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Editorial Desk

Hello Everyone!

It gives us great pleasure in introducing to you, the fifth issue of our e-Newsletter 'Reflections'.

'Reflections' has served as the official newsletter of The ICFAI University Jaipur and has been the one-stop-shop for all linked with 'IUJ' - for faculty, students and as well as the alumni.

We sincerely thank all the students, faculty members, alumni and especially the worthy associates who have contributed to this edition. Without them, the newsletter wouldn't have seen the light of day.

Our founder and mentor, the visionary who's been an inspiration to the generation and many to come, **Late Shri N. J. Ysaswy** was an epitome of academic excellence and professional distinction. We dedicate this edition to his much revered memories and his vision, the realization of which is our constant endeavour. This edition is our "Teacher's Day Special" adorned with special columns like the "**Master Kanti Chandra Mukherji: A Journey from a Teacher to Prime Minister of Jaipur State**" and the "Talent of the Month" ornamented by another celebrated teacher **Dr. G. D. Rathod**.

We take immense pleasure to congratulate **Prof S. K. Mathur** on being conferred upon "**Academic Excellence Award**" at The 5th Principal & Teachers Award organized by Simply Jaipur. Adding to the glory, **Mr. Jagdish Patel** was honoured with "**The Gyan Sanchalan Award**" and was proudly felicitated by **Shri Bhupendra Singh Chudasama, Honourable Education Minister, Gujarat**. Truly, a Teacher's Day Special edition!

We hope going through this newsletter is as enjoyable for you as it was for us bringing it to you. Your worthy suggestions are most welcome and appreciated from the core!
Happy Reading!

Editorial Board

Dr. P.B.L. Chaurasia

Chief Editor

Prof. Rana Mukherji

lcfaiTech

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Executive Editor

Dr. Shweta Jain

IBS



Dr. P.B.L. Chaurasia

President- The ICFAI University, Jaipur

Chief Editor – IU Jaipur Reflections



The ICFAI University, Jaipur is known for its world class education with modernity. Now the University blends it with tradition. The university has observed the traditional festivals: **“Dahi HandiUtsav”** celebrated on 25th August 2016 and **“GanpatiUtsav”** celebrated from 5th Sept 2016 to 7th Sept 2016.

The students are the most important and valuable assets to the University. The students at IUJ are almost from every part of the country representing a mini India in the University. With the diversity of the students from the different backgrounds, from various locations, all students have joined hands together to celebrate these two great festivals. The beauty of these celebrations lies in the fact that students themselves organized the festivals. When students are themselves involved and engaged to manage, they feel like they are very much a part of the institution's existence and are self-trained to manage the things. It develops the brotherhood among the students, brings them closer and promotes national integration.

The University has also hosted IBS Alumni meeting organized by the IBS Alumni Federation on 10th September 2016. A large number of the alumni from different IBS campuses participated and shared their experiences. This year the participation of the alumni has increased reflecting the faith and the importance of the Alumni Meet, which offers endless opportunities to refresh, connect and sustain relationships.

Social sites like WhatsApp, Facebook and other channels keep the people connected through electronic media making the world a closely knitted system, still the electronic media does not inculcate the “WE” feeling amongst the people and there is no comparison in developing the understanding when they get opportunity to personally meet at such a common platform to share, enjoy and bond.

I hope that more and more IUJ family members and alumni will join this E-platform to keep it updated with all the developments/experiences and make it a lasting success.

Mr. Jagdish Patel

GM (Development) - ICFAI Foundation

Executive Editor – IU Jaipur Reflections



We are extremely pleased to present the fifth issue of **“Reflections”** before all our worthy stakeholders and well-wishers. We constantly look forward to your feedback and inputs for improvement towards excellence. I trust that it continues to keep the readers updated with the developments at the University and sincerely hope that this initiative would contribute to strengthen the ties with all the stakeholders of IUJ across the globe.

With a series of events, the campus is jubilating with fun and fervor. The **“DahiHandi Celebration”** on **Janmashtami** followed by **“Ganpati Celebration”** marked festivities, duly augmented by **“Spectrum 2K16 – The IBS Alumni Meet”**. We sincerely hope the vibrancy and vivacity at IUJ keeps growing. On scholastic and co-scholastic fronts, together we are striving to create a cadre of competent and excellent professionals for the future.

I sincerely hope, that **“Reflections”** continues to serve as a genuine reflection of the developments and accomplishments of the University and attract more and more associates to it. I also urge all the faculty & staff members, students and alumni to add more value to this e-Newsletter through their contributions.

