

K S H I T I J

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



**COVID 19: Every person is a soldier in this battle and also leading the battle.
STAY HOME STAY SAFE**

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CALL FOR CONTRIBUTIONS

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



President's Note

Indeed it's another Sunshine when second issue of our quarterly newsletter Kshitij is in your hands. We thank you for your overwhelming support to the inaugural issue of Kshitij. One word - "Thanks" would express our gratitude to all our valued well wishers and readers. The second issue is dedicated to the theme "New Horizon : New Destination" is what ICFAI University, Jaipur destined for.

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The University has carved out its new destination being student-centric, offering all those new courses which are going to shape the career of students especially in the area of Science and Technology and Commerce and Management. New Programs like B.Voc (Retail), BBA (Family Business and Entrepreneurship), BPT, B.Sc. (Forensic Science), B.Tech (Mechatronics), B.Tech (Data Science and AI) to name a few. These would be torch bearers of our goal of New Horizon and New Destinations.

It is a matter of pride to inform you that the University has been awarded 3rd Asia Pacific Education and Technology awards for "Best Private University for Developing Sustainable Strategies in Curriculum" by ASSOCHAM.

It's a beginning of New Horizon and New Destination for creating something memorable and something everlasting that time can not erase.

Let me take the opportunity to offer gratitude to countless COVID 19 fighters - doctors, para-medical, police, administration and other personnel who are tirelessly working day and night to keep all of us safe. I believe in the indomitable spirit of our country and its citizens, we will continue to fight till we have wiped out this biggest challenge to humanity. We can support COVID 19 fighters by pledging to STAY HOME STAY SAFE.

Best Regards,

Dr. Rajesh Kothari
President, The ICFAI University, Jaipur
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ICFAI University
Jaipur adjudged
"Best
Private University
for Developing
Sustainable
Strategies in
Curriculum" at 3rd
Asia Pacific
Education and
Technology awards

The Associated Chambers
of Commerce of India



NEWSROOM

Buzz on the Campus



Highlights

IUJ SETS UP ITS OWN IIC

**ICFAI TECH NOW
IIT-D NODAL
CENTRE FOR
VIRTUAL LABS**

**ILS SEMINAR ON
'CAA - MYTH VS
REALITY'**

SEMINARS AND CONFERENCES

A highly informative and knowledgeable seminar was organized on 24th Feb for the benefit of students. It was graced by the presence of visionary industrialist Dr. Ajay Data, Founder and CEO Data XGen Technologies and Mr. Pranay Mathur Founder and CEO Wedigtech. Both the dignitaries discussed about a worldwide boom of Artificial Intelligence in today's scenario and various aspects of Data Science and IOT.



Confederation of Indian Industries (CII) and ICFAI University Jaipur organized a session on Social Project Opportunities with CII. The occasion was graced by Mr. Arpit Patni (Chair- Yuva Vertical Yi, Jaipur, Director, Prem Cargo Movers), Mr. Sankalp Temani, Executive officer, Confederation of Indian Industries and Mr. Abhinav Banthia, Past Chair-Yi Jaipur Chapter, Managing Director, Manu Yantralaya Pvt. Ltd.

IBS organized a business simulation exercise for students in collaboration with Mr. Puneet Maheshwari / Co-Partner Chief Facilitator, Business Learning Analytics Edge Consultants Pvt Ltd. Pune and IBS alumni. The simulated gamification program is set in real life with real life business learnings. Students actively engaged in the simulation and reported a great and fruitful learning experience.



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**AN INVESTMENT
IN KNOWLEDGE
PAYS THE BEST
INTEREST**

Benjamin Franklin

WORKSHOPS FOR SKILL DEVELOPMENT

The Programming Club" IcfaiTech, Jaipur organized a two day workshop on "Ethical Hacking and Information Security" on 21-22 Jan., 2020. Workshop was taken by Mr. Sangeet Chopra from Cybercure Technologies Pvt. Ltd, he is a well known TEDx speaker and known for his expertise in networking and defense development tools.

