph.D AWARDS CEREMONY DECEMBER 15<sup>th</sup> , 2016

Ph.D degree in Management was awarded to Mr. N.Krishna Kumar and Mr. A.S Babu by ICFAI University Jharkhand at a function organized at the University campus at Daladali. While the topic of Mr Krishna Kumar is related to Equity linked Mutual Funds and the topic of Mr Babu is related to CSR in Coal Mining industry. Addressing the audience on the occasion, Prof ORS Rao, said, "Ph.D Program (Part time) in Management, started by our University in 2012 has been attracting the best talent from the entire country due to the rigorousness of the program. The scholars have been researching on contemporary inter-disciplinary topics of interest related to the Industry and the Society.



### MOU WITH SUPREME INDUSTRIES (INSTITUTE-INDUSTRY PARTNERSHIP)

On 19<sup>th</sup> December 2016 our University has signed an MOU of Institute-Industry Partnership with The Supreme Industries, Durgapur Unit. As per the MOU, the company agreed to provide to our students, services like Internships, live projects, industrial tours, guest lectures etc so that our students are benefited by way of better exposure to the industry.



### **AWARENESS CAMPAIGN REGARDING THE USE OF CASHLESS MODES OF PAYMENTS**

On 21<sup>st</sup> December 2016 the ICFAI university has organized an awareness campaign to educate the small retailers regarding use of cashless modes of payment like IMPS, MMID, POS,E and it was commendable to get great positive response from the shopkeepers.



### **INDUSTRIAL VISIT – OSAM DAIRY PLANT**

On 23 Dec 2016, ICFAI University Jharkhand had organized for the Industrial Visit at Osam (Milk Product Manufacturer) Plant at Patratu, Ramgarh Jharkhand for the students of B-Tech, MBA, BBA & BCA. The student went through a rich learning experience of how Osam procures every drop of milk from trained network of dairy farmers. The rigorous training is supplemented by quality checks at the time of procurement on a daily basis through Milk Analyser which checks the milk on pre-defined parameters. If the milk does not meet Osam standards on purity, quality and freshness, they reject the milk at the farm level. Once the milk comes to the plant, expert dairy professionals take over in a modern, eco friendly and hygienic infrastructural set up. The milk is neither exposed to air or human touch. They ensure that nothing but the best comes out of the 'Osam' plant. Their products are supplied throughout Jharkhand



### **A MEETING- RELIANCE JIO OFFICIALS AND FACULTY MEMBER/ STUDENTS OF ICFAI UNIVERSITY JHARKHAND - DECEMBER 26, 2016**

Reliance Jio has embarked on creating a digital revolution in India. ICAI University Jharkhand will also be a part of the revolution by partnering with Reliance Jio and Supporting Reliance Jio in bringing benefits of Digital Life to the citizens of our State.



#### **NATIONAL YOUTH DAY CELEBRATION - JANUARY 17, 2017**

The ICAI University, Jharkhand on the occasion of Swami Vivekananda's 154th Birthday celebrations, wherein Swami Bhaveshanandaji, Secretary, Ramakrishna Mission Ashrama was the Chief Guest. Welcoming the audience, Prof ORS Rao, Vice-Chancellor of the University said , " Swami Vivekananda is the role model for the Youth and his messages help the youth to lead a happy life".

Swami Bhaveshanandaji said, " Education involves three types of Learning – to know, to do, to be together and to be, the last one is the most important as it shapes a person's character, which is critical for success and happiness". He advised the students to practice concentration of mind.

Mr RC Mahapatro, director (Personnel), Central Coalfields spoke as a guest of Honour and said , "Swami Vivekananda's messages are eternal and are relevant even today, after over a century". Dr R.K Rai, Chairman, Seven Palms Hospital highlighted that "Achar", " Vichar" and "Ahar" are the ingredients for success and happiness of people. Students were given awards of recognition for the best paintings and sketches on Swami Viveknanda. A number of alumni of the university shared their happy memories of the University and explained how the university contributed to their career success.The winners declared by the committee member and the first prize was given to Amit Kumar B.tech –V, 2<sup>nd</sup> prize to Utsab Das MBA-I and 3<sup>rd</sup> prize winners was Abhinav Sinha MBA-I.



### **AWARD OF DISTINGUISHED ALUMNUS ON YOUTH DAY CELEBRATION**

On the occasion of Youth day celebration, Dr Ramnish Singh, Global Director, Amazon Web Services, U.S .was given the award of “ Distinguished Alumnus” of the University for his professional success as well as his continuous help to the students of the University on multiple fronts.

### **ICFAI UNIVERSITY STUDENT RECEIVES BEST POSTER AWARD AT INDIAN SCIENCE CONGRESS -2017**

Mrs. Priyanka Priyadarshani, PhD Scholar of ICFAI University, Jharkhand, recently received the best Poster Award at the 104th Indian Science Congress, held at SV University Tirupati from 3rd to 7th January 2017. The award was handed over by the Honorable Governor of Maharashtra and Tamil Nadu, Mr. C. Vidyasagar Rao. The Union State minister for Science and Technology, Mr. Y.S. Choudhary was also present along with other dignitaries. Her poster was selected from more than 100 entries received in the Environmental Sciences section.