Your Passion is Your Benchmark for Success

Mr. Abhinav Singh

CEO @ Techugo,
Managing Director @ CTCed
Visionary Entrepreneur &
Motivational Speaker



Many a times in our life, we are jolted away with so many unpredictable incidents. Today, something like this happened with me when I was enjoying the luxuries of those five minutes snooze by my alarm time, my phone rang with a name blinking on it- HR, I recollected my senses and pretended to be fully awake, at the other side was a voice shivering with over excitement, and spoke, "Sir, we have received more than a 1000 resumes from the candidates within past 4 days" Oh!! I congratulated and cut the line with an official statement "Keep the Good Work Up", but something somewhere within me shook, I tried to neglect and left towards my daily routine, once the servant shut the door and I comfortably swept on my BMW's driving seat, again my HR's call got in my brain. As I looked at the rear view mirror, there was a group of 4-5 college students, all decked up in formals with ties, with plastic folders in their hands, might be proceeding towards an interview call, but one thing which caught my attention was the tensed look in their eyes and their lips were giving a superfluous smile, but why? I got again my HR call in my mind and realized why I have been thinking for long, the reason was passion.

Passion, c'mon, we all are passionate and enthusiastic, this thought must have crossed your minds while reading my article. But when I say passion, I mean passion, not the latest fashion of following the tried and tested approach of others. Most of you must be thinking, what's wrong in opting for tried and tested version, since competition is too high, so better to go for tested approach, but

hold on young people, had Bill Gates, Mark Zuckerberg and many other successful people thought of this tried and tested approach, then technology would have died in its infancy.

To give you a broader picture, I will share my story. I chose to pursue B.Tech degree with CS stream from ICFAI University-Dehradun, I didn't borrow anyone's suggestions and pressure, but it was wholeheartedly very much my OWN decision. Soon after finishing my graduation, I was offered a lucrative job offer from Campus as Senior Software Engineer with Capgemini, but I had decided from the very initial stage to do something different and not to follow the trend. My friends envied me, since I got a brand's offer, but I listened to my heart, and my heart did not want to work under somebody, but with somebody, so I refused to work with Capgemini and ultimately I ended up initiating a start-up company Appstudios, which received the huge attention and soon became a known name in mobile app development companies.

Even after being acclaimed, I didn't sit down on my laurels, and founded a new



Corporate Speak





ventureTechugo, a mobile app development company in India, which is garnering the best of clients from all over the globe and growing rapidly. This all happened, why, take a pause and think.....only because I wanted to follow my passion not the money. I chose the passion and ultimately money followed me. I also could have opted for Capegemini offer, and would have been working today with some

other big MNC, maybe as a project head, but today I own a successful company and I meet C-level executives from all the MNC's from Delhi/NCR, daily.

Does this surprise you, but it doesn't surprise me, because I chose the path of passion for myself, unlike today's generation who opt even studies based on the competition and peer pressure and unfortunately end up looking for a wrong job for their incorrect career. My mantra of success is very simple, "Listen to your heart", I know it's not as easy as it sounds, and comes with many staring eyes from your kins& relatives, but at the end its YOU,who has to do justice to your life, with the career chosen for yourself. If you want to be a coder, be a coder, no need to be an HR with an MBA degree just to please the society. Do what your heart tells you, to do with passion and you will find money following it.

As a Serial Entrepreneur, CEO and Speaker, Abhinav Singh has served as a Co- Founder and Executive Director at AffleAppStudioz. Currently, he is a CEO of TechUgo- a top most mobile app development company with branches in India & USA. His ambitions coupled with gusto for contemporary education and progressive needs of the IT Industry, resulted in the origination of CTCedPvt Ltd.

He has handled the marketing strategy of earlier AppStudioz, AffleAppStudioz, Go Citizen, Mobiae and most recent TechUgo and CTCed. At AffleAppStudioz, he focused on management and development of over 200+ Web Portals & 1500+ Mobile Apps. He has aided Techugo to increase it's base, grown from 3 to over 100 developers in just 9 months. He has been incharge of marketing initiatives (Market Research, Events, Analyst Engagements, ATL, BTL), sales enhancement and product management functions to promote enterprise mobility offering.

Today, he conducts leadership and personal growth seminars and motivational talks, where he inspires audience with his own experiences of achieving in troubled times, believing that we all have the ability to succeed in realizing our dreams - whatever they may be.



***"There is no passion to be found playing small – in settling for a life that is less than the one you are capable of living."
—Nelson Mandela***

I followed my passion and today, I have employed many of my college batchmates in my company, also if my company is receiving 1000 resumes within 4 days, that means so many of you have realized the dream I have lived with my passion. Feed your passion and don't allow yourself to be a winner of blind marathon, it leads to nowhere, but only to frustration and resentment, in your mid-career stage.

So follow my mantra, and prove your potential to defeat many Bill Gates through the Power of Passion.

North East India- The Forgotten Paradise

SamarPratapSingh

Assistant Manager-RMA
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(Batch 2012-14)



One of the most virtuously and linguistically diverse regions in India is the North East. Each state has its distinct cultures and traditions.

North East India is indeed a paradise unexplored and one of the best destinations for nature lovers, trekkers and wildlife devotees. Seven Sisters of India or the North East India includes 7 states Arunachal Pradesh, Assam, Meghalaya, Manipur, Mizoram, Nagaland and Tripura.

