

# REFLECTIONS

A WALK THROUGH THE LANES OF IUJ

Monthly e-Newsletter  
July 2016 Volume 3 Issue 1

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## Editorial Desk

Hello Everyone!

Welcome to the third edition of the e-Newsletter '**IU JAIPUR- REFLECTIONS**'.

The new academic session for MBA program had already commenced. Campus, classes and corridors are crammed with vibrant students, brimming with lots of hope and fervor. Congratulations to all those who have received awards and appreciations, since the last edition of the e-Newsletter. As members of the ICFAI community, we all share in and applaud your achievements, and we hope to hear more good news along these lines.

The editorial desk is thankful to all our partners and process owners who contributed to it especially **Mr. Rajanikanth Muppalla, General Manager (Utilities & Geospatial Business Unit) Cyient, Hyderabad** for sharing his valuable knowledge with our students as these contributions are essential to the Newsletter's success.

We appreciate your support and comments. We hope going through this Newsletter would be an enriching and delightful experience for you.

Cheerful Reading...!

## Editorial Board

**Dr. P.B.L. Chaurasia**      **Mr. Jagdish Patel**

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**Prof. Himani Jain**

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IBS

# Mentor's Blessings

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



The present issue of "Reflections" is the third since it started from May 2016. Looking forward to its publication on regular basis, I trust that it continues to keep the readers updated with the developments at the University. We sincerely hope that this initiative would contribute to strengthen the ties with all the stakeholders of IUJ, including alumni and industry associates around the world.

The admissions are in full swing and the response is encouraging. The MBA session has already commenced with more than double the number of students compared to the previous session which reflects the faith and trust in the quality of education at the University.

The University is to undertake the construction of two hostels (boys as well as girls) within the premises to facilitate a comfortable and convenient stay for the outstation students. Also a workshop building including the heavy machine lab shall be constructed for the Engineering block.

I appeal to readers not to hesitate in extending feedback and suggestions to help us improve the E-Newsletter.

It's our mission to take this University to greater heights for Education and Research through the dedicated team of faculty & staff members.

**Mr. Jagdish Patel**  
**Head-Development- ICFAI Foundation**  
**Executive Editor – IU Jaipur Reflections**



Recently I got an opportunity to interact with the junior batch of MBA students of IU-Jaipur. It was truly a bright and vibrant replica of Mini India, wherein students from the different states of India like WB, UP, MP, AP, Gujarat, Haryana, Rajasthan, Punjab, Maharashtra and many more, have become IU-Jaipur family members, not only for 2 years but for many as an alumni also. Undoubtedly they were from different states, but all of them were brimming with new ideas, aspirations, and hopes and of course with shine in their eyes to brighten their future. I don't know how much benefitted they were through this interaction, but I got to know lot many things from them. Each one of them had a different culture, family, and experience to share, interesting enough to make me listen to them unfailingly for almost 2 hours.

I strongly feel that for any educational institution, students are their valuable assets, and the most important stake holder who have a much stronger voice than any other stakeholders. **It is vital for an institution to create a culture, not just a campus.** When students are involved and engaged, they feel like they are very much a part of the institution's existence. This sense of belongingness fosters loyalty and pride for their institution, as well as academic achievement, and overall involvement. Our regular and timely interaction with students should be the part of this most important institution-building process.

And I am sure "Reflections" is going to be an effective channel for the same...

## Technology Landscape in 2030

**Mr. Rajanikanth Muppalla**  
**General Manager**  
**(Utilities & Geospatial Business Unit)**  
**Cyient, Hyderabad**



First of all, I would like to thank Prof. Rana Mukherji for providing me an opportunity to contribute to the e-Newsletter of the ICFAI University, Jaipur. I have always wished to connect with the academia to enlighten the student community beforehand on the trends in the industry so that they can choose the right path in their careers. This contribution to the e-Newsletter will not be the end of my engagement with the students. Each of the students can interact with me for any guidance that they need in their careers. I wish everyone in ICFAI a great career ahead!

