

K S H I T I J

A Quarterly Newsletter of the ICFAI University, Jaipur
(for private circulation only)



From the President's Desk

It's a matter of great pleasure to have learnt that we are launching our Newsletter - ICFAI Kshitij. The Kshitij showcases the development and growth momentum through which the University is passing. The ICFAI University, Jaipur is all set to scale up in terms of new courses, activities, social connect and other development aspects. We are all set to launch 10 new programs strengthening our portfolio of courses.

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The year 2019 has been a remarkable year for the University in terms of enhancing the strength of students, faculty members and staff members. Our sports facility has further enhanced and cricket and football grounds are now ready for big games. The year has also seen a good number of academic events, guest lectures, seminars and other academic activities. Not only this, the students of ICFAI University have done us proud by sheer dint of hard work and diligence. They have showcased their talent, grit and commitment, winning number of events. Moreover, the ICFAI University Jaipur has been adjudged as Emerging University of the Year - Indeed acknowledging efforts, commitment and dedication of all members of the ICFAI University family. We are confident that the ICFAI University Jaipur will truly live up to the expectations of all stakeholders in true sense and will be a preferred place for higher learning where the focus is also on transforming human being with ethics, morale and dignity of the individual. Once again I congratulate the team which is responsible for this impressive publication and wish many more success and laurels.

Wishing you all a Happy New Year, 2020. It is not simply change over of leaf of a calendar but indication of incoming prosperity, peace and pleasure to all my ICFAI Jaipur family members.

Best Regards,

Dr. Rajesh Kothari
President, The ICFAI University, Jaipur
vc@iujaipur.edu.in

"ICFAI
University
Jaipur has
been adjudged
as Emerging
University of
the Year."

Employers Association of
Rajasthan



NEWS ROUNDUP

JAN TO DEC 2019



Workshop on Digital Marketing

1 July 2019

On 1st July, 2019 a seminar on "Importance of Digital Marketing in Growth Hacking" for our MBA students was organized by Dr. Shiv Kumar from the IBS Department. The resource persons Mrs. Sonia Maheshwari an eminent Soft Skill Trainer and Mr. Sourav Goyal, (Director, Core Apps Labs.) a profound speaker and expert of Digital Marketing along with their team introduced our students to the applications of Digital Marketing. Students of MBA 1st & 2nd Year along with our faculty members actively participated in the session.

Panel Discussion on Union Budget

9 July 2019

A Panel Discussion on the Union budget 2019 at the Seminar Hall, our University campus on Tuesday, 9th July 2019 was held. The eminent panel members included Dr. C S Birla, former Professor & HOD (Economics), University of Rajasthan; Dr. Prabhat Pankaj, Director, Jaipuria Institute of Management, Jaipur and Mr. Anil Bafna, noted Chartered Accountant. The Interactive Session on Union Budget proved to be successful platform for our students where they enriched their knowledge regarding current financial budget, government schemes and many more. Dr. Vipin Khurana, our Pro-President delivered the vote of thanks.

Sell the Brand

4 July 2019

Market Mavens Club organised a marketing event & SELL THE BRAND for the our students of 1st year MBA, under the guidance of our Marketing activity co-ordinator Dr. Vidhu Mathur and Student Activity co-ordinator Dr. Shivangani Rathore. The two-week event started on 4th July as Auction day. A total of 16 teams which consisted of 80 students from 1st year MBA enthusiastically came up with unique products/services and business development plans.



Spin the Yarn

14 November 2019

Spin the Yarn: the Story Weaving Contest was organized by Communiqua (the Language Club) at our University, Jaipur on 14th November 2019. Students of BBA, B.Com and MBA participated in the contest. The event was organized by Aayush Arnav and Aastha Mittal under the guidance of Dr. Shweta Jain (Communiqua Club Convener) and Dr. Shivangani Rathore (Student Activity Coordinator).