Mrs Priyanka’s paper was titled "Measuring Carbon Footprint Impacts of Microfinance: An Empirical Study of Deoghar District, Jharkhand". The paper was a Nobel attempt to connect two different but important fields namely Microfinance and Environmental sciences to measure the impact of Carbon Footprint by the Microfinance loanes economic activities.



### **FELICITATING Ph.D SCHOLAR FOR HER PERFORMANCE IN 104TH INDIAN SCIENCE CONGRESS**

Ms Priyanka Priyadarshani, a PhD students of the University was felicitated for getting award of ‘best poster’ for her article at ‘104th Indian science Congress’ held at Tirupati from 3rd to 7th Jan 2017.

### **ALUMNI DAY FUNCTION- JANUARY 17, 2017**

Alumni that graduated from IUJ in the last five years attended the Alumni Day function held at the IUJ campus on January 17, 2017. The Alumni of IUJ are well placed in reputed organizations. Our Alumni are the best Brand Ambassadors for us, spreading good ‘word of mouth’ in Industry and Society. ICFAI conduct periodic meetings of our alumni to share updates and thoughts. Our alumni participate actively in the activities of IUJ, like seminars, guest lectures and organizing Internships and campus placements to the students. Saurabh Shekhar BCA (2013-16), who was selected at Campus Placement by Akzo Nobel ( Dulux Paints).

Students of the University presented cultural programs like songs, dance etc in the function. All the alumni shared their pleasant memories of their studies at their University and their professional experiences with the students .Prof. O. R. S. Rao, Vice-Chancellor, advised the alumni to “reconnect” with the University for Mutual Benefit by participating in activities like guest lectures, industry tours and internships to the University students etc.

### **INDUSTRY RECONNECT**

The event was attended by senior ICFAI officials and a large gathering of students, Faculty of ICFAI, academicians, and industry personnel.

#### **ICFAI UNIVERSITY STUDENT RECEIVES AWARD FROM ESRI**

Mr Varun Prakash, PhD Student of ICFAI University, Jharkhand recently received Second Prize at the ESRI User Conference held at Hotel Leela Ambience, Delhi on 19th and 20th January 2017. The award was given to him for his work on management of Geographic Information System (GIS) Technology at Reliance Energy . His entry was selected from more than 70 entries received in the Conference.

Congratulating Mr Varun Prakash on the achievement, Prof ORS Rao, Vice-Chancellor of the University, said , “ We are happy that Our PhD Scholars have been working on cutting-edge technology management areas ,which will benefit the society and the country”.

ESRI is one of the largest GIS Companies in the world. The ESRI India User Conference is the biggest event of GIS Professionals in India. GIS Technology is based on digital mapping and is used in various location-based technology applications like town planning, travel and traffic management, power distribution, telecom, natural resources, disaster management etc.



#### **ICFAI UNIVERSITY, JHARKHAND ARRANGED FOR AMCAT EMPLOYABILITY ASSESSMENT TEST ON 25TH JAN 2017**

A number of final semester students of B.Tech, BBA, BCA and MBA of the University appeared for the online test. Details of these students and their test scores will be posted AMCAT Portal, which will be accessed by their partner companies like Accenture, Microsoft, NTT Data, HP, Tata Motors, HCL Technologies, Ericsson, Evalueserve etc, who will shortlist the students for placements on the basis of their scores. Students will get interview calls from the companies throughout the current semester and in future as well. The score is valid for 3 years. Commenting on these initiatives, Prof ORS Rao, Vice-Chancellor of the University said, “All these initiatives are aimed at enhancing the employability of our students and ensure that all students are provided job opportunities of their choice”.

ICFAI University Jharkhand organized AMCAT Informative Session/Workshop for its Students on 24/01/2017 (Tuesday) at the University Campus. The Session was given by Mr. Sandeep Sharma. The objectives of the Session are twofold, to provide basic information of cracking AMCAT to beginners & enhanced skill development for placement activities

All students who appear for AMCAT are put on their exclusive portal, where companies such as Accenture, Microsoft Research, NTT Data, Mphasis an HP Company, Tata Motors, JohnDeere, AMDOCS, HCL Technologies, Ericsson, Evalueserve, Tally Solutions, KIPS Publications, Clear Tax, BESI, Snap Deal, Global Sources, Carve Niche etc. continuously shortlist students according to their scores and profile. Students shall get interview calls through their partner companies throughout the semester and in future as well. The score is valid for 3 years.



#### ICFAI CELEBRATED 68<sup>th</sup> REPUBLIC DAY



#### ICFAI UNIVERSITY JHARKHAND CELEBRATE BASANT PANCHAMI FESTIVAL

On the occasion of Basant Panchami, ICFAI University Jharkhand celebrated Saraswati Puja in its Daladali Campus wherein all the employees and students and their parents of the University along with the Vice-Chancellor, Prof. O R S Rao and Registrar, Dr. B M Singh offered Puja to Goddess Saraswati. While sitting on Puja, the Vice-Chancellor, Prof. Rao prayed before Maa Saraswati for bestowing peace, prosperity, and intellect on all the students of the University. Puja was performed in all enthusiasm and gracefully. At last, there was 'Prasad Sevan and Bhog Vitran'.