As this article is titled 'Technology in 2030', before diving into 2030, I would like to remind the readers about the past. Just 2 decades back, we were getting into the Windows operating system using MS-DOS commands. Internet was also rare and wherever it was available, it demanded utmost patience in waiting for the dial up connection to succeed especially in India. Most of the time we were getting in there only to use private email. Outside India too, it was not much different though the western countries were slightly ahead. Mobile phones were rare across the world. Many people who could afford phone connections had to wait long in India after applying to get the connection. The size of the data that we could store in a floppy disk was 1.44 MB. People were using it primarily to save their resumes. People across the world were still using the camera roll, digital camera being rare. Bill payment modes for utilities or any other services used to be through cash or cheque. Post offices were still popular

channels to communicate with friends due to lack of phones and shortage of internet browsing centers at different places. Withdrawal of money in banks used to be a tedious job while parents could send money to their children studying away from home in the form of Demand Draft or Money Order. If we keep recalling the life style of those days, the list of almost extinct habits keeps increasing.

What is the lifestyle today? Smart phones keep people connected. There is no more the need for emotional outbursts while exiting the college campuses. Facebook, Whatsapp and other channels keep people connected. Phone numbers of friends are stored everywhere. The world has become a very small place. On the lighter side, the new generations of people will not have an option to experience the thrill of reunions that the past generations of the people experienced. We can do all sorts of work online without the need for paper forms and applications. It is a massive change in lifestyle within less than 2 decades. Two decades is a small duration when we compare it against the duration of evolution. The universe came into existence 15 billion years ago, the solar system formed 4.5 billion years ago. Early life probably originated 3.9 billion years ago. The dinosaurs came into existence 230 million years ago and stayed on the earth for almost 160 million years before being extinct from the planet. The human beings of our kind have been there on the earth for the past 200,000 years. The standard of living that we enjoy today through all the



# Corporate Speak

appliances and gadgets using the energy from electricity, oil and gas is so recent that the period in which humans enjoyed the standard of living is negligible as compared to the duration that the humans dwelled on earth. Looking at the human history, the technology advancement is on an accelerated path. If a first change in lifestyle happens in 2000 years, the next major change happens within 200 years, the next in 20 years. At this rate, our future generations may witness change through innovation almost every day.

With the rate of advancement mentioned above, 2030 is a long way away and many wonders will probably happen unless the world is not stuck by an economic depression. Let us assume that there will not be any major economic depression beyond any aberrations here and there. With this assumption, if we extrapolate the technology advancement to 2030, the following major changes in life may become obvious.

### **3D printing accessible to homes**

Every home will have a 3D printer with designing apps to print not just tools required for home needs, but for printing designer clothes, bags etc. by giving raw materials as inputs. What will happen to the textile industry in such a scenario? Has anyone given a thought to it? We should also give a thought on how many other kinds of industries will become extinct due to 3D printing.

### **Advanced data analytics**

Data analytics will no more be a multi-month project that aims to gather all the data and present it to the customer based on the requirements. Each business will have kiosks that present the data in the most attractive and understandable formats within split seconds after the collection of the data. Edge computing will be the order of the day.

### **Internet of Things (IOT) for everything**

Every object that may be sold or bought in the future may have sensors with unique ids. Even a small baby toy can be tracked the entire path it traversed right from its creation. The presence of sensors will banish thefts and cheating from the world. Police will have an easier job to do. They may not need witnesses for proving that someone is a culprit.

### **Smart life in smart cities and villages**

In 2015 and 2016, we are hearing more and more about smart cities. Smart cities intend to improve the standard of living of the people as well as ease of administration. However, we may not wait long before the standard of living of all the humans will be improved in the name of smart cities and villages. More and more utilization of IOT will make administration extremely easier, directly benefiting the people.