The unexplored paradise of India is well known for its distinct culture and traditional lifestyle. The region offers a mixed culture of Hindu, Christianity, Muslim and Buddhism. Buddhism and Christianity are dominant in some of the hilly regions of all the states. Hindus and Muslims are predominant in the valleys. The tribal group of all these states has its own unique culture.

North-Eastern people offer a colorful reflection of their land and traditional lifestyle. The Mongoloid faced people of this region are very distinctive in terms of dress, customs and language. The North East India is the home for more than 250 tribes. These tribes are distinct from each other and very rich in culture and traditions.

The festivals in the North- eastern states are celebrated with pomp and show. These festivals show the colorful reflection of the

integral part of tribes along with traditional dance and folk music. The festivals are celebrated by various tribes of different states throughout the year. The major festivals of northeast India are Bihu of Assam, Hornbill of Nagaland, also Yaoshang and NingolChakouba festivals of Manipur are widely known. These seven states are not only rich in terms of natural beauty but also in music and dance. The region offers a completely different world of traditional music and folk dance and has also emerged as one of the prime industry of rock music. While Shillong (Meghalaya) is music capital of India, Guwahati (Assam) too is one of the major destinations for live rock band performances.

The treasured region hordes diversified wildlife and offer wide varieties of flora and fauna. The forests are home to some of the most beautiful but endangered and rare species of wild animals and birds. North East is the treasure trove of cultures, flora and fauna. There are 13 major national parks and 30 wildlife sanctuaries and are home to some of the rare animals and birds which include Red Panda, One horned Rhinos, Hornbill birds etc.

Although the mountainous scenery is arresting, the northeast region remains the least visited part of India.



Arunachal Pradesh



A Living Root Bridge , Meghalaya





Dr. Rahul Swami

Assistant Professor
ICFAI Business School

Politics has become much more demanding since 1990s. Leading a political party in a turbulent environment means that leaders of the party need to act more as political managers which means they not only need to be adaptable, but also have to have clear ideas about the objective they are striving for and what they need to achieve them. A political insight can be an instrument for recording the given objectives and documents the path that leadership plans to take.

In today's global scenario, leaders or more rightly said representatives need to change their age old approach. Today in the world of globalization they too need to contribute more and soon will be expected to work professionally as Managers. As we understand that **"Marketing is typically seen as task of creating, promoting and delivery of goods and services making everyone from end-user to organization, feel satisfied"**. Marketing can cater to various requirements. If marketing is based on understanding and evaluating needs of the people, it works wonders. Politics is the biggest market in a democratic country like India. Today when new emerging parties

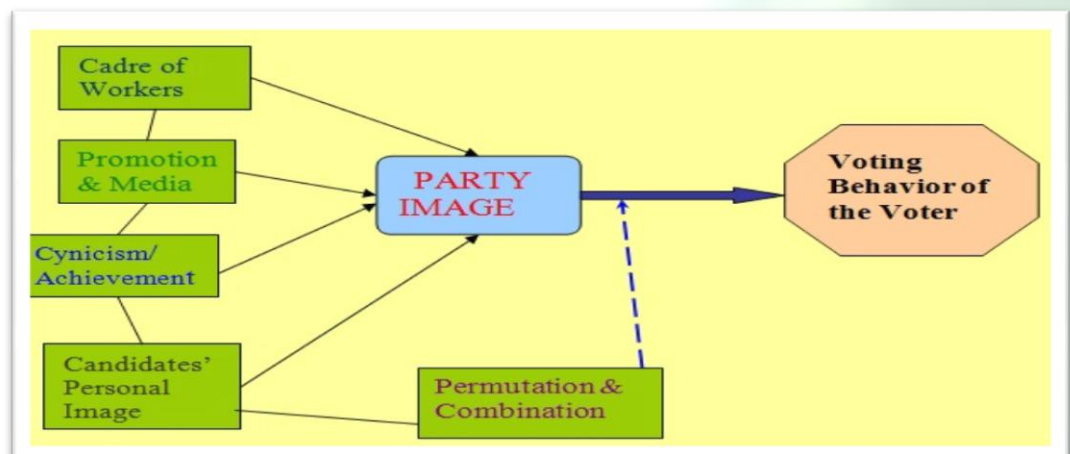
are resulting into new equations, more research is needed to keep the existing voters intact and further add new voters.

Political Scenario

Politics today is a marketing concept as in politics a Political Party markets its vision, achievements and candidates to voters. The candidates move through voting precincts 24X7 raising societal issues, conveying the party's vision for the people and segmenting and tapping voters on the basis of various demographic factors. A lot of money and energy is involved in these activities.

The flaw we have here in this system is that we carry on continuing the sales oriented view in this competitive world, where Marketing is the key word with emphasis on voters' satisfaction. Hence today there is a lot of need to do research and a lot of emphasis should be there on factors required for establishing and enhancing "Party Image" which in turn leads to turn out of voters for or against the given party.

