

K S H I T I J

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



"The secret of change is to focus all of your energy, not on fighting the old, but on building the new."
- Socrates

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CALL FOR CONTRIBUTIONS

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

President's Note

It is rightly said that "Every Crisis is an Opportunity" Deeper the crisis, deeper is opportunity. The unexpected and unanticipated Covid-19 has created crisis before University. On campus classes were suspended, physical movements were restricted and more importantly the positivity in eco-system disappeared. We, at ICFAI University, Jaipur firmly believe in that no matter how dark is the night, the sunshine awaits next morning.

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True to this spirit, we could convert this into an opportunity and successfully organized 100+ webinars, intensive online classes, regular Guest Speakers session etc. to strengthen our academic delivery.

It's a matter of happiness to report that the IcfaiTech, ICFAI University, Jaipur has been adjudged as "Best Emerging Engineering College by CSR-GHRDC Survey - Aug 2020; MBA program, IBS has been adjudged as "Best B-Schools Rankings 2019 announced by Competition Success Review - GHRDC (Nov 2019 Issue); IBS Jaipur is ranked # 10 in top B-Schools of Excellence Category. It's a team that deserves sincere compliments but such awards have increased our responsibilities also. Since, we are committed to serve our students better and better by imparting quality education, encouraging positive sentiments, imparting life skill and effective Mentee and Mentor schemes.

We understand that it is tough and competitive market; we have therefore increased our penetration and presence to various media like electronic, print, social and outdoor. The impact of such intensive promotion will surely be realized.

Stay Safe, Stay Happy.

Best Regards,

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

**IBS Jaipur is
ranked # 10 in top
B-Schools of
Excellence Category**

**IcfaiTech, Jaipur
has been adjudged
as "Best Emerging
Engineering College**

**by CSR-GHRDC Survey -
Aug 2020**



NEWSROOM

Buzz on the Campus



Highlights

**OVER 100
WEBINARS
ORGANIZED**

**MBA PROGRAM
RECEIVES
TREMENDOUS
RESPONSE**

**GREEN CAMPUS
INITIATIVE
LAUNCHED**

ONLINE WEBINARS & SYMPOSIA

The restrictions posed by COVID 19 pandemic lock downs were turned into an opportunity to learn and interact with leading and eminent personalities from industry, academia, government and professional spheres. The University organized numerous interactive webinars and events where the students not only heard and imbibed from the experts, but also interacted through question and answer sessions.

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**युक्ति युक्तं प्रगृह्णीयात् बालादपि विचक्षणः।
रवेरविषयं वस्तु किं न दीपः प्रकाशयेत्॥**

The wise should learn to accept wisdom from anybody, even from a child. Doesn't the small night lamp light up things which the sun can not?

CAREER GUIDANCE AND PLACEMENT PREP SESSIONS

The University organised online interactions with leading professionals from Industry, eminent jurists and other eminent personalities to guide the students on technical as well as issues relating to career development.



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


Benjamin Franklin

The webinars touched a wide spectrum of topics ranging from mental health, economic recovery, intellectual property rights, constitutional reform, emergence of Artificial Intelligence, Management challenges to sessions on multiple avenues available to University students. Several interactive sessions with interaction with University alumni were also organized to guide students.

A Webinar on How to make Career in Investment Banking and Core Finance was organized by IBS on 1 April, 2020. Anirundam Chakraborty, Founder Business Unplugged was the guest speaker. In another session, Mr. Dhruvajyoti Majumdar, Cluster Head (HR) - East, Larsen & Toubro spoke on Pre and Post COVID Workplace Communication.

ILS organized a very well received session on How to Prepare for Judiciary where Mr. Mayank Pratap Singh Rajasthan Judicial Services Civil Judge (Junior Division), Youngest Judge of India interacted with future jurists.

IcfaiTech has organised a Live Session on "Career in Engineering" by Mr. Maheshwer Peri, Founder & Chairman, CAREERS 360 (Pathfinder Publishing Pvt. Ltd) on 18th June, 2020.



