

Editorial Desk

Dear friends,

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Pleased to share the seventh edition of **"IUJ-Reflections"!** The true reflection of the ethos, aspirations and prowess of the students, faculty and other team members, along with our associates from corporate and much cherished alumni in the form of their contributions...

"IUJ-Reflections" also highlights the notable achievements of students and other members of the IUJ family. We believe that by navigating through the different sections of "IUJ-Reflections", readers would get a bird's eye view of the developments and accomplishments at IUJ.

"IUJ-Reflections", the much ambitious endeavour of ours, is receiving an extremely cheering response from the readers. Besides the much solicited feedback and encouraging acknowledgement for the contents, it is also being appreciated for being circulated in electronic form, contributing towards a better world... a better planet!

Expressing our profound gratitude for all the contributions and constructive feedback extended by all, we truly hope that the present edition also serves as an interesting read.

Cheerful reading!!!

Editorial Team

(Prof. Rana Mukherji& Dr. Shweta Jain)

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Dr. P.B.L. Chaurasia President- The ICFAI University, Jaipur Chief Editor – IU Jaipur Reflections



The IU Jaipur E-Newsletter "REFLECTIONS" has now become a regular magazine since it started from May 2016. More and more associates are joining in and expressing their interest. It reflects the ambitions, talents and skills of students and other contributors.

The University continues to organize fruitful activities for the students and the society. Inter departmental sports tournament for Football was organized at the University campus. Student teams from the different departments FST, FOL and IBS participated in the competition. The participation from young students was overwhelming. Through participation in the sports activities, students learn about the importance of key values such as honesty, teamwork, fair play, adherence to rules, etc. Students also develop the acumen to deal with competition and to cope with both win-lose situations. To make this event a success an appreciable contribution was made by all the faculty members. The presence of all faculty members certainly helped in boosting up the confidence levels of the students. Overall, it was a great event and staff members and students enjoyed the Sports Day.

The ICFAI University, Jaipur also had another activity conducted, a Blood Donation camp in the campus in association with the SwasthyaKalyan Blood Bank and Thalassaemia Research Centre, Jaipur on 20th October 2016. University administration planned and organized this event very meticulously. The contribution from the volunteers was commendable. Before donating the blood, the vital health parameters of the students were examined and they were advised about personal health management. This event not only promoted awareness amongst the students, but also helped in stimulating the sense of service and empathy within them.

We look forward to more and more contributions and suggestions from the different sections to make "Reflections" better and bigger in coming times.

Mr. Jagdish Patel GM (Development) - ICFAI Foundation Executive Editor – IU Jaipur Reflections



The management legend, Peter F. Drucker very aptly pronounced- "Knowledge has to be improved, challenged, and increased constantly, or it vanishes."

At IUJ, we not only practice the dissemination of acquired knowledge, rather we consistently strive to create, improve, challenge and increase the knowledge capital... to raise an exceptional cadre of knowledge workers who can contribute to the society through their knowledge, skills and entrenched service values.

The economy is heading towards major reforms; a significant socio-cultural impact of the same is also imminent, along with the larger responsibility for the professionals to be. We wish to churn out the best professionals, competent and righteous in their conduct and approach towards work.

Best wishes to all the young budding professionals!

Wishing all the readers a pleasant reading experience...



More-Than-Moore -Towards a New Standard for System Integration!

Mr. Mukesh Kulhari Technical Leader ST Microelectronics Greater Noida

In the past four decades, the number of incorporated semiconductor components per integrated circuit is predominantly powered by Moore's law by increasing exponentially. This has been accomplished by incessantly downscaling transistor size by a factor of 0.7 every 24 months, which shrinks the manufacturing expenditure per device and allows more complex circuit functions.This explosive technology development driven by Moore's law has been playing an imperative role in the success of the semiconductor industry. With the transistor size moving toward sub-10nm dimension, the recital yield by device scaling is hastily diminishing and processing complexity extensively amplifies production expenditure.