**OPEN VIVA VOCE OF MS RUPSHA ROY , PHD SCHOLAR ( TOPIC : ANALYSIS OF COPING STRATEGIES IN THE FACE OF OCCUPATIONAL HAZARDS - A STUDY OF WHITE COLLAR EMPLOYEES OF EDUCATION SECTOR IN WEST BENGAL (INDIA) - FEBRUARY 01, 2017 (10 AM)**

After Open Viva Voce on 2nd Feb, 2017, Ms Rupsha Roy, was declared eligible for the award of PhD by ICFAI University. Topic of her research was “Analysis of coping strategies in the face of occupational hazards of white collar employees of Education Sector “. External Examiners were Prof (Dr) Pandey from BHU (FMS), Varanasi and Prof (Dr) PBL Srivastava (Dept of Humanities and Social Sciences) from, IIT, Kharagpur . Congratulating Ms Rupsha Roy on her achievement, Prof ORS Rao, Vice-Chancellor, ICFAI University, Jharkhand said , “ Ms Rupsha Roy’s research identifies the occupational hazards faced by teachers in schools and colleges and factors causing the hazards. It also recommends measures to be taken by Government and Management of the Institutions to address the root causes of the hazards and help the teachers to face the hazards”. The vice chancellor acknowledged her achievement and congratulated her.



**PARENTS-TEACHERS MEET WAS HELD AT ICFAI UNIVERSITY, JHARKHAND.**

Addressing the parents, Prof ORS Rao, Vice-Chancellor of the University said, “ The purpose of the meeting is to share with you the activities of the University and steps taken to improve quality of education , as you are the major stakeholders in the progress of your children”. Prof Rao highlighted that during campus placements conducted, so far, 12 companies visited the University for campus placements and 20 students were selected by reputed companies like Reliance Communications, SafeChem, Concentrix , GENPAC , Shoppers Stop etc. Explaining the efforts taken by the University to make the students more employable, Dr BM Singh, Registrar of the University said, “In order to impart hands-on skills, our BCA and BTech students are required to go through semester-long internship in industry, starting during current month. During the function, top rankers of all programs were

awarded medals and certificates. The parents appreciated the initiatives of the University to improve the quality of education and assured their co-operation to the management. Dr BM Singh proposed a vote of thanks. Faculty members, staff and students participated in the function.



#### ICFAI UNIVERSITY JHARKHAND SIGNED AN MOU WITH GOVERNMENT OF JHARKHAND

During the Momentum Jharkhand Global Investor Summit held at Ranchi on 17th Feb 2017, our University signed an MOU with Govt of Jharkhand to invest about Rs 100 crores in the next 5 years .The investment will go into expansion of the operations of the University, setting up Skill Development Centres , Centres of Excellence and Incubation centres



**AWARDS CONTRIBUTION IN DIFFERENT ACTIVITIES INCLUDING PLACEMENT AND OTHER  
ACTIVITIES HELD AT IUJ**



**UTSAB DAS (MBA II)**



**VARSHA KUMARI GUPTA (MBA II)**



**ABHINAV SINHA (MBA II)**



**RAHUL WALTER MINZ (MBA II)**

**SEMESTER TOPPERS @ IUJ**

<b>DIP I</b>	<b>SWARNENDU SHEKHAR DAS</b>	
<b>DIP III</b>	<b>ANOS MANISH TUDU</b>	
<b>BCOM I</b>	<b>ANKIT PRASAD SAW</b>	
<b>BCOM III</b>	<b>SIMRAN VERMA</b>	
<b>BBA I</b>	<b>ANIMESH GUPTA</b>	

<b>BBA III</b>	<b>CHAHAT PARVEEN</b>	
<b>BBA V</b>	<b>SUMIT KUMAR SAHU</b>	
<b>B.TECH I</b>	<b>DEVAM VISHWAKARMA</b>	
<b>B.TECH III</b>	<b>APEKSHA GIRI</b>	
<b>B.TECH V</b>	<b>ANAND KUMAR PANDEY</b>	
<b>B.TECH VII</b>	<b>VIMAL KUMAR BASU</b>	
<b>BCA I</b>	<b>SHUBHAM GIRI</b>	

BCA III	PRATEEK KUMAR VERMA	
BCA V	SAKET ANAND	
MBA I	ANKITA KUMARI	
MBA I	VARSHA KUMARI GUPTA	
MBA III	RAGINI KUMARI	

**Abhishek Tripathi of BCA wins the runner up prize in the Business Plan competition at NIFFT,Ranchi.**



Ms Sapna Nibsaiya , our PhD Scholar , won First Prize in the Case Study Competition, conducted by CII Western Region. After getting short-listed into top 8 case studies in the first round ( which included entries from Professors from reputed Institutes like IIM,Symbiosis etc), her case was adjudged as the winner in the finals, held in Mumbai on 24th Feb 2017.