ICFAI UNIVERSITY JAIPUR







Presents

A tribute to

Padmashree Dr. Pritam Singh

A Management Genius for All Time

Remembered by

 ASHA BHANDARKAR Professor of OIB IMI, Delhi	 RAVI KUMAR Firm Professor IIM Bangalore	 M S RAO Advisor Deltra Global Profiles Hyderabad	 KAPIL SHARMA Director Lord Buddha Group of Institutions Kota	 P. DWARKANATH Director Group Human Capital, Max India	 RAJESH KOTHARI President ICFAI Univ Jaipur
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Sat, June 20, 2020 at 10.30 am

f LIVE <https://www.facebook.com/IUJaipur2011>

ICFAI UNIVERSITY JAIPUR

Presents

Tuesday, June 16, 2020 3 pm

f LIVE

A Web Conversation

Rebooting the Economy through I

from BC (Before Corona) to AC (After Co

- Challenges and Opportunities

 N K JAIN President Employers Association of Rajasthan	 ASHUTOSH GOYAL Director Ananta Hotels & Resorts
 SAKET MATHUR Strategy Consultant	 RAJESH KOTHARI President ICFAI University Jaipur

Registration: Scan QR Code with your phone camera or
click here <https://forms.gle/vfQwvRzd377588vz4>
Webinar link will be shared only with registered participants by email.

Contact: Dr. Vidhu Mathur 9829018234, Dr. Priyanka Jain 9414417266

ICFAI UNIVERSITY

Webinar

**ECONOMIC RECOVERY
POST COVID 19
- THE ROAD AHEAD**

**Wednesday May 13, 2020
3 to 4 pm**

Eminent Speakers

 P K BAFNA DGM Bank of Baroda	 A R GUPTA Chairman ARG Group	 ROHIT ANEJA TEDx Speaker	 ANIL KOTHARI Director FMS, Udaipur	 KAPIL DEV SHARMA Director Lord Buddha Group Kota	 GYAN PRAKASH Ex Director FICCI Raj
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Webinar Anchor


RAJESH KOTHARI
President
ICFAI University, Jaipur

FEATURES

- e-Release of IUJ Newsletter (Kshitij) 2nd Quarter Issue

e-Certificates: To all registered participants
Registration: Scan QR Code with your phone camera or go to, <https://bit.ly/3cJeHrQ>. Webinar link will be shared only with registered participants, by email.

Contact:
Dr. Vidhu Mathur 9829018234,
Dr. Priyanka Jain 9414417266,
Dr. Anand Gupta 9782880007



MBA PROGRAM RECEIVES TREMENDOUS RESPONSE

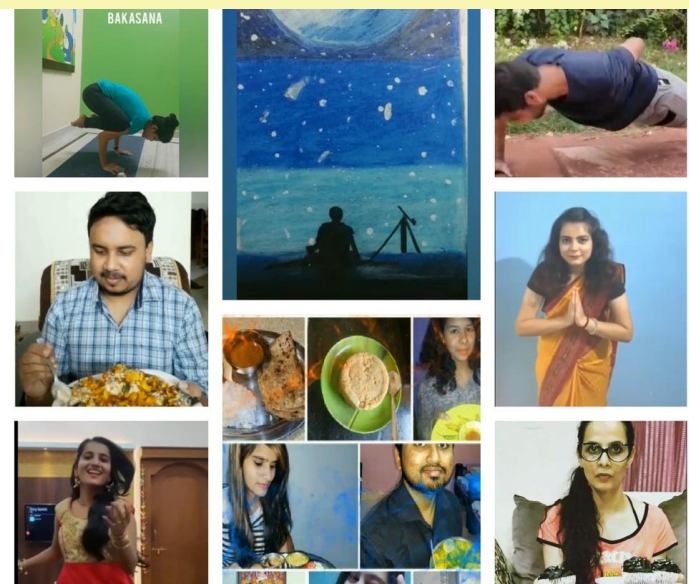
The University's MBA program, under the banner of the ICFAI Business School (IBS) has shown tremendous resilience and is testimony to the faith and trust that innumerable parents and students have placed in its flagship program. This year, despite all odds relating to pandemic and four month lockdown, IBS Jaipur under the stewardship of Dr. Shweta Jain, Program Head, was able to register a healthy and robust enrollment. Congratulations Team IBS!

