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**Editorial Desk**

Warm greetings to our deeply cherished readers!!!

Presenting another edition of "Reflections", a compilation of thoughts and perspectives, souvenir of accomplishments and vision for the onward journey...

The recent months have been really eventful... the University witnessed several remarkable events, significant developments on scholastic and co-scholastic fronts and some ambitious projects getting underway! This edition presents glimpses of some of these noteworthy developments.

Yet another batch of MBA completed its stint with the University, ready to step into profession and explore the whole new world, full of opportunities for action and accomplishment.

Beyond the knowledge, skills and competencies that our young managers have imbibed and inherited from this University, the principal takeaway we believe should be the professional ethics and values that would make them worthy to contribute to the larger society.

As quoted by Mr. Jamshed Godrej, "While academic abilities remain integral, it is the work ethics that form the soul of the business."

With the firm belief to achieve greater heights through unremitting services to the society, we wish our young managers a great future ahead!

Looking forward to much solicited comments and feedback from our readers...

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# Mentor's Blessings

**Mr. Jagdish Patel**

**GM (Development) - ICFAI Foundation**

**Executive Editor – IU Jaipur Reflections**



*“Mixed emotions...!”* It was a most hectic and happening, joyous yet painful spell at ICFAI University –Jaipur, where degrees were conferred to eligible graduates, affectionate send offs were given to senior batch of management students, corporate professionals shared their valued experience with our students, loads of action with placements and internships in full swing, joint learning and innovation based associations materialized with renowned bodies, student accomplishments at various platforms adding to our pride, festivities and celebrations keeping the adrenaline high and most importantly the conclusion of the tenure of **Dr. P.B.L. Chaurasia**, honorable President of our University. We would like to place on record our most sincere gratitude for his valuable contribution in the growth of the University. Being a noted solar scientist, he made the university solar-power driven and enviro-friendly. Our learning association with him will provide us necessary guidance to tread the path leading to achieve institutional goals.

Life is like this only, where changes are inevitable. Sometimes changes bring happiness, beyond our expectations and sometimes we feel doomed by some changes. But it's a just a matter of one's perspective coupled with how we perceive. Many a times, changes come as real challenges, giving us myriad opportunities to face it bravely and to excel. I was reading about Mr. Adam Khoo, Singapore's youngest self-made millionaire at the age of 26. Presently he is the Executive Chairman and Chief Master Trainer of Adam Khoo Learning Technologies Group, one of Asia's largest private educational institutions, which runs educational seminars for over 80,000 people annually in 7 countries. During his early childhood, he was described as lazy, indifferent and addicted to television. He also considered himself as being totally uninterested in learning, for being frustrated as unable to learn, extremely unmotivated, physically weak and mentally lethargic. At the age of 13, his parents enrolled him for a five-day residential program at Ladyhill Hotel called Super-Teen Camp. Basically this was the change that gave the strategic push to Khoo's interest and journey in mastering motivational techniques, which formed the foundation of his successful career. Thereafter, Khoo climbed to be amongst the top 18 in his secondary school. He went on to rank among the top 10 in Ping Yi Secondary within a year, topped his school in the GCE 'O' Level examinations with the lowest scoring aggregate, and was the first in Ping Yi Secondary to qualify for the then-top junior college in Singapore, Victoria Junior College. At College, he was president of the Economics Society and scored three A's for his GCE 'A' Level examinations. He entered the Business Administration Faculty at the National University of Singapore (NUS) and continued his notable academic achievements by making it to the Dean's list every year, ranked among the top 1 percent of academic achievers and became a pioneer in the university's Talent Development Programme (TDP). He graduated with an honors degree in business administration from NUS. At 23, Khoo obtained his license in NLP in Seattle, Washington. At 24, he became a trainer at SuperTeen conducting courses for organisation, At 26, he earned his first million, from giving motivational training at schools and companies. In 2008, Khoo was ranked among the top 25 richest Singaporeans under age 40 by The Executive magazine. In the same year, he was conferred the NUS Business School Eminent Business Alumni Award. Director of seven other private companies, Khoo is a member of the Singapore Chapter of the Young Presidents' Organization, whose membership is available only to business owners below the age 50, who run businesses with a minimum annual turnover of US\$9 million.

This is the power of change, it is said that life does not get better by chance, but by change. Let's embrace the change and look forward to a better tomorrow.