In 2005, the industry formulated costoptimized and value-added system solutions beyond the boundaries of Moore's law known as "More than Moore" (MtM) where added value to devices is provided by incorporating functionalities that do not necessarily scale according to "Moore's Law". Moreover, it also created and added more non-digital functionality to conventional semiconductor technology, leading to virtually unlimited technology possibilities and application potentials for the semiconductor-based high-techindustry. Many emerging research devices and architecture concepts have been proposed to replace CMOS transistors and Boolean with the promise of better logic performance, e.g., fast speed, low power, better scalability, etc. Many of them are based on new material properties (e.g.,



Carbon Nanotube Field Effect Transistors (CNFETs), Graphene or alternative state variables for computation (e.g., Spintronics, FinFet, Nanowire, 3D monolithic integration etc). J. Zhang and his team proposed a CNFET sensor array configured with (P450) for point-of-care proteins applications whereas S. Bobbaand his team 3-D monolithic developed integration (3DMI) as a potential technology for future Gigascale circuits.

The More than Moore strategy is actually driven by increasing social needs for high level heterogeneous system integration, therefore, functional diversification challenges play an important role in developing technology roadmaps and benchmarks. The functional diversification may be considered as complement of digital signal and data processing in a product. This includes interaction with the outside environment through an appropriate transduction (sensors and actuators) and a subsystem for controlling the system. These functions may involve analog and mixed signal processing, an incorporation of passive components, high-voltage components, micro-mechanical devices, sensors and actuators, and micro-fluidic devices enabling biological functionalities.

It should be emphasized that "More-than-Moore" technologies are neither an alternative nor a competition to the digital trend as described by "Moore's Law". In fact, it is the heterogeneous integration of digital and non-digital functionalities into compact systems that will be the key driver for an ample range of application areas,



The Real Estate Industry in Pink City

Mr. Konark Jain Director- JPC (Jaipur Property Consultants Pvt. Ltd) Alumnus- IBS Business School (Batch 2013-2015)

Jaipur is the most prominent and safest city for real estate development and investment because of its connectivity to NH-8 and because of relatively affordable real-estate prices, compared to Delhi and Gurgaon.

Rajasthan is the largest state with rich culture and architecture. As far as building construction is concerned, the old order is changing fast and the new modern architecture is replacing the old Rajput and Mughal architecture.

The culture of villas, flats and penthouses has come and people have started believing in good living. The real-estate scene in the state after a lull that extended for over four years is now catching up and the number of players is increasing, who are coming in a big way with products which till now were the preserves of big cities.

Infrastructure Development

DMIC, SEZ, Ring Road and Metro Phase II and host of other developments will increase the connectivity and demand for housing. Other central government projects like AIIMS, IIT, IIM, and Central University are also a boon along with huge industrial development in Rajasthan at Neemrana like Japanese and Korean zones etc.

Inflow of Corporates

Infosys, HCL, IBM, JCB, PERTO S.A from Brazil have started with their ventures in the city, which means more jobs and development. In coming years, more and more companies will head towards Pink City and the SEZ on Ajmer road.

"The importance of investment in properties lies in the fact that millionaires as well as billionaires rely on this (investment in property) essentially to reduce their risk factor in the future."

As an investor if you are looking for propertythat meets your expectations of both



and budget, you must scout properties in Rajasthan. Having variety of options to choose from: residential, commercial, agricultural and even industrial that arefairly priced and conveniently located.

Property is Forever

Investment in property is an effective and tested formula to secure future, particularly for middle class families. A serious investor should put his money first in plot then apartment. The lives of many middle-income groups have become better through their investments in property, improving their financial and social status. From a person with little knowledge to an eminent economist, all consider investments in property a safe and profitable option.

Reality buying tips-

* Property must be bought from good reputed builder or individual.

* See the completed projects of developer and time taken in delivering the finished product.

* Property should be tradable in market, means liquidity should be there as and when required.

* Chain documents of ownership and approvals.

* Buyers must ensure the timely completion of projects.

* Compare the nearby projects in terms of quality, commitment, value for money, brand, past performance, delivery, after sales service, etc.

* Last but not the least- follow the three P's Perfect Location Price Patience

Land is something, which cannot be produced or manufactured. It is limited. Therefore, availability of land will be limited in the future and will be in demand to fulfill people's need and accommodate a rising population.

"Everybody had their eyes in the sky... but mine were on the ground. Because, once I rule the around. I will make the skv mine."