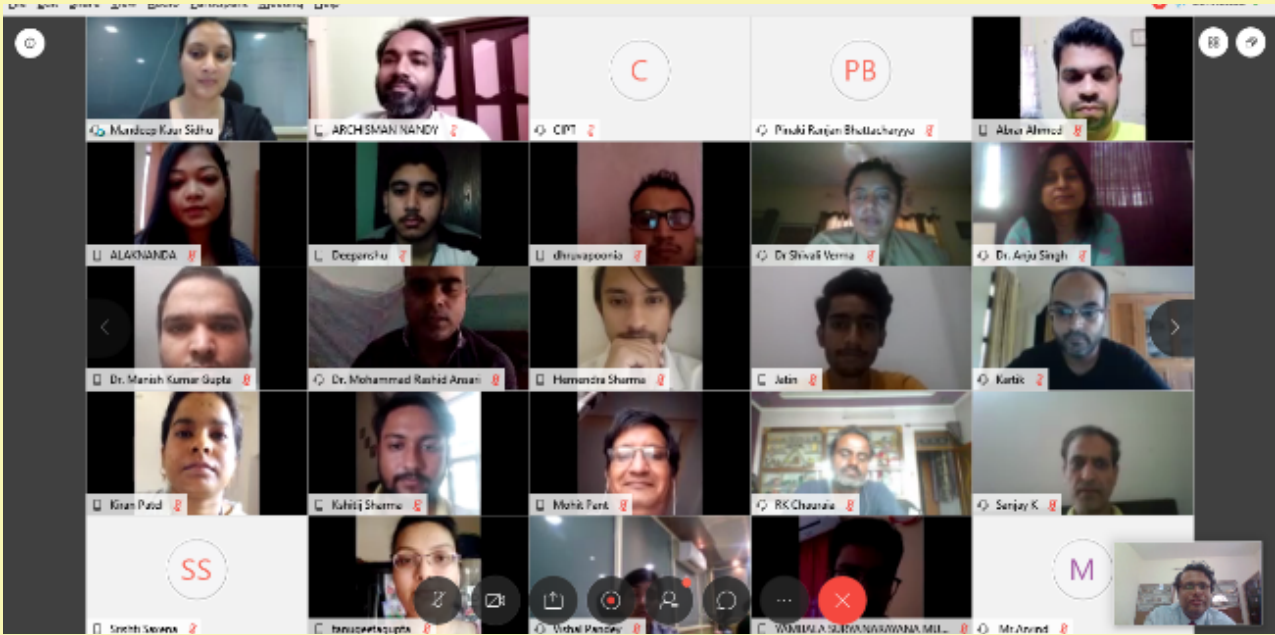
UG ADMISSIONS GIVEN A FILLIP

Undergraduate admissions received a boost with the introduction of online counseling sessions organized for the benefit of students leaving school. A large number of such awareness and career counseling sessions were organized in various prominent schools of the state. As part of its social responsibility, the University has initiated several grants and scholarships to support needy but meritorious students, from being deprived of quality education and a fair fee structure.

CAMPUS BUZZ

The University campus was paid a surprise visit by a wilder pupil when a leopard jumped over the campus wall from the neighboring Galta jungles. The visit was taken note of and the forest department was notified who assured that the visiting student has gone over to his original school.





INTERNATIONAL CONFERENCE ORGANIZED BY IIC WITH IEEE

Institute Innovation Council, The ICFAI University Jaipur organized an e-FDP on Intellectual Property Rights (IPR) in association with Patent Information Centre (PIC) Department of Science and Technology (DST), Rajasthan Patent Facilitation Centre, TIFAC & CIPAM, DPIIT Govt of India, Apex University Jaipur, and VG University Jaipur from April 16-22, 2020, (Daily Time: 10.30-12:00 noon).