The given diagram helps to understand the factors leading to influence the voting pattern of voters:



Voter's behavior



Dr. Rahul Swami's Profile



PROMOTION AND MEDIA

Promotion and Media are one of the important tools in this competitive world. Today proper "Campaign Strategy" is required to reach out to the voters.

Media: Media, which is one of the most powerful sources today, is also called the fourth pillar of democracy in Indian republic. The role of media is very important in a democratic country. In a democracy where the government is for the people, by the people and of the people, it is the media which forms the eyes and ears of the public. Hence it plays a major role in influencing public opinion. The various sources of media are newspapers, magazines and television channels. Hence it is important to use the given source as a powerful tool in campaign strategy.

Promotion: Various promotional strategies can be used for political campaign. A proper promotion strategy can take you to homes you would not get into otherwise. Lets look into some effective promotional strategies for effective campaign:

- ❖ "Name": Campaign sign shall be effective to get your voters to know you. A proper campaign shall be a tool to make you a household name recognized by people. It is vital to promote your name well and make yourself distinguished against the opponents. According to a behavioral study, surname can stand out compared to the first name, hence put surname in bold, though the given law doesn't work if the candidates from rival parties share same surname.
- ❖ "Party Affiliations": Affiliations to any political party matters, they tell about ideals hence it is important to have the political sign more highlighted as people at the time of voting recognize an individual with the party he or she belongs to.

Cadre of Workers: In democracy where each vote counts and where government is chosen by the people themselves hence in

the given scenario the cadre of workers who believe in party ideology, form the back bone of any political party. As per the law of marketing, the word of mouth is one of the most convincing promotion methods, best possible with a loyal cadre of workers. It is the effort of the given that makes the party popular in the remotest of places and makes the party go ahead of its rivals by forming an impression.

Achievements or Cynicism

❖ To understand the above mentioned point it is necessary to understand the position from which party is contesting in regard to democracy. It is important to know that there are different functions, if party is in opposition or if party is in power. The given can further be understood as below:

❖ **Achievements:** When the party is in power it is important to make people aware about the achievements during its tenure. How its policies have been beneficial and what all measures have been taken or implemented for the benefit of the given section. The achievements can be projected to make people aware about the popular decisions. In the given scenario, party can take the given to remotest places through its cadre of workers. Importantly, it has been seen that sometimes the knowledge of cadre of workers is not very efficient thus losing the effectiveness to certain degree, hence there should be some training programmes to communicate to the cadre of workers about the achievements of the party. The given shall be implemented by workers at block levels so that precise information without losing its weightage can reach to common people through the given cadre of workers to get the maximum gain. It is also important that there should be a good balance between organization and government when in power.



Cynicism: When the party is in opposition the role of the party becomes more important as it has been observed that cynicism does create a momentum or swing in favor of the opposition party. It can not be forgotten that cynicism was a very strong tool even to get independence, as it creates awareness among people and a positive cynicism further broadens horizons in democracy. It is a tool to draw attention which is possible by demonstrations, dharnas, hunger strikes etc. The positive effect from the given can be observed if this is a continuous process for the entire period rather than just at the time of election. This builds a positive atmosphere for the party and connects to people with the feeling that the opposition party has raised voice for the unsolved issues and hence is concerned for them.

Personal Image of Candidate: The personal image of the candidate though might not be of great significance in Lok Sabha elections or even Assembly elections as they are contested on issues related to people. But importantly it does matter in building general image of the party. The people with clean image gives people a feeling that party is thinking in the interest of the common man. The given though can not be calculated in absolute terms but when we know that elections is all about image marketing hence, the same will send positive signals.

Permutation and Combination: It has been seen that democracy is sharing is important that we share the same with every section irrespective of caste, community, section, gender, social status etc. The representation should be provided to all as democracy is for the people, by the people and of the people. It is possible that at a particular seat if we give representation to a section, which might not be influential in the given constituency, it still matters, as we need to understand the bigger picture where the given strategy might benefit at more number of seats.

Party Image: The given factors combine to form the image in the minds of the people which results in gaining preference. It is this image that influences the voters' thought process while making voting decisions. Thus, there is a need to concentrate on all issues and understanding the need of voters.

Creating "Over-expectations" for voters, setting false promises, gaps between the expected and the delivered are things of the past. In this era of Marketing, when focus is on satisfaction and delivering the results in context to expectations set by the party, it is a sign of voter turning into a mature identity though there can be influences by media, social media and peer groups. So, setting a momentum towards Voter Satisfaction, a concept of Marketing, is on the cards.



Marine Life at Danger

Prof. Vandana Singh

Assistant Professor
IcfaiTech



It refers to the emptying of the chemicals or other particles into the ocean and these chemicals enter into the food chain when they are taken up by plankton and benthos animals. Many pollutants are released into the environment in the upstream of the coastlines for example on rivers, groundwater and are deposited in deltas. These excess nutrients can generate the massive blooms of algae that steal the oxygen from water, leaving areas where no marine life exists.