Cashless Economy: Are we ready?

Dr. Archana Rathore Assistant Professor ICFAI Business School

Historical step by PM NarendraModi of withdrawing denomination of Rs 500 and Rs 1000 from Indian Monetary system aims to push India towards a Cashless Economy. This is a major setback to parallel economy and is expected to bring back the unaccounted money in system and will boost our credibility in Global Markets. There are different schools of thought coming from different stakeholders but to comment on this policy action we need to understand the implications of being cashless and obstacles in execution. What do we mean by cashless economy? It can be defined as a situation in which the flow of cash within an economy is nonexistent and all transactions have to be through electronic channels such as direct debit, credit and debit cards, electronic payment systems clearing, such as Immediate Payment Service (IMPS), National Electronic Funds Transfer and Real Time Gross Settlement in India.

In Cash-driven economy like India, less than 5% of all payments happen electronically. Reason behind this is lack of access to banking for a large part of the population as well as cash being the only means available for many. Large and small transactions continue to be carried out in cash. Even those who can use electronic transfers, use cash. A consumer behavior survey by A.T. Kearney found that close to 90% transactions happened through cash. E-tailers give the cash on delivery (COD) facility to expand consumer base. While the proportion of people opting for COD is decreasing, it still accounts for 60% of

transactions. Even the luxury retail segment sees most transactions in cash. Being cashless has its own advantages. It will bring down the transaction cost, cost of printing, managing and moving money around. Further, the lesser use of cash strangulates the grey economy, prevents money laundering and increases tax compliance. Increased tax base would result in greater revenue for state and greater amount available to fund the welfare programs. Also increased money supply in banking would further lead to increased supply of loanable funds. This will bring down the interest rate in near future.

But are we ready? Reforms by Modi government since they came in position were preparing the background for this kind policy action. PradhanMantri Janof DhanYojana (PMJDY) was the first step, with which they were trying to promote financial inclusion. Zero balance account can assist the transition of old currency to new currency notes. Success of initiatives such as Jan Dhan accounts were complemented by linking them to Aadhaar data. Only requirement is to create a robust payments mechanism to settle a digital transaction is also needed, through the National Electronic Funds Transfer and Real Time Gross Settlement services. This will eradicate the problems of fake currency, tax evasion, corruption, black money being used in terrorism and illegal activities during election. There will be unintended consequence and short term pain to public





as no notice was given. But this was essential to track the illegal activities and no doubt this will be having fruitful effect in future.

Challenges before Indian economy to become cashless is majority lack the electronic cards. Even though India has Paytm, and millions of people who use a credits or debit card, the numbers relatively are very small. Around 60 per cent of Indians still don't have a debit card, let alone a credit card. Also we don't have good connectivity, along with the lack of proper data privacy laws, supplemented by the cyber security issues because of which people don't have trust in the electronic payments. For being cashless we need Point of sale solutions like Octopus. Such a system requires two things: a card that a buyer has and a compatible machine that seller provides. Unfortunately, Indian retailers are not interested in digitizing the payment system. They prefer cash to avoid tax. Without the willingness for change, digitization of payment mechanism in Indian is impossible. This makes cashless economy a pipe-dream, at least for now.

Spam Email Concept and Its Filtering Techniques

Prof. Amit Sharma Assistant Professor IcfaiTech

With the continuous growth of internet technology, there are many possible ways of communication. In which email system is one of the most convenient and economic method of communication. Every day, bulk of emails is received by users.

In these emails, Spam is a huge problem to which there are no simple solutions. Spam stands for "Self Promotional Advertising Messages". Spam emails lead to wastage of user's time, economic loss, extend virus, Trojans, loss of work productivity and degrade user's trust and these emails also have fraudulent goals. Spam causes email system overload in bandwidth and server load capacity which results in increased annual cost. Phishing spam emails are also a threat for security that tries to get confidential information like passwords, through spoof messages from on-line business transactions. Several strategies are used to counter spammers, such as money based and time based techniques used for spam prevention, and spam filtering techniques used for spam detection. Spam filtering techniques are classified to segregate ham and spam emails. Filtering techniques mainly focus on three levels as subject, email address and contents of the messages. Email address and subject of messages have technology mainly: black/white list technology and pattern matching, but spammers are able to bypass both filtering and pattern matching; this results in increased rates of false negatives.