# Importance of Digital Marketing & Mobility: Best Relaxing Job & Trending Market in Current Scenario

**Rahul Kumar Jain**

**CEO & Managing Director**

**Arihant Global Services India Pvt. Ltd.**



**All Media is Digital. All Digital is Mobile**

India growing digitally- changing digitally.

In this current time we are directly or indirectly linked with digital marketing or mobility technology whether directly or indirectly.

Coming to the digital ecosystem, as of now, 53,153 GB\* (Based on online source) of Internet traffic is being consumed every second and is undoubtedly increasing with each passing moment. More than three billion Netizens are browsing through terabytes of content present on the web. It indirectly tells us that the scope for digital marketing has infinite possibilities when it comes to promoting or advertising products and services.

Trends change every year and that's how we evolve, grow and prosper. The world is going digital today, there's a reason why you don't text anymore but video call; why you don't type anymore but dictate and your Smartphone's virtual assistant writes it down for you. There's a change which is witnessed by the digital marketing world obviously.

Live Video, Chat Boat, Virtual Assistance, Social Media pushes, SEO, Mobile Payments, Voice, Cloud data, Mobile survey; Digital content service delivery etc. will be going to trend in this year.

**Mobile engagement part of digitally revolution.**

**Mobility is Fueling Intelligent Marketing.**

Mobility is paving the way for more intelligent marketing by utilizing the data it collects.

Convenience and frictionless customer experiences are a must for engaging consumers

Today and marketers are responding by leveraging mobile message integration to deliver convenience at every step of the consumer journey.



Delivered via Whatsapp, Line, Wechat, GroupMe, Facebook Messenger, Snapchat, and good old text messages, over 69% of digital media engagement occurs using mobile devices (ComScore), so it's a no-brainer.

Social media also play a pivot role in it: The days of boundless (and unpaid) audience engagement on social media are over. With Facebook clamping down on organic reach, marketers need to allocate budgets to pay for

Boosting posts or getting on Facebook's News Feed.

Creativity will also pay off in 2018 – whether it's attracting audiences with live video events or finessing Ads in Facebook Messenger.

Chat-bot system also trending in this 2018.

Corporate Speak

# Corporate Speak

## Say hello to digital marketing

Digital marketing it's a infinite option to learning as well as earning.

There are multiple solution as well as service provider worldwide. Even lots of videos and tutorials available online to get acknowledge of it.

There are brands who appoint their own in-house team of SEO professionals for their brand website. Who knows when you get a chance to work for HCL, TCS, IBM or Google and many more?

Alright, now just come down a little from the sky, because experience is not everything always until you do not have a sound knowledge of your work.

Lots of Job or freelance Requirement in these days drastically increasing, so its good time to get involved in it even if you have basic knowledge in it than work from home option not bad but sound knowledge always give us return.

Concluding Digital marketing is a booning Career option in today. With striking features like Cost effectiveness, instant response, time saving, flexibility, convenience and obvious great source of Marketing and advertising.

Digital is the communication technology used to market as message. Its includes Computer, smartphones, cellphones, tablets, game consoles, and it uses platform like website, apps, email, sms and social networks.

## Facts & Figures



Based on surveys:

With over 460 million internet users, India is the second largest online market, ranked only behind China. By 2021, there will be about 635.8 million internet users in India. Despite the large base of internet users in India. (Based on online data source)

In 2021, Indian internet traffic will be 291 times the entire Indian internet in 2005.

From 2016 to 2021, internet traffic will grow at a compound annual growth rate (CAGR) of 32 percent.

2.0 billion Networked devices will be available in 2021. In 2015 and 2016, the number was 1.4 billion and 1.3 billion respectively.

# Humans and Hawthorne Effect

**Dr. Vineet Ram Gopal Sharma**

**PhD. Psychology**  
**Manager HR**  
**NBC Bearings**



Human beings irrespective of the era they belong to, always desire to be heard and valued; this is what motivates them and ultimately enhances productivity. In 1924, an experiment was conducted by Elton Mayo, an Australia-born sociologist at the Hawthorne plant of the Western Electric Company, which made telephone hardware for AT&T.

The simple experiment was aimed at evaluating the effect of working conditions on productivity. When the lighting in the work area for few workers was increased, it was observed that the productivity of the workers in that particular bay had also increased. This went on to establish the fact that change improved productivity.

These workers were also part of several other successful experiments in the following years. Their working hours and rest breaks were altered, and they were offered food during breaks. It was observed that every small change brought in an improvement in productivity.