Events Snapshot

Visit to Jawahar Nagar Police Station, Jaipur was organized on 18.01.2019. Debate Competition on Economic Reservation in India is Boon or Bane among the students of ICFAI Law School was organized on 18.01.2019. Intra Judgment Writing Competition among the students of ICFAI Law School was organized on 12.04.2019. Q-Fiesta (Legal and General Quiz) was organized on 06.08.2019 to 08.08.2019. Group Discussion was organized on 09.08.2019. Organ Donation Awareness Signature Campaign was organized on 14.08.2019. Independence Day Quiz was organized on 14.08.2019. Extempore Competition was organized on 20.09.2019.

Workshop on Introduction to Stock Trading

26 June 2019

Spin the Yarn: the Story Weaving Contest was organized by Communiqua (the Language Club) at our University, Jaipur on 14th November 2019. Students of BBA, B.Com and MBA participated in the contest. The event was organized by Aayush Arnav and Aastha Mittal under the guidance of Dr. Shweta Jain (Communiqua Club Convener) and Dr. Shivangani Rathore (Student Activity Coordinator).

FICCI Summit on IoT

Students from MBA Second Year along with our faculty mentor, Dr. Shiv Kumar attended an exciting and enriching Rajasthan Summit on "Internet of Things (IoT)". It was organized by the Federation of Indian Chambers of Commerce and Industry (FICCI) at SMS Convention Centre on 12th June, 2019. The theme of the program was "Transforming Businesses through Technology Disruption". "NASSCOM Centre of Excellence on IoT and AI" was the Institutional Partner and "Ernst & Young" was Knowledge Partner for the event.



FICCI HR Summit

Students of MBA Second Year along with our faculty mentors Dr. Shweta Jain & Dr. Shivangani Rathore attended the 4th edition of HR Summit organized by Federation of Indian Chambers of Commerce and Industry (FICCI) Rajasthan State Council on Friday, 15 November 2019 at Holiday Inn, Jaipur. The theme of the 4th HR Summit was "Re-Imagining the Role of HR".

Special ADR Sessions

Special Session of ADR among the students of ICFAI Law School was organized on 29.08.2019. Training Session on Client Counseling was conducted by ADR Committee of ICFAI Law School on 13.09.2019. Intra Client Counseling Competition, 2019 among the students of ICFAI Law School was organized on 27.09.2019.

Legal Aid Camps

ICFAI Law School under the aegis of District Legal Services Authority organized Legal Aid Camp at Nimodia Village, Jaipur on 23.02.2019. Another one was organized under the aegis of Rajasthan State Legal Services Authority organized Legal Aid Camp at Bassi Village, Jaipur on 16.11.2019.

Workshop on Google Cloud & G Suite

Our Students participated in the Google Cloud G Suite Workshop. It was a two-day workshop organized by CRIT at IIS (deemed to be University), Man Sarovar on 9 August 2019 and 10 August 2019. The main objective of the workshop was to know the functionality of Google and utilize its benefits.



Startup Bootcamp

IcfaiTech has organized three days Bootcamp with Startup Oasis, Jaipur. Startup Oasis is based on Startup Hub which is established by Rajasthan State Industrial Development and Investment Corporation (RIICO) and Centre of Innovation Incubation and Entrepreneurship (CIIE), IIM Ahmedabad., the main objective of the Bootcamp was to create entrepreneurship awareness among University/College students by organizing "Innocity Entrepreneurship Bootcamp" in various cities of Rajasthan



Blood Donation Camp

IcfaiTech organized a blood donation camp in collaboration with Swasthaya Kalyan Blood Bank on October 22, 2019. There was an overwhelming response from teaching & non-teaching staff, students & non-student donors. 170 volunteers came forward to donate blood during the camp but some of them who could not donate this time was assured for donation in the next camp. At the end, 140 units of blood were collected. A memento of appreciation, donation card, and refreshment were given to each donor as a token of gratitude