Content based spam filtering is one of the most effective solutions to detect spam. Content based filtering technology is based on features selection and text classification methods such as Naive Bayesian classifier,Random Forest and SVM etc. Features selection is the technique of selecting and relevant features from emails which are useful to identify spam or ham. Spam filtering models are the based on the feature selection and ranking, and eliminate all features that do not achieve score or rank. There are focused on content that are present in the body of the emails. A spam email contains text such as Viagra, Bank etc. In recent years we have beem able to identify spam emails by their text content based on extract words from email via word stemming, removing stop words and count the word frequency. Principal Component Analysis (PCA) is applied for feature reduction which saves the time for classification. The tf-idf (term frequency inverse document frequency) is a suitable method to evaluate a word important in a document.

However, another trick has been applied by spammers, known as image spam; it consists of a body of the messages into images sent as Image spam attachments. email consist different advertisements and they carry contents like: adult, financial, product, internet, health, education, political and spiritual etc. OCR provides the facility to convert the textual information into images that extracts clean digital text. Spammers are trying to make OCR system ineffective without compromising with human readability, by placing text in form of CAPTCHA and it is the hard challenge for OCR. Web pages content are also used in content based spam filtering technique. Some spam messages provide links of web pages also. Moreover, spammers insert a large amount of noise in spam messages to make the probability estimation more difficult. None of the classifiers can give 100% accuracy, thus spam filters should have a flexible way to compare the term in the classifying task for valid and invalid mails.





Impact of EM Emissions from Mobile Towers on House Sparrow Populace

KavyMiddha

B.Tech. (Computer Science) Batch 2016-2020

India has one of the most robust telecom industries in the world. It is estimated that 250 million new by 2020, mobile subscribers will be having cell phone connections in India. This extensive growth also reflects the haphazard increase of mobile phone towers across urban and rural areas including other sparsely populated areas. These towers emit radiations. The electromagnetic electromagnetic radiations (EMR) are widely used in communication and information technology. EMR is generally defined as a self-propagating wave in with electric and magnetic space components. GSM base stations emit electromagnetic fields at high frequencies in the 900 and 1800 MHz range (=downlink frequency bands), pulse modulated in low frequencies. All species and groups across the globe are continuously affected by this wide range of EMR burdens. The WHO also confirms the several health hazards ascribable to RF-EMF. Most of the living species are suffering these hazards.

Amongst the most vulnerable species is common House Sparrow. House the sparrows are quite homely and once matured, move around within a kilometer from their home. These birds are commonly seen in the urban settlements. near farm fields and serve as friends to human beings by feeding on the pests in the farms. Therefore, they are most preferred species if considered as indicators of urban ecosystems. A stable house sparrow population indicates a healthy ecosystem for human beings in terms of air and water quality, vegetation and other parameters of habitat quality.



While, a deteriorating populace of the house sparrows delivers a threat that the urban ecosystem is experiencing various environmental vicissitudes which are unsuitable for human health in the present as well as future.

There has been a radical devaluation in population of house sparrows across the globe. Numerous reasons have been identified so far for the disappearance of these birds like the use of unleaded petrol, radiation pollution from mobile phone base stations, pesticides and urbanization that has resulted in the lack of habitat. This article talks about the effects of EMR produced by the mobile towers on this section of aves.

There has been a drastic decline in the number of house sparrows across the globe due to EMR produced by the mobile phone towers. There is an urgent need for taking up well planned interventions to look into this aspect. Moreover, EMR should be recognized as pollutants and regular auditing of EMR should be conducted. There should be а strict control on installation mobile of towers near ecologically sensitive areas.



IcfaiTech



Empathy is Walking A Mile in Somebody Else's Moccasins...

Ritu Parikh ICFAI Business School MBA (Batch 2016-18)

Ever met a stranger... heard their story and wondered what if it were you??? Ever experienced the joy or pain of another being in your heart...well this is explained well by Daniel Goleman's study on Emotional Intelligence. It has one of the components called "Empathy" which talks about the ability to understand the emotional intellect of other people but not necessarily implying compassion.