Institute Innovation Council, The ICFAI University Jaipur had organized an International e-Conference on Post COVID-19 Strategies for Start-up Ecosystem and Entrepreneurship Opportunities” in association with IEEE Entrepreneurship and IEEE Rajasthan Sub-section from May 12-15, 2020.

The e-conference aimed to provide a platform where investors, start-ups, and incubation centers boosted up the youngsters with strategical-solutions to Post-COVID problems that might be faced by young entrepreneurs. The conference was of its kind which was organized first time in INDIA in association with IEEE Entrepreneurship and IEEE Rajasthan Sub-section. The e-conference with the name of The ICFAI University Jaipur is featured globally on the IEEE event calendar.

Around 159 institutions from 10 countries including Universities, Colleges, Start-up firms, and Incubation Centers had participated in the conference. The conference also featured in the IEEE Entrepreneurship Newsletter, on the front page of its portal. Eminent Speakers with global images featured in Times Ascent Engineering Mastermind, f6s.com, Your Story, Zee5, etc.; from premier institutes like IIT, NIT, IIIT, IIM; TEDx speakers; Young Entrepreneur’s from Sri Lanka and alumni from London Business School participated and deliberated in the 4 daylong event.

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**CREATIVITY IS
CONTAGIOUS,
PASS IT ON**

Albert Einstein

GREEN CAMPUS DRIVE

As part of greenery on campus initiative, a major tree plantation drive was taken up to coincide with the arrival of monsoon rains. The project was spear headed by Dr. SS Jain, Advisor, Dr. Rajesh Kothari, Hon. Vice Chancellor and other dignitaries and officers who lent their hand in showing in the way forward by planting trees on campus.

Following their lead, Prayas the student activity club organized a tree plantation drive where students were motivated to plant trees in their neighborhoods and share pictures and videos. This activity drew an over-whelming response where students actively showed their zeal in protecting Mother Nature.

Development of sports grounds of the University was also taken up including relaying of turf, markings and boundaries, leveling and rolling etc. were taken up under the watchful eye of the sports officer. These facilities eagerly await the arrival of the students to take up sports pursuits along with academics.





SUPPORT TO CONTRACTUAL LABOR

While the pandemic has wreaked havoc with lives and means of livelihoods, the University firmly stood behind its contractual labour force. The Hon. Vice Chancellor along with other faculty and staff members, took the lead in donating essential rations and some monetary help to the University's contractual staff badly affected by the lockdown.

WATER COOLER FOR GENERAL PUBLIC

University's advisor Dr. SS Jain undertook the noble mission to install a water cooler for use by the general public and passers by. This water cooler came in as a very essential respite from the intense heat of the afternoon sun, particularly in the harsh summer months.





CLUBS' ROUNDUP

Online Drawing Competition: Government of Rajasthan organized online drawing competition. This event was organized on 21st May, 2020 in remembrance of former Prime Minister Shri Rajiv Gandhi. Students of ICFAI Business School participated in this event with full enthusiasm. The theme for the competition was "Bapu Ke Sapno Ka Bharat". Students portrayed their creative ideas over the theme and uploaded their entries on the database provided to students.

Virtual Talent Hunt: ICFAI Business School, Jaipur organized a virtual talent show on 13th June, 2020. The students of MBA 1st year participated with great enthusiasm and showcased their talent in different ways such as dance, singing, art and physical fitness.

Virtual Culto- Fiesta'20: To celebrate the diversity in terms of culture and traditions of our India, IBS, Jaipur organized an online competition "Culto-Fiesta'20" on 20th June 2020.

In this competition students of MBA participated enthusiastically and showed their creativity and love for their place to which they belong to in 90 seconds video. Finally, 15 participant's videos were selected for online exhibition and e-certificates were provided to students.

Pass the Challenge Contest: On 27th June, ICFAI Business School, Jaipur organized a virtual pass the challenge contest. Students of MBA 1st year participated in different challenges such as different dance forms, dress styles, push-ups, painting, etc. Finally, eight videos were selected and displayed for virtual exhibition.