Let us all thus enjoy the journey of our life into the future. Who knows? If someone reads this article in 2030 it may even look outdated. People in 2030 may enjoy an advanced lifestyle much beyond our comprehension.

# Alumni Corner

## Think Again: Taking the Cognitive Reflection Test

**Ms.Sonali Sharma**

ICFAI Business School  
(Batch 2013-15)



Before we dwell into the topic mentioned above and as the name suggests, I take the readers through this simple test. These are not tricky questions; they are straight forward simple questions which you probably would solve within a few seconds of reading. The answers will almost come instinctively to you just like  $1+1\dots$

So here you go

A bat and a ball cost \$1.10 in total. The bat costs \$1.00 more than the ball. How much does the ball cost?

If it takes 5 machines 5 minutes to make 5 widgets, how long would it take 100 machines to make 100 widgets?

In a lake, there is a patch of lily pads. Every day, the patch doubles in size. If it takes 48 days for the patch to cover the entire lake, how long would it take for the patch to cover half of the lake?

Wasn't I correct? Most of you reading this article would have given the following answers 10 cents, 100 min and 24 days. Well if you did answer any one of the questions with the answers above then congratulations you are in league with 83% of the 3500 approx. students from prestigious institutes like Harvard & MIT. But the fact is the answers above are all wrong, even though they seem so intuitive and appear correct.

I must admit, I too was stumped and hence the inspiration for this article. The motive is to bring to light the common fallacies the brain is susceptible to and to prepare

ourselves against falling into the trap of our own cognitive biases.

Well as per Dr. Shane Fredrick, who designed the above test, there are two types of cognitive activity. The first one is instinctive and quick. Our brain like us often seeks the easy way out and reaches conclusions based on gut feeling or this first cognitive part. The second is the slower and requires conscious thoughts and efforts. The questions above trigger the first part of our brain and in order to make use of the second part it takes the realization that our first answers are incorrect. Hence the term reflection on our own cognition.

They say it takes courage to admit our mistakes and it is even harder to find fault in our own thought process. But it is exactly what is required from us all, the future CEOs, CFOs, MDs of companies, the MBAs of ICFAI. It is important that we start using this second, more thoughtful, part of our brain in order to be able to take objective decisions. To lead unbiased and create our success stories.

**PS: The correct answers are 5 Cents, 5 Mins and 47 days.**

# Facts and Figures of Ancient Mathematics Techniques



## Dr. Vijay Kumar Vyas

Assistant Professor

IcfaiTech

Currently, we are having two different ancient methods available in India for school students to teach mathematics. With these techniques, students are able to do large and complicated calculations in their mind, even without taking help of a calculator. These techniques are:

1) Abacus Maths

2) Vedic Maths

Before we start the discussion about the differences between these two methods, let us know about the methods.

The Abacus is a calculating tool that was used in Europe, China and Russia, centuries before the embracement of the Hindu–Arabic numeral system and is still used by businessmen, vendors and workers in various zones of Africa, China, Eastern Europe and Russia.

Currently, Abaci are frequently built as a bamboo structure with beads sliding on wires, but initially they were stones moved in grooves in sand or on tablets of wood, stone, or metal.

Vedic Mathematics has no legal description but it is a system of reasoning and mathematical functioning based on ancient Indian traditions called Veda, inscribed in Sanskrit, as old as 5000 B.C.

The Vedic mathematics is based on 16 Vedic sutras or precepts, which are actually word-formulae defining usual ways of resolving a whole range of problems. These 16 sutras (Formulas) initially transcribed in Sanskrit, can be easily remembered and enable one to solve long mathematical problems rapidly.

In Abacus technique, abacus is used as a device to learn calculations. Beads are moved up and down over several poles to signify the number. When learner uses both hands to move the abacus beads to perform arithmetic calculations, there is fast communication between the hands and the mind that motivates both the right and left hemispheres of the mind. This technique helps rapid and balanced development of whole brain. Abacus maths should be started at very initial childhood, as early as age 5. Abacus maths starts at very basic level by learning the figures and then moving ahead to calculations. Finally, the child recalls the memory of bead locations and the related notations. Abacus maths, if started during later ages, can create a bit of hindrance.