Scientists have counted some 500 such dead zones around the world. Solid waste like bags and other items dumped into the oceans from land or by ships at sea are frequently consumed, with often fatal effects, by marine mammals and fish. Discarded fish nets left for years, trapping fish and mammals. Many famous marine tourist resorts are having problems with marine pollution; this is because more tourists lead to more waste.

Ocean acidification has become a major type of marine pollution. Oceans are becoming more acidic because of the increased CO₂ levels in the atmosphere, greenhouse gases also decrease the pH level, leading to undesirable consequences such as depressing metabolic rates in Humboldt squid, depressing the immune responses of blue mussels and coral bleaching.

Noise pollution which is coming from ships (and other artificial sounds) is additive to marine pollution. Excessive nutrient which comes from sewage falls and agricultural runoff, causes "dead zone" areas, which can't support the marine life and result in ecosystems collapsing. There are near about 500 dead zones covering more than

245,500 km² which is almost equivalent to the size of the United Kingdom. Annually millions of seabirds die due to plastic debris including around 200,000 marine animals.

Shipping pollution is having a devastating effect on the marine environment like mechanical effects on marine lives which damage the organisms internal functions, Eutrophic effects which is due to some forms of bacteria, Saprogenic effects which cause deficiency of oxygen and kill ocean organisms, Toxic effects which badly influence the reproduction, feeding and respiration. Oil spills can quickly destroy the marine environment. CSIRO studied and found that nearly 70% of all seabirds including albatrosses and penguins have plastic in their gut. Ingesting the plastic causes gut impaction, and even death of the birds. Inland mining for minerals is another source of marine pollution. Some minerals discharged in the course of the mining can cause problems, such as copper, which can interfere with the development of coral. Most of the pollution is caused by soil which is flowing to the sea through the river.

Polluted runoff which is coming from roads and highways is a significant source of water pollution in coastal areas. Discharge of cargo residues from bulk can pollute sea ports, waterways and oceans. UNCLOS gives special attention to protection and preservation of marine environment. It covers the main sources of ocean pollution like land based and coastal activities, Ocean dumping etc. although it also needs the social concern towards the living habitat in marine.



Ethical Hacking: Bad in a Good Way



Himanshu Choudhary

B.Tech. (Computer Science)

Batch 2015-19

Yes! Prevention is better than cure. This is not the James Bond 007 film like "License to Kill". This is "License to Hack". But the theme is same. Where, in the film, James Bond the hero, fights against the villain. Here the Computer Experts as "Ethical Hackers" fight against the computer-savvy criminal's malicious attack. We have to protect our network, confidential information, bank accounts, and even identity. We are in the time to fight against these malicious hackers who breach the most secure bank accounts, corporate information or even government website from mischief, damage or even sabotage.

More and more organisations are being targeted in cyber-attacks, and they must get to know their enemy if they are to protect vital networks. With the rise of cyber-crime, ethical hacking has become a powerful strategy in the fight against online threats. In general terms, ethical hackers are authorised to break into supposedly 'secure' computer systems without malicious intent, but with the aim of discovering vulnerabilities in order to bring about

improved protection. These ethical hackers test the systems in the company for a secured network quantitatively and qualitatively to evaluate weaknesses, flaws and threats.

CAREER

Now, these kinds of jobs calls for team of experts in a company, a promising career option to do the intrusion testing or penetration testing as "Ethical Hackers". There is a worldwide demand for information security professionals and many of the multinational companies such as IBM, Infosys, Wipro, Reliance and Airtel keep looking for good ethical hackers as reported by a survey made by the International Data Corp.

SCOPE

As free lancers are not preferred by the reputed companies in India, one can work as full time company employee as Information Security Specialist / Consultant. These kinds of jobs open the door for the professionals at entry level job positions like Network Security Administrator, Network Defence Analyst, Web Security Administr-



Student's Corner





-ator, Application Security Tester, Penetration Tester / Ethical Hacker, Security Auditor, otherwise one can choose for Secured Programmer, Cryptographer, or Forensic Professional.

The job responsibilities include Authorised Security Hacking to LAN Assessment, Application Testing, Security Tools Installation and Security Surveillance. There is an immense scope for a career growth and progression in the ladder upto the level of Chief Information Security Officer

REMUNERATION

In India, the scale of pay starts from Rs. 4-6 lakhs per annum and it can even rise up to Rs.40 lakhs with top companies like IBM, Infosys, Wipro, Dell, Cap Gemini, Google etc. with employment opportunities primarily in Chennai, Bangalore, Mumbai and Pune.

There is a belief that the information security professionals have a chance to earn 20-30% higher than most of the other professionals who are in the same positions in IT field.

SKILLS

The field is clearly open to Computer Science graduates, skilled computer experts or even to the talent of malicious hackers for a good reason. A high college level background, excellent computer programming talent and good networking skills in IT is required.