And being an "Empath" drains you. You are a positive person, full of life and optimism, but when you come across a wounded soul, their sorrow becomes yours...you feel their pain with the same intensity. You begin to question yourself as to why are you strongly feeling towards a stranger? The feeling is poignant...

Why some person's misery does leave you so perturbed?



The sentiment itself is twisted in so many ways.

You can sense their pain even if not solicited for... you constantly use your energy hoping to bring some happiness in their life. You strive to pour out your optimism into their lives...you experience an inherent urge to be their guiding light... Wish to share as to how I feel about it!!!

I feel blessed to be able to help out others in such an intricate manner .It is exhausting but soulful... One day when you see that person doing well in life, you experience unmatched contentment... It's like the purpose of your life is served in some way. If I had to do it all over again, the entire emotional workout, the effort to make the other person keep going, to exert a thrust to move forward, I would do it happily!

"Wherever there is a human being there is an opportunity for kindness."





- Apple captures record 91 percent of global smartphone business profits, despite struggling with falling iPhone sales. Also, Huawei became the most profitable Android manufacturer for the very first time but with 2.4 percent share of the overall industry's profits during the quarter followed by Vivo and Oppo. Samsung failed to feature in the list due to Note 7 crisis.
- Reliance Broadcast Network (RBNL) has signed definitive and binding agreements with Zee Media Corp (ZMCL) to sell a 49% stake in its radio and television broadcasting business for Rs 1,900 crore.
- The Securities and Exchange Board of India (SEBI) raised the total number of angel investors allowed to invest in a scheme to 200 from 49 and reduced the minimum investment amount to Rs 2.5 million from Rs 5 million easing the norms for angel investors.
- Airtel Payments Bank Limited or Airtel Bank, a subsidiary of Bharti Airtel Limited launched India's first payment bank in Rajasthan with 7.25% interest on savings accounts, a pilot of its banking services.



- India has become an associate member of the European Organisation for Nuclear Research (CERN), the world's largest nuclear and particle physics laboratory.
- 2. Nearly 50 countries, featuring in the members list of the Climate Vulnerable Forum, have agreed to use only renewable energy by 2050 while attending the United Nations Climate Change Conference in Morocco.
- 3. NASA and NOAA launched, Geostationary Operational Environmental Satellite-R (GOES-R), the most advanced weather satellite ever.
- 4. Ola has launched two brand new tech features to facilitate cab booking on the app. The 'Just in Time' feature sends real-time smart notifications to users and the 'Rich Notifications' feature helps users to track their booked ride through real-time Push Notifications.



"Performance leads to recognition. Recognition brings respect. Respect enhances power. Humility and grace in one's moments of power enhances dignity of an organization"

-- N. R. Narayana Murthy





VeligandlaGuruswamy (M.B.A. Batch 2016-18)

He is proficient in disassembling and assembling any computer system in few minutes, challenging his own pace every next time.



In the month of October 2016, the solar plant at IUJ generated approx. 5790 units of electricity, which brings the aggregate output at 32872.8 units till September 30, 2016. Another small but significant step towards contributing for a better world... a better planet!

Dr. Amit Bhati, Assistant Professor-IBS Business School, Jaipur was awarded PhD by the University of Rajasthan in October 2016.





Prof. Shubhlaxmi Agrawal presented paper titled "Analysis of Detection Algorithm of Sink Hole Attack & QoS on AODV for MANET" at "2nd IEEE International Conference on Next Generation Computing Technologies" at University of Petroleum and Energy Studies, Dehradun, 14-16 October 2016.

Prof. Rana Mukherji presented paper titled "Electronic and Magnetic Correlations in Fe- Doped In_2O_3 Nanocomposite" at "International Conference on Advances in Nanomaterials and Nanotechnology-2016" organized by Jamia Millia Islamia, New Delhi, 4-5 November 2016.He **also** attended National Workshop on "Computational Electronics and Nanotechnology (CENT-2016)" at Manipal University Jaipur, 11-12 November, 2016 and presented poster on "Effect of Hydrogenation on Magnetic Properties of Co- doped In_2O_3 based Diluted Magnetic Semiconductors".