**ICFAI UNIVERSITY JHARKHAND CELEBRATED NATIONAL SCIENCE DAY ON 28TH FEBRUARY 2017**

ICFAI University Jharkhand celebrated National Science Day to mark the discovery of Raman Effect by Dr CV Raman. Welcoming the audience, Dr. B M Singh, Registrar gave a brief life sketch of Dr. C V Raman and his invention , the Raman Effect. He highlighted the importance of Science Day and the tinted use of Raman Effect for the benefit of human beings.

Addressing the participants, as chief guest on this Occasion, Dr. D Mukherjee, Professor, NIFFT-Ranchi (Former ED-I/C, RDCIS-SAIL), lucidly explained how science and religion are complementary to each other and by virtue of

spiritual pursuits, the benefit of science would be reaped by the society. In the context of contribution of research he focused on the universities and educational institute of India should not be only teaching institution but also focused on research accomplishments. On this occasion, students of the University participated in Poster Competition on the theme of National Science Day 2017 and the winners were awarded.



**A SNAPSHOT OF POSTER COMPETITION ORGANIZED AT IUJ ON NATIONAL SCIENCE DAY (28TH FEBRUARY).**



Our University tied up with Aspiring Minds , who conducted AMCAT Test at our University. Some students of BBA,BCA,BTech and MBA programs appeared for the test, results of which were recently announced. Aniket Nayak, our BCA ( 2014-17) student was short-listed by a company from Jaipur for the position of Software Engineer Trainee , on the basis of his AMCAT performance and called for interview on 4th March 2017.

#### **ICFAI UNIVERSITY JHARKHAND & RELIANCE COMMUNICATION VENTURE FOR INTERNATIONAL WOMAN'S DAY CELEBRATION "RUN FOR WOMEN EMPOWERMENT"**

57 students of the ICFAI University participated in "Run for woman Empowerment 2017—the cause for celebrating woman's day. The students from different streams like BBA,BCA,B-tech, MBA etc with full vigour participated and ran from Albert Ekka chowk winding their way through Shahid chowk via Jal pal Singh Stadium and finally they destined themselves at Morabadi ground. The Vice chancellor of ICFAI University Prof.O.R.S.Rao was invited for the same to honour the show and gave a brief but inspiring speech on the empowerment of women at large. Students too benefited from the cause and felt enthusiastic about the entire event. Overall the cause for 8th of March was a success and the faculty members Prof. Sumit Sinha & Dr.Sudipta Mazumdar were pioneers for the event to be a success.



#### **INTERNATIONAL WOMEN'S DAY CELEBRATED AT ICFAI UNIVERSITY**

100th International Women's Day was celebrated at ICFAI University, Jharkhand at its campus in Daladali, wherein students and faculty members expressed their views on how to empower women better. Students also enacted an interesting skit on challenges faced by a Woman as a Mother and a Wife.

Complimenting all women on the occasion, Prof ORS Rao,Vice-Chancellor, ICFAI University, Jharkhand explained the origin of the celebration and narrated examples of Indian Women Achievers in diverse fields like sports, politics, industry , education etc . "All of them overcame a number of challenges in their personal and professional lives to accomplish greatness ". " Besides achieving greatness for themselves, a number of Women have enabled their husbands and children to become great", added Prof Rao. He also advised all to "Be Bold to Change", which is the theme of Women's Day for 2017.

Addressing the audience, Dr KK Nag, Senior Academic Advisor of the University exhorted all men to understand the capabilities of Women and empower them to become great achievers in life. Some Women students voiced their concerns on the crimes being perpetrated on women and the need for stringent action from Government.

A number of students of the University participated in the Goodwill Run that was organized by Reliance Communications today morning from Firyalal to Morabadi grounds.



#### **NATIONAL DOCTORAL CONFERENCE CONDUCTED AT ICFAI UNIVERSITY**

National Doctoral Conference on 'Trends in Management Research' was conducted at ICFAI University Jharkhand on 9th March 2017. Beside PhD Scholars, eminent researchers from reputed institution like IIT Khargpur, ISM Dhanbad, Ranchi University, BIT Mesra and West Bengal State University presented papers on a number of aspects of research.

Welcoming the participants, Prof. ORS Rao, Vice-Chancellor of the University said, "Despite the presence of over 700 University, quality of research in India is not up to the mark, with the result that only a handful institution figure in global ranking". "Objective of the conference is to improve quality of research by providing requisite inputs to researchers in area like Trends in Management Research and how to conduct quality research, added Prof. Rao.