QUALIFICATION

A degree in Computer Science with good programming and network skills, fortified with a training certificate from a reputed training center. It is suggested to update one's knowledge through workshops, seminars, and trade shows which give an exposure to the latest tools, techniques and technologies. The training period can vary from a fast track course of a week's time to 3 months course of fee starting from Rs. 10, 000 onwards.

Keep Enhancing Your Perspective

Swati Shrivastava

MBA

(Batch 2016-18)



“The right perspective makes the impossible possible; if you change the way you look at things, the things you look at, change”.

These lines had a great impact on me, when the other day, I was having coffee over reading a book written by Robin Sharma, “Who will cry, when you will die”. There is a story talked about in this book, which I would like to share.

There was an old man with a serious illness and was wheeled into a hospital along with another patient, who was resting next to him near the window. The two became friends and the over the days, the one stationed near the window would often look out and spend next few hours delighting his bedridden companion with vivid descriptions of the outside world. The bedridden man grew to dislike him and the even hated him because he could not see the outside world.

One unfortunate night, the patient next to the window stopped breathing; rather pressing the button at his bedside for help

and the other man chose to do nothing. The next morning the man was pronounced ‘Dead’, the one who had shown so much happiness by recounting the sights for him. The bedridden man quickly asked to replace his bed to be provided with a bed near the window. He discovered something that shook him. The window faced the DARK STARK brick wall. His former roommate had conjured up the incredible sights that he described in his imagination as a loving gesture to make his friend’s world a little better during his difficult times. He has acted out of selfless love.

This story created a shift in my own perspective and continues to do so, when I think about it. We must keep shifting our perspective and ask ourselves “Is there any wiser way to respond or react to any negative situation?”... “Are your problems that big?”

We are in this world for a short time, so, we should enjoy the journey of our life and savour the process.



Student's Corner

Master Kanti Chandra Mukherji: A Journey from a Teacher to Prime Minister of Jaipur State

Prof. Rana Mukherji
Editorial Board Member



“A good teacher is like a candle - it consumes itself to light the way for others.”

We all had celebrated Teacher's day on 5th September and gave hearty tribute to our teachers, for their hard efforts in making our as well as nation's future. On this occasion, I would like to introduce **Master Kanti Chandra Mukherji**, who was a staunch believer of education, a well-known diplomat, scholar, Prime Minister of Jaipur State and above all a Teacher. He contributed a lot to develop an educational revolution in Jaipur State.

Master Kanti Chandra Mukherji was born around 1836, at 24 Pargana, fifteen kilometres to the north of Kolkata, India. His mother was widowed when he was young. To supplement the narrow resources they had, she stitched mosquito nets which he sold. She found it very difficult to educate his only son with this meagre income.

However, little **KantiBabu** was a brilliant boy. He studied in schools at villages, Shyamnagar (24 Parganas, Bengal) and Chandanpore. He also earned B.A. degree from Calcutta University. He started his career as a school teacher at Janai, a place near Kolkata. During this time, he got acquainted with **Mr. Hari Mohan Sen**, the private secretary of **Sawai Ram Singh, King of Jaipur State**, through a Bengali Communication Network of those times.

Maharaja Ram Singh appointed him as Head Master of Jaipur Maharaja's College (Presently University's Maharaja's College) in 1865. In his leadership, a remarkable improvement in education had

had been seen. In 1867, he sent the first batch of candidates for Entrance (i.e. Matriculation) Examination of Calcutta University. In 1873 it became a college in true sense, when it was raised to intermediate (then called F.A.) affiliated to Calcutta University. By 1875 the number of students reached 800 and it continued to flourish. Three years later, **Sir William Russell**, the companion of the Prince of Wales, praised his hard work to raise the standard of the institute to international level. It was later in 1890; the institute got affiliated to Allahabad University B.A. degree and was raised to post graduate status in 1896.

Owing to his brilliance as a teacher and administrator, Master Kanti Chandra gained the attention of Maharaja Ram Singh. He translated a telegram that came from senior levels in the British bureaucracy, and provided an intelligent commentary upon it. From that day onward, he was called frequently to read the Maharaja's news from the London Times.

After a few days, Maharaja Sawai Ram Singh appointed him as a Member of his council. His intelligence was instrumental in betterment of communication with the Britishers. Soon he became the foremost man in Jaipur. In 1892, he became Prime Minister of Jaipur State. He was honoured with the title of RaiBahadur, received Jagir by the Maharaja. With his administrative excellence, he improved many public services; most noteworthy is restructuring thepreviou-



Teacher's Day Special

Talent of the Month Teacher's Day Special

-sly unorganized transport Corporation. BabuKanti Chandra's skills and cultural connections were more suited to an era increasingly dominated by British perspectives and expectations. He served in 1900 on the Famioe Commission; an all India body established by Lord Curzon. In addition, he appeared to have been an extraordinary industrious man. One British resident at Jaipur, writing in 1897, when the Master was sixty one or so years, reported: *"Kanti Chandra Mukherji bears his years well, and in the amount of work he gets through and the energyhe brings to bear on it, is a*

many men half his age. Of his great ambition there is no need for me to speak".