The experiments continued till 1932 and all these changes were reversed assuming that the productivity will fall, but surprisingly there was no fall in productivity levels.

Mayo established that it wasn't the change in physical environment that increased productivity, but the belief of workers that they were valued, taken care of and that someone was concerned about their workplace. In addition, getting the opportunity to discuss changes before they were implemented contributed to the rise in productivity. This theory has been termed the Hawthorne effect.

This laid the foundation for what we call employee engagement today. It's a known fact that engaged employees are the most productive ones.

However, Mayo's experiment has been evaluated differently by different researchers.

Many people with a conflicting point of view say that the increase in productivity level was because of the fact that the employees knew they were being observed and that they had to perform better. Yes, it is a fact that whenever a group of employees are separated from the team and given extra attention and priority, they are likely to perform better. But does that mean that organizations can follow it as a regular practice? Will that not amount to discrimination against others?

However, despite all criticism, what the Hawthorne effect establishes is that employees, be it in the 1920s or a hundred years later, want to be heard and valued. That is what increases their motivation level, and the final outcome is enhanced productivity.

Corporate Speak

# Corporate Speak

Here are a few ways in which the 'Hawthorne Effect' can be used in modern workplaces.

## 1. Listening is important

The Hawthorne effect established that the productivity of employees increased dramatically when they felt they were being heard. In fact, this is a great lesson for today's leadership, who need to give a patient hearing to their team members. It's important to appreciate ideas and many start-up organizations have benefitted from this where younger employees were heard and their ideas appreciated. People are mainly motivated not by economic factors, but emotional factors, such as a feeling of being involved and receiving attention. It is important for employees to feel that their concerns are being heard and that they are contributing to a common purpose.

## 2. Observation over vigilance

The Hawthorne effect established that employees tend to perform better when they are being observed. But it has different connotations in the modern workplace. Employees hate being under vigilance 24x7, but yes, they want to be observed. They want the leaders to take notice of their good work, and be appreciated for the same, without being watched all the time. Paying attention to what employees are doing brings in some wonderful results.

## 3. Right people in the right group

Employees who are usually productive can become unproductive when placed in the wrong group. At the same time, attentive and communicated mindfulness of how others are working may have a positive impact on their engagement and increase productivity.

During the Hawthorne experiment, two insubordinate and mediocre workers were replaced by two productive workers, of which one took on the role of straw boss. They discovered that production increased by the replacement of the two workers, due to their greater productivity and the effect of the disciplinary action on the other workers.

## 4. Gender diversity

Women are increasingly entering male-dominated professions. However, they are often made to feel unwanted by male peers, which leads to low productivity. Employers need to be observant and bring in small changes to make the environment more conducive. The individual attention and the normal human instinct to feel 'chosen' will skew the results.

## 5. God of small things

Organizations need to realize that the tools used for motivation don't need to be in the form of 'big' things. Sometimes, small changes work wonders in improving productivity.

# Don't fix your passion... Drive It!!!

## Rakesh Ranjan

Manager Human Resources (Corporate)  
Indo Alusys Industries Limited



In today's VUCA (Volatile, Uncertain, Complex & Ambiguous) world, every organization has been taking extremely calculated risks to cope up with disruptions.

Technology disruption is undeniable, so is the "Change". VUCA world is compelling businesses to shift from traditional practices to modern practices for continued existence.

Designing the future of any organization calls for regular shaping & reshaping to achieve its objectives. In balancing all, Human Resources are the most strategic asset of any organization.

Developing the raw talent into assets to meet the organization's needs & wants, is a herculean task. To meet the talent demand, organizations are looking for prêt-à-porter (Readymade) talent to merge on top to bottom level.

Few outlooks which are utmost necessary to fill the credibility gaps for prêt-à-porter talents-

1. **Self-career plan** - Self defined career plan to exploit the future possibilities. We know our SWOT thus nobody can better define our career better than us.

2. **Love for self-drafted career** - Have abundance love for your career like a sportsman. Without love we cannot engage ourselves. Therefore, love for career should always grow up.

3. **Employability skills** - Applying knowledge to solve the nitty-gritty of work, and fit into any work environment. It also includes the skills that enable us to be victorious in the workplace. It is considered as conveyable skills because we can utilize it in any job.