Addressing the audience, Dr. L N Bhagat, former VC of Ranchi University exhorted the researchers to take-up action-oriented research. Dr. AA Khan, former VC of Ranchi University underlined the need for "passion for doing quality research". Dr. Pramod Pathak, Professor from ISM Dhanbad stressed on the need for unadulterated observations and objective analysis. Dr. KBL Srivastava, Professor from IIT Kharagpur explained how to published papers in Indexed Journals. Dr. Pranam Dhar from West Bengal State University elaborated on advances in Banking. Dr. Sharadha Sravani, Professor BIT Mesa highlighting the steps to identify the right problem, which is essential to research. A panel discussion was held to discuss the major factors to improve quality of academic research, which include choice of Topic, quality of evaluation of thesis etc. Awards were given to the best papers, presented during the conference. Dr. B M Singh proposed vote of thanks. A number of PhD Scholar, Faculty Member and Researchers participate in the seminar.



Ms Rupsha Roy our PhD Scholar of 2012 batch was awarded PhD Degree at the Doctoral Conference on 9<sup>th</sup> march 2017. Expressing her gratitude to the ICFAI University, Dr Roy narrated her exciting PhD Journey to the participants of the seminar.



Sourav Mazumder ,our PhD Scholar received the Best Paper award in the Doctoral Conference held at our University on 9th March 2017.



Ms Sapna Nibsaiya, our Research Scholar, got Second Prize for her paper on “A study on Biophilic attitude of students and its influence on their performance in selected colleges of Bengaluru” at the National Conference on Opportunities & Challenges for business under climate change scenario" , held at Jain University Bangalore on 8<sup>th</sup> March 2017.



### **NSE Workshop at IU Jharkhand – March 15, 2017**



### **ICFAI University conducted Workshop on World Health Day – April 07, 2017**

ICFAI University conducted Workshop on World Health Day on the occasion of World Health Day, on “Managing Depression” in its Campus at Daldali Ranchi on 7th April 2017. The Chief Guest of the Occasion, Dr. R K Rai, Chairman, 7 Palms Hospital and President, Indian Hospital Association presided the Workshop and lucidly explained to the participants how to manage Depression. Prof. ORS Rao, Vice Chancellor of the University in his message on the occasion informed that about 32 Crore people around the world are suffering from depression, hence prevention of the same is of paramount importance. Tendering vote of thanks to the Chief Guest, participants and the organizers of the Workshop, Dr. B M Singh, Registrar of the University spoke how spiritual bent of mind will keep individuals away from depression.



**Congratulations to Mr. Abhinav Sinha & Mr. Rahul Walter Minz (MBA II) for winning 2nd prize in Business quiz held at Jharkhand Rai university – April 10, 2017**



**Project on "Digital Life to the Citizens" by IU Jharkhand Students – April 12, 2017**

Congratulation to our MBA Students (Mr. Pratik Kumar , Mr. Sujoy Bose, Mr. Sujeet Kumar , Mr. Jyoti Kumar and Mr. Kaiser Raza) who have successful completed the joint Project of ICFAl University Jharkhand and Reliance Jio for bringing benefits of Digital Life to the citizens of our State. Received appreciation letter for the same from Mr. Subhro Chaterjee (State Head) Mr. Abhishek Ranjan (Sales Head) Mr. Nikhil Kumar (Marketing youth wing -Head).



**Varsha Kumari Gupta and Abhinav Sinha of MBA Semester II secured 2nd position in Quiz Bowl Event at Amity University Annual Youth Fest 2017 'Amiphoria', conducted on April 20, 2017**



**The MBA (Semester II) Students showing creativity in Marketing Management class where they created Advertisement for FMCG products. Learning with fun exemplified - May 10, 2017**



### ICFAI University to introduce courses on Health and Happiness from 2017-18 Academic Year – May 19, 2017

During the meetings held on 17th and 18th May 2017, Boards of Studies of Faculty of Management Studies (FMS) and Faculty of Science and Technology (FST) reviewed the program structures and course structures/syllabus of all programs and proposed a number of changes. It was proposed to introduce Digital Technology oriented courses like Cloud Computing, Big Data Analytics, Mobile Computing, Cyber Security, and Digital Marketing in the appropriate programs of the University. Further, the University plans to introduce “Health and Happiness” as a compulsory course in all its programs. It covers physical health, mental health and spiritual health, which also includes Yoga sessions. This proposal will be executed on next academic council meeting. Commenting on the proceedings, Prof ORS Rao, Vice-Chancellor of the University said, “Every year, our University systematically reviews all our programs and curricula in the light changes in Technology and changing requirements of the industry so that employability of our students is enhanced”. “Course on Health and Happiness will help the students to become more health conscious and lead a happy life” , added Prof Rao.



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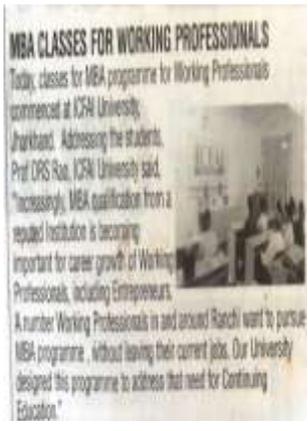


SHOPPERS STOP

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# PRESS



# IUJ STUDENTS EXPRESS

## True Friends

Friends are not like poems' rhyme,  
To change from time to time.  
Nor they are like ice cream  
That melts to a free stream.