On the contrary, Vedic mathematics is exclusively done in mind. Vedic maths also starts at basic level of numbers and steadily progresses to simple additions, subtractions, multiplications and division. Vedic maths goes far beyond to just the basic calculations. With Vedic maths one can also solve complicated mathematical propositions and problems. Unlike Abacus maths, Vedic maths can be started at any age without any difficulty.

The significance of both techniques is to practice and implement the methods in your routine life. Currently, there are various websites and articles one can refer to gain information about either of these methods.

Professor's Note

# Professor's View

## A Veiled Wound

**ICFAI**  
FACULTY OF LAW

**Prof. Himani Jain**

Assistant Professor

Faculty of Law



If, at all, there is any institution which has unswervingly stood for women's rights, it's the Supreme Court of India. This is why it was quite baffling when Apex Court refused to entertain a plea from a woman to declare marital rape a criminal offence. The women in question had allegedly been subjected to sexual violence by her husband but was helpless to act against him due to the fact that, MARITAL RAPE is still not a crime in India. Irrespective, of the Apex Court ruling, this issue needs a relook by the law.

"MARITAL RAPE"(also known as spousal rape and rape in marriage) is non-consensual sex (i.e., rape) in which the perpetrator is the victim's spouse. It is a form of partner rape, domestic violence and sexual abuse.

Many countries of World like U.S., Canada, France and Britain list marital rape as a criminal offence. In our neighborhood, Bhutan has legislation criminalizing marital rape.

This issue assumes greater significance in India given that many women are married off before the age of consent. They are subjected to sexual violence and are conditioned by society to suffer in silence.

The Law Commission, had, as far back as in year 2000, recommended that forced sexual relations by husband should be treated as violence against his wife. This was buttressed by the Justice J.S.Verma Committee, which looked into the rape laws after the heinous gang rape in Delhi. But the Law has never been changed to

reflect the reality that many women are subjected to marital rape, something seen as part of patriarchal right, in many societies.

The Laws on women's rights have become more progressive over the years, the rape law was the most recent to be given more teeth. The fact that a woman has full autonomy over her body within and outside marriage is indisputable.

Therefore, sexual violence cannot be condoned as having sanction even if it takes place within a marriage.

The Law has to be debated and changed. The argument that this provision can be used to settle scores by disgruntled wives is specious.

The women must have full protection of Law against all forms of violence. The social mindset that a woman is a man's property to do with, as he pleases may be reinforced by forums like Khap- panchayats but the law has to weigh in, on the side of women in all matters related to her mental, physical and social well-being.

This is one change in law that is long overdue and vital for the protection of women.

***Indeed there has to be stringent sanctions for this veiled wound, which if not healed, would become a canker.***

# Is India Brexit Proof?

**IBS**  
BUSINESS SCHOOL



## Dr. Archana Rathore

Assistant Professor

ICFAI Business School

Brexit: Britain exiting European Union was outrageous for global financial markets and a bittersweet ending for Indian economy. UK was the crucial entry point to European Union for us. Now the Indian economy has to grapple with the decision. To analyze the impact on Indian economy, let us try to understand the relationship between the two countries.