4. **Adaptive mindset** - Several researches have revealed that professionals with full-size degrees are failing on workplace to mediocre degree holders. It reveals lack of adaptive mindset on floor. Adaptive mindset to engage with work is utmost crucial.

5. **Street smart attitude to mingle in organization's ecology** - The Urban Dictionary describes street smart as the prevailing trait of "someone who is intelligent, has good common sense, knows how to handle complex situations, and has the skills necessary to function where they live". From the organization's point of view, capability to embrace the change.

6. **Agility to learn** - Agility in learning is hallmark for success. To succeed in VUCA world, we have no option residual other than to master our capability to learn in a fast & furious manner.

7. **Passion to perform** - It is an emotion of great zeal for something to be attained. Enthusiastic enjoyment of task is hallmark for thrilling outcome. Enjoy each day on workplace like a new brand gala day. Apple's ex-CEO, the Late Steve Jobs believed in the power of passion, and once said, "People with passion can change the world for the better." Jobs claimed that the passion he had for his work made all the difference.

If we enjoy the work we do, there's always a better chance that we will do great work and get compensated accordingly.

Corporate Speak

# Smart And Secured Investment – From A Young Investor’s Lens

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(MBA Batch 2015-17)

Financial Service Consultant  
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**Investment – The sacrifice we make to hedge our future uncertainties or goals.**

Investment is important in today’s world because working hard may help you to earn more but it might not fulfil your dreams & help you to achieve your goals.

Idle money in your saving account might give you a return of 3.5%, whereas at the same time according to Trading Economic Global Macro Model, Inflation Rate of India is 5.10%. So, in spite of appreciation of your hard earned money it is getting depreciated by your mere investment in this conventional method.

Return for an investment depends upon the risk taking capacity of an individual, which can be aggressive, moderate or conservative.

There are four Asset classes for investment, which includes:

1. Real Estate (Property).
2. Fixed Income (Fixed Deposit, Recurring Deposit, Public Provident Fund).
3. Commodity (Gold, Silver, Copper, etc).
4. Stocks (Shares, Bonds, Debentures)

Except for the stock market (equity) the other three assets class give you nominal return with minimal liquidity.

A youth or a novice should start investment with purely equity mutual fund with Systematic Investment Plan (SIP) on a minimum side with 10% of their income with a time period of 5 to 10 years.

One can also invest in secondary market by doing basic analysis for the fundamental depth of the company for a minimum tenure of 3 years.

## Stocks

Stocks, also known as company shares, are probably the most famous investment mode in India. When you buy a company’s stock, you are partaking in the ownership of that company that allows you to participate in the company’s growth.

## Mutual Funds

Mutual funds have been around for the past few decades but they have gained popularity only in recent years. This is an investment mode that pools the money of many investors and is invested by established financial entities in a way to earn optimum returns.

Long term capital gain concept as published in this budget by our finance minister Arun Jaitley would not hamper small & medium investors much, as compared to HNI’s.

## Conclusion:

- Choose investments carefully after doing adequate research.
- Don’t fall for quick-buck schemes that promise high returns in a short time.
- Review your stock and mutual fund investments periodically.
- Consider the tax implications on returns you earn from your investments.
- Keep things simple and avoid complicated investments that you fail to understand or seems ambiguous.

Alumni Article



# Balance maintenance between Industrialization and Environment

Prof. Swati Khanna

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## Balance maintenance between Industrialization and Environment

In the current form of industrialization and globalization of trade the main concern now before the society is to protect the environment from the ill-fated concept of massive industrialization sans any regards to the future of mankind.

Adequacy of current laws though may not be questionable; however, implementation of them needs lot of scope for improvement. While it is primary responsibility of the government and its machinery to ensure that we leave a livable life and effects to our future generations, its pertinent to point out that social organizations, individuals and the industry itself will have to share the burden of maintaining the eco system and let it not be damaged by their activities.

As society becomes more concerned with the environment protection, businesses will be forced to modify their behaviour in an attempt to address society's new and valid concerns. Some businesses quickly accept concepts like corporate social responsibility towards environmental management systems and waste minimization, and place sizeable efforts to have integrated approach to the environmental issues into all organizational activities. Those who fail to acknowledge their role will either have to face the wrath of their inaction and may soon find themselves at the receiving end from the society.

The Environmental problems in India are growing rapidly. The increasing economic development, rapid growth of population and growth of industries in India is putting a strain on the environment, infrastructure and the country's natural resources. Pollution created by industries, erosion of soil, deforestation, industrialization, modernization, and land degradation is all increasing problems.