True friends are the amber gems,  
Really precious and rare.  
False ones are like autumn,  
Found like stones everywhere.

True friends are not cheap as money,  
That someone can steal and borrow.  
They are even sweeter than honey,  
Who share our joy and sorrow.

Friends are the shadow of evening,  
That strengthens with the sun setting.  
Whereas I think of a true friend,  
Joy doubles and sorrow comes to an end.

By-

**Abhinav Sinha**  
**MBA –I (2016-18)**

## What's Life?

*A small word comprising of four letters,  
But no one still knows it better*

*The sun at the dawn, the grasses in the lawn;  
The foaming sea, the moving breeze;  
The swinging flowers, the morning showers;  
All seem moving but called lifeless.  
Different nations, different cases  
But still unknown is this phrase.*

*Some call it life,  
Some say it's peaceful like a dove.  
Some compare it to money,  
Some say it's sweet like honey.  
Sadness, happiness and joy,  
Laughter, glee and coy.*

*People give it different meanings.  
Different idioms, different headings.  
But still I always strive,  
For what's life? And what's life?*

**Abhijeet Sinha**  
**BBA V (2014-2017)**

## Demonetization In India

When PM Modi announced that Rs with the denomination of 500/- and 1000/- would cease to be the legal tender from 9th of Nov, the whole country was stunned. This decision caused sensation in the whole country. Social Media was flooded with messages and information. People started counting the trash they had accumulated for years legally or illegally. Rumors became rife. Some tried to invest their dying currency in gold. Some contacted their near and dear ones in this miserable hour. People could get only Rs 4000/ of old denomination exchanged with the new one. Big lines became the order of the day.

Instead of getting shorter, these queues were getting longer with every passing day. The last date for the whole process was 30th of December. The persons could deposit the old cash worth Rs 2.5 lac till the said date. The main objective of this move was to curb the black money, corruption and fake money menace. The new currency which replaced the old one is of denomination of 500/- and 2000/-. Though the people faced a lot of inconvenience owing to shortage of funds, they did not criticize the government for the move. Even they lauded the Modi government for this big move. Prime Minister also addressed the people many times telling the people that it was a mahayajna (महायज्ञ) and they must offer their own ahuti (आहुति) in it.

He further said he was aware the hardships they were suffering from but he sought only 50 days for setting the things right. He jibed at the chief political leaders who have stashed big amount of money and now joined hand to force government to take the decision back. The most interesting thing regarding the demonetization is that people are devising various unique methods for transforming their black money in to white one. Some of these methods are as follows –

- Depositing money in the accounts of their poor relatives and friends.
- Enticing the people with some percentage of money for exchange.
- Asking their employees to stand in the long queues in front of Banks and ATMs for getting money exchanged.
- Hiring labors for some Rupees ranging from Rs 500/- to 700/- for becoming the part of long queues in front of banks/ ATMs.
- Converting black money in to gold.
- Paying a few months salaries in advance.
- Paying back loans forcibly.
- Using their influence / links with bank employees and so on.

We shall see a great impact of this move of the Central Government on Indian Society and Economy. The first impact shall be that people will have lower expenditure power. With that they will not be able to purchase luxurious things.

There shall be no ostentatious expenditures on marriages and other ceremonies. So the society will grow lesser materialistic and people more prudent. With the fake money destroyed, Indian economy will see a big boom and the so far booming real estate sector shall fall on the ground. The things shall be cheaper. Indian Currency shall get respect at the international market. There shall be a great check on the terror-related funding and therefore on terrorist activities. Corruption shall be down to a great extent as people will stop the tendency of accumulating money using wrong means.

It will bridge the gap between the haves and the have notes. However, there may be some difficulties for a couple of months. But this inconvenience shall be temporary and for short-term.

**Devam Vishwakarma B.Tech I**

### **NATURE**

*The sound of the sizzling breeze,  
Makes me feel cool and calm.  
Oh! The chirping of birds,  
Makes me feel lively and free.  
Wow, what a wonderful the nature is having  
something hidden on it.  
Ah! The sound of the fluttering of trees,  
Makes me feel good a observer.  
Oh! The sound of the ocean waves,  
Makes me feel to break out from this biased  
society.  
Wow, what a wonderful the nature is Having  
some meaning hidden on it.  
Ah! The blossom of flowers,  
Makes me glow everyday.  
Oh! The glittering sun rays,  
Teach me to shine above all. Wow, what a  
wonderful the nature is,  
Having some inspiration hidden on it.*

**Shiny Smita Kiro**  
**BCA-I**

### **Difference between winners and losers**

The winner is always a part of a solution,  
The loser is always a part of problem.

The winner has a mission to execute,  
The loser always have an excuse.

The winner always present himself in front,  
The loser always says it's not my job.

The winner seeks a solution for every problem,  
The loser seeks a problem for every answer.

A winner makers commitments,  
A loser makes promises.

Winner's are optimistic,  
Loser's are pessimist.

Winner's stands firmly on values,  
Loser's compromises on values.