A Webinar on How To Crack The Coding Round During The Placement Process was hosted on 19th Feb., 2020 by ICFAI Tech Alumnus Mr. Shreyas Kansal , Senior Software Engineer, Wipro Ltd. Bengaluru.

A hands-on session on 22nd January 2020, was organized by IBS for students on How Sports Shape Personality". Mr. Daljender Singh Bhullar, former national level sportsman and coach was the key resource person.

IBS organized a webinar on Tuesday 21st January on Challenge of Attrition & Effective Retention Strategy for Generation Z. Mr. Dhruvajyoti Majumdar, Cluster Head HR (East) L&T was the key resource person for the session.





IUJ SETS UP INSTITUTE INNOVATION CELL (IIC)

The ICFAI University, Jaipur constituted the Institute Innovation Council (IIC) effective 8th January, 2020. The IIC is entrusted with the responsibility of undertaking activities and events that will encourage and enhance the innovation & entrepreneurial spirit amongst the students and faculty of ICFAI University, Jaipur. The IIC will also be the nodal council on behalf of ICFAI University, Jaipur for interacting with and executing all programs and events constituted by various government, industrial and other organization or departments.

The IIC organized a seminar on “Role of Digitization in Industries to enhance productivity” on February 17th, 2020 during the celebration of National Productivity Week (February 12-18, 2020) in association with Rajasthan State Productivity Council (RSPC) and National Productivity Council (Under Ministry of Commerce and Industries, Govt. of India). The dignitaries who attended the occasion were Dr. Rajesh Kothari (President), Dr. S.S. Jain (Senior Advisor, IUJ), Mr. N.K. Jain (Honorary Secretary-General, RPSC, and Chairman, Employers Association of Rajasthan), Mr. Himanshu (Assistant Director, National Productivity Council), Mr. Digvijay Dhabaria (Chairman, PHD Chamber of Commerce and Industries-Rajasthan Chapter, and CMD, Dhabaria Group of Industries), Mr. Sanjay Kumar Sharma, Mr. C.B. Bairathi (Honourary Advisor, RSPC), Mr. S.K. Tripathi, Mr. Hardik Laskari (CEO, Content Flavours), Mr. Purshotam Sharma (Vice-president, RSPC), Mr. Basant Jain (MD, Saraswati Pipes Ltd), Mr. K.R. Sharma (Senior Consultant, NPC), Mr. H. L. Chauhan (Honorary Advisor, RSPC), and Ms. Vijaylaxmi Chauhan (Honorary Joint Secretary, RSPC).

The IIC conducted an expert session on “Gender Sensitization (The Sexual Harassment of Women at Workplace PPR Act and related practical aspects)” for the employees of Oil India Limited (a Navratna PSU owned by the GOI)

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**CREATIVITY IS
CONTAGIOUS,
PASS IT ON**

Albert Einstein



LEARNING FROM INDUSTRY - VISITS

Students of visited Heerawala Industrial Area for an Industrial visit to Alokik Handicrafts Company. It is a production & export house of wooden and wrought iron furniture & handicrafts. Students were taken to actual processing plant that specializes in handicraft products. The staff of Alokik handicrafts gave detailed information about designing, inventory management and packaging.

On 28th February'20, students visited Ginni Spectra Pvt. Ltd. It is well equipped with all the latest machinery & technologies which help in the production of durable range of products. Students got to learn about latest technology for production, labeling, packaging. Students also had the privilege to interact with the top management of Ginni Spectra.

IBS conducted an industrial visit to Saras Dairy, Jaipur on March 6th 2020. The main motive of this visit was to give students in-depth insights of production and working procedures of industry. Students were able to gain practical knowledge regarding production of various products such as cheese, ice-cream, milk, etc.