With the threat of global warming looming large, it is extremely important that go-green becomes the norm rather than an exception. Recycling of paper, metals, plastics, etc., should be done in a much safer and environmental friendly manner. It has to become the general norm to use energy-efficient lamps and other electrical goods.

As a matter of fact in my personal experience I have found it very interesting that by judicious use of non-bio-degradable product we have not only substantially served the cause of environmental protection, but have also added to the bottom line of the business. We started a project where our focus was to reduce and re-use waste. We were able to use waste generated in the process of manufacturing by re-cycling and thereby reduced our process waste to very negligible values.

The concept of go-green is gaining ground in west as the companies that are using technologies that impact environment to the minimum are regarded by the customers also as high esteemed and more sought after.

Professor's Eye

# Professor's Eye

Impact on environment due to excessive use of carbon fuel is being felt by the earth and the rising temperature, melting of glaciers, acidic reactions to earth will create huge human disaster and as such everyone needs to ponder his own role in environment protection.

Industrial organizations need to play a very active role and regulations need to be implemented with the spirit in which they have been promulgated. Unfortunately, we find very poor adherence to the law. While huge money is being spent on projects for cleaning our rivers, the industries along the course do not fulfill their obligation and there are not enough deterrents enforced to make sure that such industries are severely punished and not allowed to run.

## **Expectations:**

### **1. From government:**

Stricter laws and regulations with punitive majors that act as deterrent to violations, judicious and regular monitoring with balance of power being adequately distributed between executive and decision making authority, recognition and reward system for the industry that follows the norms and giving them good publicity. An important thing that government can do and has moved on is generation of power through renewable energy. This need to reach every house hold.

### **2. From Industry:**

Industries must ensure that effluents are treated properly and then only allowed to be discharged, usage of natural resources are done in the environmental friendly manner, non-bio-degradable inputs wastes are kept to the minimum by in-line reprocessing or recycling or by usage in alternative by-products.

### **3. From society:**

Buy products of the companies that are environment compliant, NGO's can play a vital role in spreading the awareness, stop or minimize usage of plastic bags, contain use of carbon fuel by using efficient energy systems, public transport and pooling of vehicles.

Our contribution to the society will be judged by the yard stick "did we leave our earth in better form and substance than what we inherited".



## A balanced viewpoint



*We need to find a viable and equitable balance between environment and development.*



# In Your Twenties

Ayush Agarwal

MBA 2016-18

ICFAI Business School



Twenties, a stage where a person wants to flaunt, fly, seek opportunities, and do what one feels he/she has the right to choose. In other words, a platter where you have to choose the right items (opportunities) to be opted for.

Your 20's are your selfish years, a decade to immerse yourself in every single thing possible. Yes, now you are old enough to make the right decisions and young enough to make the wrong ones too. One thing every one experiences is the fear of losing something, but wait, what is that you are losing now- Nothing. You have no obligations, no responsibilities, can work 24\*7 and learn, it's a time to move out into the glorious debris.

We often hear, don't be confused about what you are doing- I ask why? Why can't confusion be good at a stage like this? Confusion is the first step to clarity and seeking knowledge and if it's like this, we must have been a genius, at least the confused us, gets to know what we want after a point of time. Is it really okay to be lost and confused in your twenties? Well, the answer varies from person to person. The crux of the matter is, we actually feel lost in the process where we seek to know ourselves, what we actually want and where our life is headed.

The world itself is incredible! It's incredible if you feel lost!

After all, you have nothing to lose! It is okay to take those risks, not-so-correct-decisions, failed attempts and more. You have the time to learn, rectify and rework.

The generation in their twenties is both confused and mature at the same time. It's almost similar to the adolescence period of our lives; just the level of problems and difficulties has multiplied to become relatively complex. We are both young and old. We scorn when we see some friends getting married and even having babies while we deal with the unemployed friends too, all at the same time. The feeling of being Richie rich, having a good corporate job, enjoying weekends with friends and family is the happy me talking! But the other side of the coin, the not-so-happy-me, is aimless, uncertain about life's goals, zero savings, and dealing with love life struggles! While the heart wants to go on vacations and travel the world, the mind has to be rational and stick to the boring 9 to 5 (well, it never ends at 5, we all know the truth) job! After all, my father always used to say, "**Money talks; bullshit walks**"... Isn't it said for a reason?