Digital Marketing Contest: ICFAI Business School, Jaipur organized an online digital marketing contest on 4th July, 2020. Students of MBA 1st year demonstrated their digital marketing skills through promoting their products on various social media platforms. Finally, six students were selected as digital marketing interns for ICFAI Business School, Jaipur. An Extempore contest and Tree Plantation and Awareness Campaign were also organized.

FACULTY PUBLICATIONS

Stand on the Shoulders of Giants

DR. RANA MUKHERJEE

ICFAI Tech

Performance and Economic Viability Assessment of a 50 KWp Rooftop Solar Photovoltaic System. International Journal of Green Economics, 14(1), pp 15-33.



DR. MEGHA PANDEY

IBS

A study of critical sustainability indicators for e-retailers, International Journal of Services Sciences, 2019 Vol.7 No.1, pp.25 - 43



DR. AVINASH GUPTA

IBS

Consumer Behavioural Study on Digital Banking Services, International Journal of Research in Finance and Management, Volume 3. Pg. No. 85-92.



DR. SUNITA SHARMA

IBS

Causal Analysis of Profitability and Non-Performing Asset of Selected Indian Public and Private Sector Banks. Journal of Critical Reviews, 7(9), 112-118.



DR. ALKA SHRIVASTAVA

IBS

Spiritual and Non-Spiritual practices for work stress coping: A Comparative Study among Academic Faculties in India, International Journal of Indian Psychology, Vol. 8, Pg. No. 1055- 1060.

Identifying and Analyzing Occupational Stress Factors among Faculty of Autonomous Colleges in Madhya Pradesh, Academic Leadership Journal Vol. 21, Pg. No. 1-11.



DR. R K CHAURASIA

ICFAI TECH

The Road Map and the role of Internet of Thing (IoT) in Covid-19 in Pandemic scenario” ,International Journal of Emerging Technology , Vol. No. 11(4), pp 52-56, 2020 (Scopus Indexed).



FACULTY ACHIEVEMENTS

Dr. Arun Kumar Singh, HoD of ICFAI Law School, The ICFAI University, Jaipur has been awarded Ph. D. degree in Law. The title of his thesis is 'Role of Circumstantial Evidence in Conviction of Accused under Indian Legal System with Special Reference to Forensic Evidence'.

Ms. Alaknanda presented PhD work-in progress at the Second IP & Innovation Researchers of Asia Conference on 27th-28th February 2020 organized by University of Indonesia, Texas A&M University and University of Geneva in collaboration with WIPO & WTO held in Jakarta, Indonesia.

WELCOME AND GOOD BYES

The University welcomes and wishes rewarding stay to



COL. SANJIV BANERJEE (RETD.)
Chief Administrative Officer



SHEETAL CHAUHAN
Asst. Professor, ILS



YOGITA UPADHYAY
Asst. Professor, ILS



ABHIJAY CHAKRABORTY
Asst. Professor, ILS



The University wishes all the best for future endeavors to



ABHISHEK PAREEK
Manager, Administration



DEEPMALA DUTTA
Faculty Associate, ILS



MAHIMA AGARWAL
Faculty Associate, ILS



EXPRESSIONS



**Artwork by Harsh Gupta, Himanshi Vyas, Khushboo Sharma, Shristi Hissariya
Students of ILS**

कुछ करना है, तो सोचना ही क्यों? कुछ कहना है, तो सोचना ही क्यों?
कुछ पाना चाहते हो, तो जान लगा दो, कि बाद में पछताना ही क्यों?
आज के दिन एक तूफान सा आया और सीखा गया, पल से पल बदलने का एक
सबक, इसलिए ही कुछ बुरा ना करो, कि बाद में खुद को कोसना ही क्यों?
किसी की ज़िंदगी का ख्याल करो, अपने बेवजह के गुरूर के बारे में सोचना ही क्यों?
किसी के चेहरे की खुशी ना छीनो, कि बाद में रोना ही क्यों?

By Khushboo Sharma, Student of ILS