FAREWELL CLASS OF 2020

IBS, Jaipur bid a warm farewell to the final year MBA batch 2020. The farewell party "Aarohan-2020" was organized by MBA 1st year students for the outgoing MBA batch on 28th January'2020. The event was coordinated under the guidance of Dr. Shweta Jain Dr. Archana Rathore and Dr. Shivangani Rathore. A colorful event and moments to relive the good memories they had of the time spent with their companions and teachers at IBS. Kevin A. and Snighdha Sarkar were awarded with Mr. and Miss. Farewell titles.

SPORTS ROUNDUP

The newly developed sports arenas of the University drew an enthusiastic response from faculty as well as students. Under the leadership of Dr. Vishnu Chaudhary, Sports Officer, the University teams participated in various sports meets at diverse locations. A friendly cricket match was also organized between the Presidents' eleven and the Pro-Presidents' eleven.





REPUBLIC DAY CELEBRATION

A cultural event on the occasion of Republic Day was organised, where our students from all domains i.e. ICFAI Business School, ICFAI Law School and ICFAI-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. G.D. Rathod, Registrar and other dignitaries present in the event.

SARASWATI PUJA

Sarswati Pooja was organized by Rangayan Club of Icfai Tech on 29th Jan., 2020 on the occasion of Basant Panchami. Students presented various cultural offerings to Goddess of Learning and inoked her blessings for their learning and knowledge.

CAMPUS BUZZ

Hon. President, Dr. Rajesh Kothari met a host of dignitaries as part of official delegations and meetings to apprise them of the University activities. Prominent among them were Shri Om Birla, Hon. Speaker of Lok Sabha, Shri Kalraj Mishra, H.E. Governor of Rajasthan and Shri Govind Singh Dotasra, Hon. Minister of Education, Rajasthan.





CLUBS' ROUNDUP

ICFAI calendar has been dotted with numerous events where students showed their creativity, sportsman spirit, enthusiasm and sensitivity to social issues.

IUJ in association with Shubh Seva Sankalp Foundation conducted community outreach program at Government Senior Secondary School, Nimodia. The program was organized under the Ecobiz Club. Graffiti, the art club of ICFAI Business School, Jaipur organized a collage competition. Students participated in the session on "Analysis of Union Budget 2020-21". The event was organized by FICCI. Students also participated in a session on "Containing Counterfeiting and Smuggling - A Step towards Prosperous Nation". The Cultural Committee of ILS organized New Year Programme 'Masquerade' followed by Basant Panchmi Celebration. The Literary Club organized guest lecture by Mr. Suresh Srimali from the Bar Council of India, another by Dr. Abhishek Tiwari on Intellectual Property Rights followed by a debate competition. ADR Committee organized a session explaining the Nuances of Mediation & demo of the Mediation Competition.

An inter-departmental group discussion competition was organized, in which several students of ICFAI Tech, ICFAI Law & ICFAI Business School participated. Kshitij Pandey & Abhishek Sharma of Tech School secured first and second position respectively. Yash Dave of IBS secured third position. Asif Jamal, Prateek Soni & Aastha Vashistha were awarded first, second and third prize in INQUISITIVE Quiz Competition. Mr. Kshitij Pandey of ICFAI Tech secured First Position in Space Settlement Competition, held at LNMIIT Jaipur. He also achieved Silver Medal in University Physics Competition hosted by Carroll University, Montana USA.



उद्यमेनैव सिध्यन्ति कार्याणि न मनोरथैः

Desired goals are achieved by hard work, not by merely dreaming

FACULTY PUBLICATIONS

Stand on the Shoulders of Giants

DR. RANA MUKHERJEE

ICFAI Tech

"Design Studies and Analysis of 50 kWp Rooftop Solar PV Plant ", Indian Journal of Environmental Protection, Vol. No. 40(1), pp 36-42, 2020 (Scopus Indexed).



DR. ALKA SHRIVASTAVA

IBS

"Organizational Change and Occupational Stress: A Study on Teaching Faculties of Higher Education in India", International Journal of Multidisciplinary Educational Research, ISSN:2277-7881.