Let your twenties flow...Explore...Experiment...and EVOLVE!!!

Student's Corner

# Jewels in the Crown



Prof. Arun Kumar Singh (HOD), The ICFAI Law School, The ICFAI University, Jaipur published a research paper on the topic **“Forensic Science in Criminal Justice System: Insufficient Appreciation”** in Indian Bar Review, Bar Council of India Trust, New Delhi, Vol.44 (3) 2017, pp 83-98.

Prof. Abhimanyu Singh, The ICFAI Law School, The ICFAI University, Jaipur published a research paper on the topic **“Justification of Death Penalty in India”** in Journal of The Legal Studies, Department of Law, University of Rajasthan, ISSN: 2321-8452.



## Wall of Fame



Vishal Karnani & Utkarsh Pareek third year BBA.-LL.B (Hons.) students presented paper in 2nd National Conference on Human Rights and Gender Justice held on 24th December, 2017 at Indian Law Institute, New Delhi and received the award for “Best Research Paper”.

Harishit Pareek & Utkarsh Pareek third year BBA.-LL.B (Hons.) students have presented paper on “Human Trafficking Across India: An Analytical Study” in one day National Seminar on “Access to Criminal and Correctional Justice and Human Trafficking” organized by School of Law, Rights and Constitutional Governance, Tata Institute of Social Sciences, Mumbai in association with the Maharashtra State Human rights Commission and International Justice Mission held at Tata Institute of Social Sciences, Mumbai on January 28, 2018.

Kavish Dubey & Vishal Karnani third year Law students participated in “The Louis M Brown and Forrest S Mosten International Client Consultation Competition” held at ICFAI Law School, ICFAI Foundation for Higher Education, Hyderabad from 19th – 21st January 2018.

# “Convocation 2017”

Events@IU Jaipur



The ICFAI University, Jaipur organized Convocation Ceremony - 2017 on 16<sup>th</sup> December, 2017. This event featured as a red-lettered day in the journey of The ICFAI University, Jaipur, owing to the distinguished presence of:

Honourable Chief Guest Padma Bhushan Dr. Devendra Raj Mehta, Retd. IAS (Former Chairman of Securities and Exchange Board of India (SEBI), Former Deputy Governor, Reserve Bank of India (RBI), Former Director General of Foreign Trade, Govt. of India and Founder Chairman Bhagwan Mahaveer Viklang Sahayata Samiti, Jaipur;

Honourable Guest of Honour Prof. (Dr.) Udaykumar R. Yaragatti, Director - Malaviya National Institute of Technology (MNIT), Jaipur, renowned Professor in Electrical and Electronics Engineering;

The event was graced by the presence of Honourable Chairperson Prof. (Dr.) R. P. Kaushik, President Dr. P. B. L. Chaurasia, Registrar Dr. G. D. Rathod and eminent Members from the Board of Management, Dr. S. S. Jain, Dr. S. P. Gupta, Shri B. L. Sharma, and Dr. R. L. Pareek along with Mr. Jagdish Patel.

The eminent members of Academic Council joined the dignitaries for the function. The cheering participation of guests from academic and administrative fraternity, associates and well-wishers from commerce and industry, families and friends of graduating candidates added grace and glory to the event.

# Events @ IU Jaipur



## Guest Lecture by IPS Tejaswini Gautam

On 23<sup>rd</sup> January 2018 at ICFAI Law School we had a pleasure of acquaintance of Ms. Tejaswani Gautam, IPS, Anti-Corruption Bureau Rajasthan on “Anti-Corruption Laws in India: Practical Aspects and Challenges” and sharing her day to day experiences.

**Donation of Sweets and Kites by Law Students:** Under the guidance of faculty members, the students of ICFAI Law School, distributed sweets and kites to the 100 orphan children of Rashmi Bal Vikas Vidyalaya situated at Kheri Village.



## Sayonara 2018

Yet another milestone, one more batch passing out with flying colors...“Sayonara 2018”, the farewell function was organized on January 18, 2018 for the outgoing MBA Batch of 2016-18. Mr. Savi Shaji and Ms. Swati Srivastava were felicitated as Mr. IBS and Ms. IBS 2016-18. .Mr. Savi Shaji and Ms. Swati Srivastava were felicitated as Mr. IBS and Ms. IBS 2016-18.

## Kite Festival-2018

The ICFAI University, Jaipur team organized “Kite Flying Festival” to celebrate Makar Sakranti on 12<sup>th</sup> January 2018.