Graphic Design Workshop

C programming club Alpha Beta Coders of IcfaiTech organised a graphic design competition to the tech students and the aim of this event was to judge the designing abilities of the students

Science Symposium

IcfaiTech organised "Science Symposia - 2019" to celebrate the National Science Day on February 28, 2019 in order to commemorate the invention of the Raman Effect by the Nobel Laureate Sir C.V. Raman. The event was comprised of inter-university paper presentation sessions and quiz competitions. Student participated from more than 10 different universities and colleges took part in the quiz and competitions in the symposia. The winners were given the cash prizes and awards. This event received wide attention in the media

Teachers Day

Students organized special programme on Teachers' Day. Students welcomed all faculty members with traditional tilak. The students planned and executed a mesmerizing programme for the faculty members. The programme ended with cake cutting ceremony after which snacks were distributed among all.

Moot Court Competitions

ILS students participated with enthusiasm in several Moot Court Competitions, within as well as outside the campus and brought laurels to the University. Notably, they were adjudged winners in 3rd C L Agrawal Moot Court Competition at Raffles University, runner-up at National Moot Court Competition at Maharaja Vinayak Global University, Jaipur.



Industrial Visits

Students visited several well-known companies as part of exposure series, where they saw how actually theoretical concepts are applied in practical situations. IBS students visited Mumbai and Rishikesh to gain insight into working of companies like Godrej, Relaxo, Chik, BSE among others. Tech students visited Ashok Leyland

International Education Tours

The students visited several countries in Europe like Germany, Switzerland and Austria. Another international trip to China was also organized. These tours are invaluable as exposing students to international cultures, to broaden their thought process, while familiarising themselves to new developments





FESTIVITIES@ICFAI

ICFAI is a happening place!

CAMPUS HAPPENINGS

- Culture**
- Festivals**
- Tours**
- Celebrations**

FRESHER'S DAY

The campus wore a festive look as it geared to welcome the new Batch (2019-21). The basic purpose of the fresher's welcome party (Novato Fiesta'19) was to make the juniors familiar and build healthy relationships with them. The Theme of the party was 'Retro- Back to the 80's' After seeking blessings from Lord Sarasvati and Lord Ganesha the programme commenced with a welcome note by Dr. Rajesh Kothari, President of our University, Jaipur. Dr. Vipin Khurana, Pro-President & Program Head addressed the gathering with their words of wisdom. The event was coordinated by the students under guidance of faculty members.

CULTURE KALEIDOSCOPE

The calendar was dotted by a number of celebrations and competitions throughout the year. Rangoli Competition was organized on 23.08.2019, Navratri Special - Dandiya was organized on 04.10.2019, Fresher's Party "FestaJunina, 2019" was held in the Campus on 11.10.2019 for ILS, Poster Making Competition among the student of ICFAI Law School organized on 08.08.2019. AD Skit Competition among the student of ICFAI Law School organized on 08.08.2019.



INDEPENDENCE DAY CELEBRATION

A cultural event on the occasion of 73rd Independence Day was organised, where our students from all domains i.e. ICAI Business School, ICAI Law School and ICAI-Tech School students actively participated to give honor and reverence to our motherland, our martyrs and our brave freedom fighters. The event was filled with cultural performances by our students to mark the day. The faculty members also honored the event with their presence. The celebration started with the lamp lightning ceremony by President Dr. Rajesh Kothari, Dr. Vipin Khurana Pro- President, Dr. G.D. Rathod, Registrar and other dignitaries present in the event.

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OUR FLAG DOES NOT FLY BECAUSE THE WIND MOVES IT, IT FLIES WITH THE LAST BREATH OF EACH SOLDIER WHO DIED PROTECTING IT.