Dr. Vishal Mathurand Prof. Rana Mukherji have co-authored paper titled "Review on Transition Metal Doped In2O3 based Diluted Magnetic Semiconductors". It has been published in The IUP Journal of Electrical and Electronics Engineering, Vol. 9, Issue 4 (2016): 16-31.

Prof. Pramod Kr. Arya and Dr. Vishal Mathur have co-authored a paper titled "Structural, Phase Transition Temperature and Tensile Behavior of PMMA/ZnO Nanocomposite". It has been published in HCTL International Journal of Technology Innovations and Research (IJTIR), Vol. 22, Issue 1, October 2016. (ISSN: 2321-1814)





Prof. R. K. Chaurasia& Dr. Vishal Mathur have co-authored a paper titled "Effect of the Height of the Substrate on the Bandwidth Enhancement of Microstrip Antenna". It has been published in HCTL International Journal of Technology Innovations and Research (IJTIR), Vol. 22, Issue 1, October 2016. (ISSN: 2321-1814)





&Thalassaemia Research Centre, Jaipur in which students, faculty members, staff members, security guards and volunteers from adjoining areas donated blood. Total 56 units of blood were collected.





University Level Football Meet was organized at The ICFAI University, Jaipur on 11th November, 2016.



KavyMiddha, student of B.Tech. Semester-I presented his poster paper "Influence of Electromagnetic Radiations from Mobile Towers on House Sparrow Population" at National Conference on "Impact of Climate Change on Air Quality, Biodiversity and Agriculture" organized by Amity University Rajasthan, Jaipur on 13-15 October 2016.

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





Ms. IshaSethi,student of MBA Year II secured certification from VSkills (Government of India and Government of NCT Delhi Co. Initiative) titled "Certified Talent Manager".



ICFAI was established in 1984 as a not-forprofit society with the broad objective of empowering citizens through world class quality education. The Institute announced its arrival into the Indian education fora by launching а high end, innovative professional program in financial analysis in 1985. The Program was firstof- its-kind in India, aimed at equipping students and working professionals with cutting-edge knowledge in contemporary areas of finance. Since its establishment, ICFAI Group has made a significant mark in the Indian educational field with a pan-India network and presence.Innovation has been the mainstay of ICFAI Group with innovation prevalent in its programs and even its culture. Subsequently, there was a big leap when ICFAI Group started its chain of business schools (IBS) across India in 1995 to offer management program. Since its inception, IBS has been consistently ranked among the top ranked B-Schools of India providing excellent academic delivery and infrastructure to its students and transforming them into leaders for the future. Another example that is a testimony to the culture of innovation is the introduction of Case Study methodology at IBS. The Case Research Center at IBS, has become a center of excellence and has won several accolades across the world. ICFAI Group has 3 Strategic Institutional Units, the ICFAI Universities, the ICFAI Business Schools and the Flexible Learning Programs (Distance Mode). In all the programs offered across these units, the emphasis is on adherence to academic rigor and differentiated curriculum that bridges the industry - academia gap.ICFAI Group focuses on learning rather than instruction. In addition, the institute is engaged in important areas of research covering environmental sustainability, agricultural economics, health policy, financial economics, banking, intellectual property rights etc. There have been path-breaking research and good quality publications in



these areas. The ICFAI Group's culture of teaching and learning supports and fosters intellectual and personality development among its graduating students. They carry an attitude of ownership of their work. ICFAI Group strives to make the students - DOERS. The programs are designed such that thestudents & professionals graduating from the institution have the ability to take risks, make decisions and own the work. ICFAI Group system, strongly believes indeveloping an 'entrepreneurial mindset' among its graduating students. Flexible and tech enabled learning also plays an important role in ICFAI's teaching methodology. The delivery takes place with the use of hi-tech learning management system at campus programs and content delivery for distance learning through online medium.ICFAI Group practices the value of academic integrity at all levels. As a policy, admissions are purely based on merit and there is nothing like capitation fee et al. The fee payable is published in the application material and that remains unchanged. At ICFAI, students inculcate research and analytical orientation due to its institutional strength and support for the research and development activities. Holistically. the student undergoes а transformative change. The alumni of ICFAI Group are working in renowned companies world-wide. Collectively, ICFAI Group alumni contribute significantly to the growth story of India.



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

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