DR. PRIYANKA JAIN

IBS

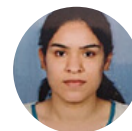
"Prioritization of Financial Performance Determinants in Indian SMEs", Journal of Indian Business Research, (Emerald) (Scopus Indexed) (ABCD Rating- C)



DR. SUNITA SHARMA

IBS

"Mergers and Acquisition: A Pre-Post Analysis of Selected Indian Companies", Test Engineering and Management, ISSN 14172-14181



ICFAI University, Jaipur Administrative Block

FACULTY ACHIEVEMENTS

Participation in Conferences and Development Programs

Dr. Alka Srivastava, completed Online Refresher Course In Management, Annual Refresher FDP in Teaching (ARPIT).

Dr. Avinash Gupta completed certification course from Indian Institute of Management (IIM) Bangalore, online SWYAM Portal in Financial Accounting and Analysis. He has been invited as Reviewer in "International Conferences on Computation Automation and Knowledge Management" (ICCAKM-2020) organized by Amity University, International Academic City, Dubai- January 2020. He was also invited as Reviewer in "International Conferences on Research, Innovation, Knowledge Management and Technology application for Business Sustainability (INBUSH)" organized by Amity University, Greater Noida and in "International Conferences on Intelligent Engineering and Management (ICIEM)" organized by Amity University, London WC, UK- April 2020.

Dr. J. K. Gupta attended a workshop on NPTEL at JC Bose University of Science and Technology, Faridabad on 31st Jan., 2020.

Dr. RK Chaurasia has cleared an exam of security fundamentals organized by Microsoft Technology Associates.

Dr. Rana Mukherji elected as Member- Executive Committee, Rajasthan Subsection for the year 2020-21. He also attended a conference on IEEE Rajasthan Sub-Section Congress 2020 on January 12, 2020, organized by Manipal University, Jaipur.

Dr. Shweta Jain & Dr. Archana Rathore attended 2nd Rajasthan Skills Summit Federation of Indian Chambers of Commerce and Industry (FICCI) on January 17, 2020 at Holiday Inn, Jaipur.

Dr. Archana Rathore presented paper on 'Applying Behavioral Economics to Consumer Theory: Reference to Energy Conversation' at International Conference on Economics and Finance at BITS Pilani K.K. Birla Goa Campus.

Dr. Sunita Sharma presented 'An overview of Indian Education System' at National Seminar on "Chronic Education system in India competing Future Technological Changes" at Harlal Institute of Management and Technology, Greater Noida.

Dr. Avinash Gupta attended session on Analysis of Union Budget 2020-21, at FICCI Rajasthan State Council, in association with The Institute of Chartered Accountants of India.

Dr. Sunita Sharma & Dr. Ruchi Gupta participated in Session on Containing Counterfeiting and Smuggling - A Step towards Prosperous Nation FICCI Rajasthan State Council





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Tech Mahindra

HIGHEST PACKAGE
INR 12.4 LACS PA

AVERAGE PACKAGE
INR 5.74 LACS PA

PLACEMENT STARS OF 2020



DIVYA LAHOTI
Aditya Birla Retail



SAIFUDDIN
AU Bank



KASHIKA ASWANI
S&P Global



PRIYANKA CHAUDHARY
ICICI Bank



PANKAJ BENIWAL
S&P Global



ABHISHEK MITRA
Utkarsh Bank



ADARSH RAJ
Bajaj Allianz



P. KAVITA
Core Apps



SHUBHAM AMBUSKAR
Ledo Learning



HARSH MALPANI
CHFL



ASTHA MITTAL
Asahi Glass



KSHITIJ PANDEY
Extra Marks

EXPRESSIONS

Our Tribute to All COVID-19 Fighters



**"A life not lived
for others is not
a life."**

Mother Theresa

Pencil Sketch by Dr. Priyanka Jain