“

KRISHNA JANAMATHMI CELEBRATION

On the occasion of Janmashtami, our Youth Vibes Club organized a cultural event “Dahi-Handi Competition” on 24th August, 2019 in our university campus. The celebration started with the lamp lightning ceremony by Dr. Rajesh Kothari (President), Dr. Vipin Khurana (Pro- President of IUJ & Program Head of IBS), Dr. G.D. Rathod (Registrar of IUJ) and other dignitaries present in the event. Students started singing and dancing on the rhythms of ‘Hare Krishna, Hare Rama’. In the Intra Dahi-Handi Competition, Among eight teams which participated, MBA 1st year students won the competition followed by ILS team.





ALUMNI MEET

IBS celebrated its 50,000 alumni members at a gala evening filled with games, songs, dances followed by scrumptious dinner. Over the past many years, alumni have been an integral part of learning at the campus. Alumni placed at very senior positions throughout the country, are not only a source of motivation to present students, but also act as mentors and guides to current batches. The IBS Alumni Federation also honors best teachers and student internships each year. This year Dr. Shiv Kumar received this prestigious award as best teacher. Ms. Astha Mittal and Ms. Vagheshwari were awarded for best internship projects.

'FORZA' SPORTS CHAMPIONSHIP

A three-day sports championship was organized at the campus comprising various events including volleyball, football, badminton, chess, table-tennis and others, under the supervision of Dr. Vishnu Choudhary, Sports Officer. The various events drew enthusiastic participation from students from all departments. At the conclusion, winners were given individual and team medals and trophies by the President, Pro-President and Registrar.



”

I'VE FAILED OVER AND OVER AGAIN IN MY LIFE. AND THAT IS WHY I SUCCEEDED

MICHAEL JORDAN

“

FACULTY PUBLICATIONS

Stand on the Shoulders of Giants



MR. ARUN KUMAR SINGH

ICFAI Law School

Legal Aspects of Forensic Science with Reference To Crime Scene Investigation, The IUP Law Review Vol.9 No.1 an. 2019 PP.22-37. ISSN No.22313095

Forensic Science in Criminal law: Developments & Present Scenario. Journal of the School of Law Mody University of Science & Technology, Laxmangarh, Sikar 2019-20. Vol.9, UGC Approve Journal No.62469. ISSN No.09765077

MS. RADHA NARUKA

ICFAI Law School

Hung Assembly: The Controversies and related aspects in India. International Journal of Emerging Technologies and Innovative Research, May 2019. Vol.6 Issue No.5. I.J. Publication. ISSN 2349-5162, Vol. 6, Issue 5

MS. RADHA NARUKA

ICFAI Law School

Decriminalisation of Adultery in India: Issues and Challenges, Universal Review Journal, Volume VIII, Issue V, May 2019, Universal Review Journal. ISSN 2277-2723, Vol. VIII, Issue V

MS. AMEESHA SINGH

ICFAI Law School

Legal Aspects of Forensic Science with Reference To Crime Scene Investigation. The IUP Law Review Vol.9 No.1 Jan.2019 PP.22-37. ISSN No.22313095

Forensic Science in Criminal Law: Developments & Present Scenario. Journal of the School of Law Mody University of Science & Technology, Laxmangarh, Sikar 2019-20. Vol.9, UGC Approved Journal No.62469 ISSN No.09765077

DR. VIPIN KHURANA

ICFAI Business School

Pull-A-Vehicle Approach for Transport with Internet of Things (IoT) based Fleet Management System (FMS), International Journal of Emerging Technologies and Innovative Research. Vol 6, Issue 1, ISSN: 2349-5162.