**Neha Kumari**  
**B.com-I**

### **DEMONETIZATION – EFFECTS FAVOURABLE OR UNFAVOURABLE**

On November 8,2016, when the whole world was waiting for the outcome of US presidential elections, Prime Minister Narendra Modi came out with his master stroke on corruption, counterfeit currency, terrorism and black money by announcing demonetization and ceasing 500 and 1000 rupees notes as a part of legal tender in India. The term demonetization is not new to the Indian economy. The highest denomination note ever printed by the Reserve Bank of India was the Rupees 10,000 note in 1938 and again in 1954. But these notes were demonetized in January 1946 and again in January 1978, according to RBI data. The decision was taken to curb the illegal use of high denomination currency which was used for corrupt deals in the country. Demonetization is surely hampering the current economy and will continue to do so in the near term and will also impact India's growth for the coming two quarters but will have positive long lasting effects. The question that arises is why demonetization was required at this point of time. There are certain pros and cons of demonetization.

one of the biggest benefits of this move is that it is going to drastically affect the corrupt practices. People who are holding black money in cash will not be able to exchange much as they would be in a fear of getting penalized and prosecuted by the authorities. Secondly, the banking system will improve as it will slowly head towards a cashless society. Cashless society will increase credit access and financial inclusion. Further Banking System will get a boost, as more than rupees 7-8 lakh crore base money (new legal money) will enter the system. Thirdly, it will reduce the risk and cost of cash handling as soft money is safer than hard money. It will also reduce government liability. Thus, this will extinguish government's liability to that extent. It is expected approximately rupees 5 lakhs crore may come to the government in the form of extinguished RBI liability, taxes and penalties. It will also reduce tax avoidance. Importantly, in the longer run, tax and interest rates on loans are expected to come down as higher

income tax collections arising from better compliance would offer scope to reduce rates over the long term. This can give a positive impact on consumption demand in long term.

Likewise, if we move towards the cons then we find the liquidity squeeze caused by demonetization will be negative across sectors with high level of cash transactions. Real estate, jewellery, retailing, restaurants, logistics, consumer durables and luxury brands, cement and some segments in retail/SME companies with high level of debt will face more pressure and can face loan defaults. Secondly, there will be an added replacement costs of currency. Initially, it is very difficult to create a cashless society as more than 50 percent of Indian population is not well versed with card transactions. India is certainly going to experience "Acche Din" in Modi's regime. The decision of this surgical strike on black money was not taken in a day or two. Rome was not built in a day and similarly, this plan is the result of Prime Minister's meticulous planning and never ending fight against corruption. As a result, he has successfully made the right stroke at the right time. Despite certain short term troubles, demonetization is certainly going to give a boost to the Indian economy in the long run. As of now, all of us should stand and support this bold move of our Prime Minister and help those needy, around us.

**PURNIMA DUBEY**

## **JOKES**

**1}** A man goes to a bank to exchange his old 500 and 1000 rupee notes and after doing so the cashier marks his finger with indelible ink and the man says...

**Man:** Sir , can I wash this ink mark with water?

**Cashier:** No

**Man:** What if I use soap?

**Cashier:** No

**Man:** Shampoo

**Cashier:** Never

**Man:** How long will it last?

**Cashier:** Almost a year

**Man:** Then please apply some in my hair. I am tired of the ordinary dyes.

**2}** A Professor asks his student...

**Professor:** What are the benefits of Semester Exams?

**Student:** Sir I don't know about the benefits, but it surely insults us Twice a Year.

**3}** A teacher asks her student...

**Teacher:** What is The Future Tense of " I bought some food" ?

**Student:** My Friends Ate It.

**4}** A patient goes to his doctor and says...

**Patient:** Doctor, I took the medicines at 6 o'clock today

**Doctor:** But why? I told you must take them at 9.

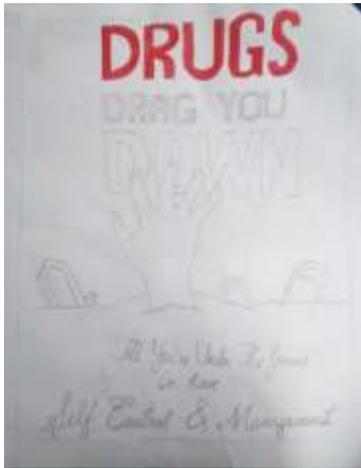
**Patient:** I know, but I wanted to surprise the bacteria.

### Motivational Thoughts

- Darkness cannot drive out darkness, only light can do that. Hate cannot drive out hate, only love can do that.
- Until someone sympathizes with us, till then we don't leave pain and neither does pain leave us.
- The biggest achievers of this world are those people who have their own craze... the craze that doesn't come by imitating others .... the craze that is born with them.
- Never run for success, try to run for excellence ... success will just come behind it.