His sudden demise, in 1901 at Nagpur, came as a sudden shock and left a void which none could fill. A small town boy, to a teacher to the Prime Minister of Jaipur state, his contributions to education betterment are acknowledged till date. His legacy was carried forward by his son **Ishaan Chandra Mukherji** ("HathiBabuji") who like his father was a council member at Jaipur-with his Father's great energy and working analysis.



By Dr. G.D Rathod
Associate Dean , IBS





- ❖ Reliance Industries Chairman Mukesh Ambani announced that the company is setting up a Rs. 5,000 crore fund to invest in digital start-ups. The fund will be used to develop and fund new businesses across sectors such as agriculture, education, health, rural livelihood, and e-commerce. The company will also be setting up entrepreneurship hubs in key cities and towns.
- ❖ The Indian Railways has launched a scheme allowing passengers to get a travel insurance cover of upto Rs 10 lakh on booking a train ticket online by paying less than one rupee. The insurance applies to Indian citizens, children above the age of five, and non sub-urban commuters.
- ❖ Hotel aggregator OYO Rooms has opened a new skill training campus in Gurgaon, where it plans to train one lakh hospitality personnel. "It will provide a platform for recognition of prior learning through informal and on-the-job learning for hospitality workers," said OYO Founder Ritesh Agarwal. The startup raised \$62 million from Japan's SoftBank in August this year.
- ❖ ICICI Prudential Life Insurance has received the Securities and Exchange Board of India's (Sebi) approval to file its initial public offering (IPO), which will be the first life insurance sector IPO in India. Notably, this will also be the biggest local IPO to hit the market in nearly six years and will raise around Rs. 5,000 crore.



- ❖ Tesla CEO Elon Musk says the electric car company is making major improvements to the Autopilot system used by its vehicles, which will dramatically reduce the number and severity of crashes in which they are involved.
- ❖ The Indian Space Research Organisation (ISRO) will launch a satellite developed by the students of IIT Bombay, called 'Pratham'. The satellite will measure the total electron count of the ionosphere. The satellite was conceptualised by two students of the Aerospace Engineering department - Saptarshi Bandyopadhyay and Shashank Tamaskar - in July 2007.



***If you salute your duty,
you need not salute anybody.
But if you pollute your duty,
you have to salute everybody.***

Jewels in the Crown
Fame
Solar Plant
Report



Mr. Jagdish Patel, GM-Development ICFAI Foundation, being honoured with the “**GyanSanchalan Award**” from Grow Up Education Society. He received the award from **ShriBhupendra Singh Chudasama**, Honourable Education minister of Gujarat.

Prof S K Mathur, Registrar, The ICFAI University, Jaipur, being conferred upon “Academic Excellence Award” in 5th Principal & Teachers Award by **MrsSuman Sharma**, Chairperson, Rajasthan State Commission for Women organised by Simply Jaipur.



Dr. Rahul Swami has co-authored the research paper titled “Changing Face of Customer Relationship Management (CRM) in New Age of Technology”. It has been published in the KAAV International Journal of Science, Engineering and Technology. (Impact factor: 6.1701) (ISSN: 2348-5477)



Ms. Aanchal Mahawar, student of MBA Year II secured certification from VSkills (Government of India and Government of NCT Delhi Co. Initiative) titled “Certified Human Resource Manager”.

In the month of August 2016, the solar plant at IUJ has generated about 4853.22 units of electricity. This adds to the realization of our mission to contribute towards a better and beautiful planet.





Events@IIT Jaipur



Janmashtami celebration at IUJ - "DahiHandi"

Ganpati Festival at IUJ – 3-day gala celebration



Faculty Development Program (Knowledge Sharing Program) conducted by Dr. AshishJohri (IBS Jaipur) in collaboration with Dr. ShaliniKhandelwal (IBS Gurgaon) at SS Jain Subodh Girls College , Jaipur on the theme "Time Management /Leadership" for a group of 119 faculty participants from 17 institutions.

Teacher's Day Celebration at IcfaiTech



Teacher's Day Celebration at IBS

"Spectrum 2K16 – IBS Alumni Meet" witnessed cheering participation of alumni and families. Event coordinated by Dr. ArchanaRathore under the aegis of IBS Alumni Federation.