DR. SHWETA JAIN

ICFAI Business School

Exploration of Entrepreneurial Intentions of Management Students Using Shapero's Model, Theoretical Economics Letters, 2019, 9, 959-972, ISSN Online: 2162-2086

Nativity and Its Bearing on the Students' Intentions for Entrepreneurship: An Empirical Study, (March 2019) IUP Journal of Entrepreneurship Development. Vol. 16, Issue 1, ISSN:0973-2659

DR. ARCHANA RATHORE

ICFAI Business School

Economics of Loan Waiving Culture: Evidence from Indian Economy, International Journal of Research in Commerce, Economics and Management, Vol (9), Issue 5 (May 2019), ISSN 2231-4245

DR. SHIV KUMAR

ICFAI Business School

Assessment of University Students' Perception on Digital Social Networking Platforms, ELK Asia Pacific Journal of Marketing and Retail Management-Special Issue. Page Nos. 252-270, ISSN (PRINT): 0976-7193

DR. SUNITA SHARMA

ICFAI Business School

Empirical Assessment of Management of Non Performing Asset (NPA) in the Public and Private Sector Banks, Journal of Statistics and Management Systems, 22 (3), 578-601.

Evaluating the Factors Impacting Non Performing Asset in Banks through Factor Analysis Approach, Available at SSRN 3358121

DR. RANA MUKHERJEE

ICFAI Tech

Experimental and theoretical assessment of Fe-doped indium-oxide-based dilute magnetic semiconductors, Philosophical Magazine, (2019) 1-18. ISSN - 1478-6435

Review on Available Theoretical Models for Room Temperature Ferromagnetism in Dilute Magnetic Semiconductors, Journal of Nano-and Electronic Physics, 11(3), 03039. ISSN -2077-6772

Assessment of 50 kWp rooftop solar photovoltaic plant at The ICFAI University, Jaipur: A case study, Environmental Progress & Sustainable Energy, ISSN -1944-7450

Watershed Segmentation Image Processing Analysis of ZnO. 97FeO. 03O Dilute Magnetic Semiconductor, Journal of Nano-and Electronic Physics, 11(4) ISSN -2077-6772

DR. R.K. CHAURASIA

ICFAI Tech

Design and Analysis of Microstrip patch antenna for wireless communication, International Journal of Innovative Technology and Exploring Engineering, 8(7)(2019), 663-666. ISSN -2278-3075.

Numerical Modelling And Solution Of Microstrip Antenna By Using Cupto Time Fraction RDT Method, International Journal of Scientific & Technology Research 8(8)(2019)

DR. P.K ARYA

ICFAI Tech

Assessment of tensile interphase profile of PVC/TiO₂ polymer nanocomposites., Philosophical Magazine Letters, 99(2), 87-94, ISSN -0950-0839

ICFAI WELCOMES
NEW FACULTY
MEMBERS



DR. VIPIN KHURANA

MBA PhD
Pro-President, IUJ
Program Head, IBS



DR. SHIVANGANI RATHORE

MBA PhD



DR. ALKA SHRIVASTAVA

MBA PhD



DR. SUNITA SHARMA

M Com PhD



DR. RUCHI GUPTA

MBA PhD



DR. MEGHA PANDEY

MBA PhD



DR. PRIYANKA JAIN

MBA PhD



DR. VIDHU MATHUR

MBA PhD



DR. NARENDRA KUMAR

M Sc (PhD)



MR. VISHNU KUMAR BARODIYA

M Tech



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**MR. HITESH
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LLM



MR. NISHANT

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**DR. HARSH
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M Sc PhD



DR. SATYAVIR SINGH

PhD



DR. JYOTSNA VERMA

PhD



**MR. HARSH
KUMAWAT**

M Tech



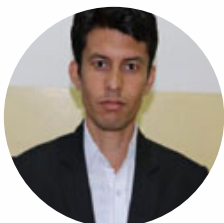
MS. ALAKNANDA

LLM



MS. MONIKA YADAV

LLM



MR. KESHVANAND

LLM



MR. VIJIT SINGH

LLM

PLACEMENTS

CLASS OF 2020



OUR STARS OF 2019



GITIKA PANDIT
S&P Global



TUSHAR JOSHI
ICICI Pru



JOOLIE NAGLE
HDFC Bank



PALLAVI
RAGHUVANSHI
IndusInd Bank



PRERNA GUPTA
Khimji Ramdas,
OMAN



ETI MANGAL
Asahi Glassl



ASHNA KATYAL
Hinduja Leyland



CHAMAN
CHANDALIYA
Aditya Birla Retail

PLACEMENT 2020 IN NUMBERS

36 COMPANIES

86 OFFERS

12 LACS HIGHEST
PACKAGE

06 LACS
AVERAGE
PACKAGE

NEW PROGRAMS

SESSION 2020

ICFAI BUSINESS SCHOOL

B.Com Pass Course
BBA Entrepreneurship and Family Business
B.Voc. Retail Management