-----  
**Swarnendu Sekhar Das**  
**DIT-I**

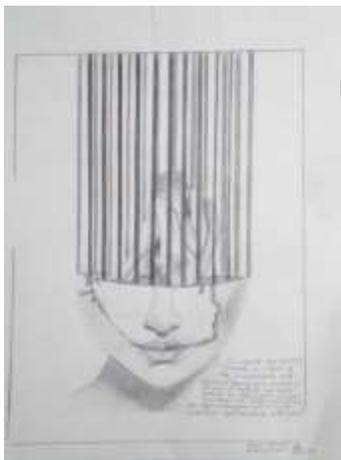
## *PAINTINGS / SKETCH*



**Abhinav Sinha**  
MBA - I



**Utsab Das**  
MBA - I



**Amit Kumar**  
B.Tech - V



**Varsha Gupta**  
MBA - I



**RAHUL PRASAD (B.TECH-VII)**



**DEPAYAN SEN  
B.TECH -VI**

## ICFAInterest

IUJ WELCOMES NEW ASSOCIATES TO THE FAMILY



Dr. Manish Kumar  
Assistant Professor  
Faculty of Management Studies



Dr. Sweta Singh  
Assistant Professor  
Faculty of Management Studies



Dr. Vishal Kumar  
Assistant Professor  
Faculty of Management Studies



Mr. Ajit Kumar  
Senior Lecturer  
Faculty of Management Studies

## What Employers say about students of IUJ?



**Er. Balakrishnan C Warriar,**  
**Sr. GM, Usha Martin industries, Ranchi**

"Good University. Excellent faculty and Leadership"



Mr. Alex,  
Manager, Vivo (Huijin Electronic India Private Limited)

感谢贵校的热情招待  
和人才输出！  
祝贵校越办越好！ /eo.



**Mr. Ajay Mionocha,**  
**Asst. VP, Yes Bank Ltd.**

Visiting the university was a wonderful experience. Teaching seems to be at par with all the Universities, and what enamoured me was the environment between the teacher and the taught



**Mr. Rajeev Kumar Gupta**  
**Dy. GM – Corporate Relations, JSW Steel Ltd.**

"Visiting the university was fun as well as a great feeling to know this serves the best it can"



**Mr. Bharat Jaiswal**  
**Regional Director, Assocham**

“It’s a great experience to visit the university with a friendly environment and great faculty members”



**Mr. P k Swain**  
**Sr. GM, TheSupreme Industries Ltd., Guwahati, Assam**

“Over-whelmed to see the learning & research activities in ICFAI. This was my first visit.”



**CA. Rakesh Sharma**  
**Founder Member,**  
**OSA Diaries Ltd.**

“Never knew that in Ranchi a University existed par excellence. Would love to visit once again”



**Mr Aditya Srivastava,**  
**Regional HR Manager,**  
**Akzo Nobel India Ltd,Kolkata**

Good campus, Excellent pool of students, We selected some of the students from this University during campus placements.

## WHAT OUR ALUMNI "SAY" ?



**Mr. Shakti Newar**  
Asst. Manager,  
TATA Sky Ltd.

" University taught me to love learning with fun and frolic and make me realize what I am today"



**Ms Sneha Giri**  
Management Trainee  
Safechem Industries

"Came out with flying colours only with the help of colossal help of ICFAI University Jharkhand"



**Ms. Sunita Shashtri**  
Management Trainee  
Safechem Industries

"The care, love, grooming and above all, the academic nourishment that I received is something , which I will cherish all my life"



**Mr. Chandan Kumar**  
**Territory Sales Officer**  
**Marico Ltd.**

“ICFAI University has paved a path of success not only to me but ensures, success to one and all whosoever comes under its academia”



**Mr. Saurabh Sekhar**  
**Sales Officer**  
**Akzo Nobel India Ltd.(Dulux)**

“I had a dream, but today I feel proud to share it. I am, what I am today all because of ICFAI university”



**Mr. Vikrant Kumar**  
**Sales Officer**  
**Akzo Nobel India Ltd.(Dulux)**

“Being lucky enough to stand tall today for the efforts by the entire ICFAI family”



**Mr Rishi Raj,**  
**Graduate Trainee**  
**TCS**

“Feel proud to have been groomed and Nourished the way I wanted to  
.....Thank you ICFAI”



**Mr. Koushal Kumar Singh,**  
**Executive – CV**  
**Mahindra and Mahindra**

“ Finally have been nurtured as an engineer, and got placed in a company of my dreams”



**Mr. Shubham**  
**Software Engineer**  
**Capgemini Solutions**

“ Never thought that I would get the best of novelty, love, academics and many more from one basket. Thank you ICFAI”



**Ms. Apurwa Gupta**  
**Maersk Solutions**

“ICFAI University has showered its best for my academic journey – a journey which still continues to make me excellent in my field today”



**Mr. Nikhil Shanu**  
**CAD Engineer**  
**Netmax Technology**

“Have been groomed, loved and finally standing tall , with head held high. Thank you ICFAI “

*GROUP PHOTO OF IJH EMPLOYEES ALONG WITH HONORABLE CHANCELLOR MAJ. GEN (RETD.) V K SAREEN AND VICE- CHANCELLOR PROF. ORS RAO.*



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