Mr Manish Saxena
Manager – Corporate Relations



Transition Training: Campus to Corporate

- | | |
|------------------------------|-------------------------------------|
| Placement Orientation | Session on “Successful Interviews” |
| Resume Building Workshop | Session on “Group Discussion” |
| Extempore | Session on “Corporate Expectations” |
| Presentations | Mock GD/PI |
| Listening Skills Enhancement | Presentation by “AMCAT” |

Star Performers

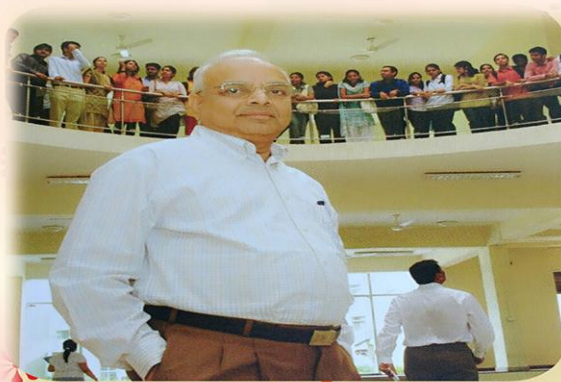


ChiragJadav (Batch 2012-14): After his MBA he started his own venture “CN Finserv Pvt. Ltd”. It’s a Financial Advisory firm based in India & having expertise in Bookkeeping Services (US,UK,IND), Auditing, Loan Syndication, Financial Analysis, Project Finance etc.

Samar Singh (Batch 2012-14): Working as AM-RMA with “Aon Global Insurance Brokers Pvt Ltd” has written a book “Arunachal Pradesh-An ODE”. This book showcases the interesting and informative side of the state for students and young people.



GopalKumawat (Batch 2011-13): Got placement in “Axis Bank” through campus & recently got awarded by the bank for his contribution in the “Rural Lending Achievers Club” campaign.



Shri. N.J Yasaswy (1950-2011), founder of the ICFAI Group of educational institutions and a pioneer in promoting higher education in the private sector, had a brilliant academic career: B.COM (Andhra University 1969 –First Rank), CA Inter (May 1971 – First Rank), CA Final (May 1973 –First Rank), ICWA Inter (July 1970 – First Rank) and ICWA Final (July 1972 – First Rank). He was the recipient of the Basu Foundation Award for the of best student of the year from both- The institute of cost and works accountants of India (in 1972) and the institute of chartered accountants of India (in1973). During 1974-1980, Sri Yasaswy was associated with the Administrative Staff College of India as a Faculty Member. In 1981, he started his consultancy firm, Yasaswy Management Associates (P) Limited, Hyderabad. Shri.Yasaswy served on the Board of Studies of Ngarjuna University (1978-80). He was appointed by the Government of Andhra Pradesh as Chairman, Andhra Pradesh State Trading Corporation (1985-88), and Vice- Chairman, Public Enterprises Management Board (1986-88). He was a visiting faculty member at the

Indian Institute of Management Ahmadabad (1986-88) and was nominated as a member on the SEBI Committee on Accounting Standards. He was a member of the Board of Directors of the Association of Certified International Investment Analysts (ACIIA). Switzerland. He authored several books on finance and investments.

Sri Yasaswy set up the ICFAI group as a single institute in 1985 without government sops or institutional funding, in an era where government support was the norm. He chose to spend all his energy on the fledgling institution which over the years grew to become a monument to what ambition can deliver. He was instrumental in building several business schools and about a dozen universities in the North-East region. The ICFAI Foundation for Higher Education in Hyderabad occupies pride of place among the several institutions he started and was close to his heart. He stood for professional management, excellence in the quality of education offered in the ICFAI institutions, and absolute discipline.

He was chairman charismatic, a great teacher, an institution builder, a visionary and genius who was years ahead of his time. His vision will continue to guide ICFAI forever.



The ICFAI University, Jaipur



Excellent Placement Record



Features @ IU Jaipur
Merit Scholarships
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Full-time Campus Programs

B.Tech
4 Years

BBA|B.Com|BCA|B.Sc (Hons.)
3 Years

BBA-MBA|B.Com-MBA
BBA-LLB (Hons.)|B.Com-LLB (Hons.)
5 Year Integrated Programs

MBA|M.Tech
2 Years

LLB
3 Years

PG Diploma Programs in
Banking & Insurance, Retail Management
and Pharmaceutical Marketing
1 Year Programs

Ph.D Program

3 Years (Full-time / Part-time)

For Prospectus & Application, Please contact:
City Office, The ICFAI University, Jaipur, Ashok Marg,
C-Scheme, Jaipur, E-Mail: admissions@iujaipur.edu.in
Ph: 961077752, 9982586292, 9828128333

HIGHLIGHTS

- A state-of-the-art Center for Employability for innovative learning and development
- Well equipped computing and library facilities
- IT training and Soft-Skills Development
- Language labs
- Unique Summer Internship of 8 weeks duration
- Extra Curricular and Co-curricular activities
- Technology Learning
- Application Orientation
- Diverse and successful alumni community
- Cutting edge Industry enabled labs
- Industrial tours
- Highly qualified and dedicated faculty from ICFAI Business School (IBS).
- Skill Development through Technical Art and Engineering Science courses
- Diverse and successful alumni community
- Concept learning through Seminars
- Green Energy Resources (50 Kw Solar Energy Power Plant)

ELIGIBILITY

For details, please refer the website

ADMISSION PROCESS
Through application and interview

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1800-270-4020
www.iujaipur.edu.in



Campus: The ICFAI University, Jaipur, Agra Road, Jamdoli, Near Cambay Golf Resort, Jaipur.

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

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Feedback