ICFAI TECH SCHOOL

B.Sc. Forensic Science
B.Sc. PCM
BCA Data Science, AI and IOT
B.Tech Mechatronics, Data Science and AI
M.Sc. Mathematics
Bachelor of Physiotherapy (BPT)

OTHER PROGRAMS

BA Pass Course Economics, Political Science, Sociology

MANAGEMENT TEAM

S.No	Name	Designation	E-Mail
1	Dr. Rajesh Kothari	President	vc@iujaipur.edu.in
2	Dr. Vipin Khurana	Pro-President	propresident@iujaipur.edu.in
3	Dr. G.D Rathod	Registrar	gdrathod@iujaipur.edu.in
4	Mr. Arun Kumar Saini	Associate Dean – Icfai Tech	aksaini@iujaipur.edu.in
5	Mr. Arun Kumar Singh	HOD – ICFAI Law School	aksingh@iujaipur.edu.in
6	Dr. Shiv Kumar	Research Coordinator	skumar@iujaipur.edu.in
7	Dr. Shweta Jain	Academic Coordinator – PG (ICFAI Business School)	sjain@iujaipur.edu.in
8	Dr. Archana Rathore	Academic Coordinator – UG (ICFAI Business School)	arathore11@iujaipur.edu.in
9	Dr. Rana Mukherji	Academic Coordinator (Icfai Tech)	rmukherji@iujaipur.edu.in
10	Mr. Nitin Tripathy	Academic Coordinator (ICFAI Law School)	ntripathi@iujaipur.edu.in
11	Dr. Avinash Gupta	Controller of Examination	agupta@iujaipur.edu.in
12	Mr. Shaman Das Bhagtani	CFAO	accounts@iujaipur.edu.in
13	Mr. Manish Saxena	Placement Coordinator	msaxena@iujaipur.edu.in
14	Dr. Vishnu Choudhary	Sports Officer	drvishnuc@iujaipur.edu.in
15	Mr. Mahendra Singh	Assistant Librarian	lib_mahendra@iujaipur.edu.in
16	Mr. Rakesh Rishi	Regional Head	rakesh.rishi@icfaiuniversity.in
17	Mr. Navneet Kumar Garg	Secretary to the President	secretary@iujaipur.edu.in
18	Mr. Deepak Gupta	PA to the Registrar	pareg@iujaipur.edu.in



दूर क्षितिज पर सूरज चमका

दूर क्षितिज पर सूरज चमका,
सुबह खड़ी है आने को

धुंध हटेगी, धूप खिलेगी,
साल नया है छाने को

प्रत्यंचा की टंकारों से सारी दुनिया गुंजेगी
देश खड़ा अर्जुन बन कर गांडिव पे बाण चढ़ाने को

साहिल पर यूं सहमे-सहमे वक्त गंवाना क्या यारों
लहरों से टकराना होगा पार समन्दर जाने को

साल गुजरता सिखलाता है, भूल पुरानी बातें
अब साज नया हो, गीत नया हो, छेड़ नये अफ़साने को

Picture Courtesy Dennis van Dijk, Flickr
Poem Courtesy, Lafz, Sep-Nov, 2009

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CALL FOR CONTRIBUTIONS

KINDLY SEND YOUR ENTRIES FOR NEXT
EDITION TO DEPARTMENTAL EDITORS
LATEST BY FEB 15, 2020