## Saraswati Puja-2018

Saraswati Puja was celebrated with great verve and enthusiasm by the students and faculty members at IUJ campus on Basant Panchami evoking the blessing of the goddess of knowledge.

**Assessment and Development Center at IBS** HR scholars of MBA 2016-18 Batch organized 3-day Assessment and Development Center for students of MBA 2017-19 Batch. It included a series of tests and exercises to ascertain the knowledge, skills and abilities of the candidates across various parameters through psychometric tools along with aptitude test, verbal reasoning test, situational judgement test, personality test, business games, domain knowledge test, product launch, role plays, group discussions, personal interviews and online feedback.



### **Senior Scientist Dr. Vinod Kumar Sharma from ENEA, Rome, Italy at The ICFAI University, Jaipur**

Dr. Vinod Kumar Sharma, Senior Scientist from the Italian National Agency for New Technologies, Energy and Sustainable Economic Development (ENEA), Rome, Italy visited The ICFAI University, Jaipur to explore and ascertain the possibilities of Scientific Co-operation between ENEA, Rome, Italy and The ICFAI University, Jaipur.

### **Digital Marketing Training & Google Certification Program**

In December 2017, month long training program on Digital Marketing along with Google Certification was organized by IBS in collaboration with GenX Soft Technologies Pvt. Ltd and Digified.in for the students of MBA. The students developed practical understanding about Digital Marketing and subsequently attained the Google Certification.



### **UDAAN-Life Changing Program**

Team- IU-Jaipur organized the event UDAAN in two phases. More than 700 students participated in the phase one and above 400 in the phase two. A Career Orientation Session with RIASEC Assessment and General Awareness Quiz was conducted for all 1100+ students, along with interactive session to address the queries about higher education and career guidance.



MBA  
CAMPUS PLACEMENT  
2016 - 2018

Placement Corner



MONIKA  
KASHYAP  
HDFC /  
INDIABULLS



PRIYANSHI  
SHARMA  
ICICI  
PRUDENTIAL



AKHIL  
NARAMSETTY  
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INDIABULLS



RAGHAV  
PARSRAMKA  
JARO EDUCATION



CHIRAG  
CHAUHAN  
ADITYA BIRLA



APOORVA  
PURWAR  
JARO EDUCATION



AMIR KHAN  
UAS  
INTERNATIONAL



SAVI SHAJI  
INDIABULLS



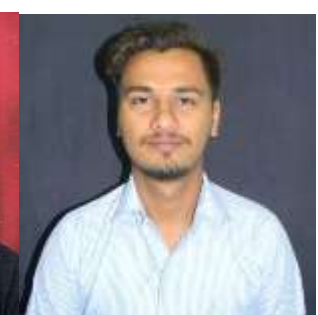
AAKSHI  
PANDOH  
ADITYA BIRLA  
/JARO



KIRTI RANA  
GREEN TREE



VATSAL JOSHI  
ICICI / JARO/  
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VIVEK  
PARAGAIN  
ICICI PRUDENTIAL



SHASHANK  
MISHRA  
JARO  
EDUCATION/  
INDIABULLS



CHINMAY  
SIMLOTE  
ICICI  
PRUDENTIAL



AYUSH  
AGARWAL  
ICICI PRUDENTIAL



SWETA SHAH  
INDIABULLS

MBA  
CAMPUS PLACEMENT  
2016 - 2018

Placement Corner



SWATHI  
SHRIVASTAVA  
INDIABULLS



ARPITA DAS  
INDIABULLS



AJAY YADAV  
CEASE FIRE



RITU PARIKH  
ICICI PRU.-AMC



ANKITA TIWARI  
UTKARSH  
BANK



BHAVIKA KOLI  
UTKARSH  
BANK



MD.SAYEED  
UTKARSH  
BANK



SMRITI SHAH  
UTKARSH  
BANK



KARTHIK  
RAMESH  
UTKARSH BANK



ADITYA  
VAIBHAV  
CEASE FIRE



KULDEEP  
YADAV  
UTKARSH BANK



UMAR KHAN  
CEASEFIRE/  
UTKARSH BANK



AVINAV BOSE  
ICICI PRU. AMC



GURUSWAMY  
TECH SCI  
RESEARCH

**Feedback**

We'd love to have your feedback to make our "**IUJaipur - Reflections**" more informative and vibrant

### **Contact Us**

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