India is one of the top investors in the UK. There are about 800 Indian-owned companies in the country employing roughly 110,000 people. Most of these companies have their investment with the wider European market in mind. The Tata group operates across 19 separate companies in the UK, including Jaguar Land Rover, Tetley Tea and Tata Steel UK, which it recently decided to sell. About 20% of Jaguar Land Rover's sales come from Europe, a market that's become even more important in light of the slowdown in China. Indian Software industry makes nearly \$30bn (£22bn) each year from Europe. So, the falling pound would worsen the several existing contracts into loss making units. But a weakening British currency can be of interest to others. Weak currency will make the hi-tech assets in UK cheaper, so it may bring the opportunities for Indian companies to acquire them. Also, looking at the global unrest, investors are looking for stability and growth. Resultantly, India becomes honey pot amongst the countries across the globe. Brexit might give a boost to trade ties between India and the UK. Exports and imports between the two countries have been growing, but the UK is

only the 12th largest trade partner for India, well behind other European countries such as Germany and Switzerland. We need to look for greater clarity from the UK and the EU on what Brexit really means for our business and Indian financial markets, which has witnessed the maximum volatility these days. Despite of US financial crisis, India was the only country with strong economic fundamentals and had the potential to withstand this turbulence. The UK is the third largest source of foreign direct investment in India. Negotiation on a free trade agreement between India and EU has been stalled over several key issues. Britain's exit from the EU has kindled hopes that it will now be free to discuss a bilateral trade pact with India, which some industry groups here have been demanding. Negotiation on a free trade agreement between India and EU has been stalled over several key issues. Britain's exit from the EU has kindled hopes that it will now be free to discuss a bilateral trade pact with India, which some industry groups here have been demanding.

Impact on student community looking for higher studies in UK can be understood in this manner: According to a report, the number of Indian students coming to the UK declined by 53% from 2010-11 to 2014-15 in contrast to increase in students heading for the US. The UK had been witnessing a decline in the number of Indian students due to policies that did not favor students in gaining work experience. Given that Indian students are value-

Professor  
Dr. Archana Rathore

seekers, they prefer to recover a part of the cost of education by gaining work experience. If the pound remains weak against students' home currency, these students ultimately will find themselves better off when they pay for tuition in sterling. However, this may be a short term scenario, if universities suffer financially after Brexit, whether due to a lack of EU funding or fewer EU citizens deciding to

study at UK universities, to fill the deficit they may decide to increase fees for international students. So the students need to be cautious because direct cost of studying in the UK will be declining due to currency devaluation but uncertain prospects for finding work opportunities will make it difficult for students to recover direct cost and hence overall cost of study in the UK will still increase.

## A Different World...

**IBS**  
BUSINESS SCHOOL



**Dipankar Ratha**  
ICFAI Business School  
MBA (Batch of 2016-18)



Canteen...  
Abode of teens...  
Full of kings and queens...  
Some have good heart, and some are obese by birth  
Which is also, a kind of beauty on earth...  
It's like a meadow, full of flowers,  
So you will never get bored of watching them for hours.  
I know I will miss this one day,  
Then I will smile remembering, what we did from June to  
May.  
But I want to live the rest of my life with these guys,  
As I know if I stay with them, there will never be tears in  
my eyes.

These days are also mix of love and fight,  
Which is taking our friendship at a different height.

Now I can just hope for our future to be bright,  
May all fly, in the open sky like kite...



# Lok Adalats: Human Sensitive Forum

**Anjali Sarathe**

Faculty of Law

BBA-LL.B (Hons.) (Batch 2015-20)



Any deliberation on Criminal justice system in India will remain unfinished without a mention of the institution of Lok Adalat. The phraseology 'Lok Adalat' comprises of two words, namely, 'Lok' and 'Adalat'. While, the former expresses the concept of public opinion, the latter denotes the accurate and exhaustive thought aspect of decision making.

The Lok Adalat is mainly concerned with two-fold functions. Firstly, it provides people a quick, easy, accessible, non-technical sympathetic and homely forum for resolution of their disputes and secondly, it tackles the menace of what is known as 'docket explosion' i.e., piling number of pending cases which become unmanageable for the regular courts to handle effectively.

The credit of originating this system for speedy justice to common man goes to Hon'ble Mr. Justice P. N. Bhagwati, the former Chief Justice of the Supreme Court of India who started Lok Adalats in the State of Gujarat in early seventies. The same was followed later by the States of Maharashtra, Kerala, Andhra Pradesh, Madhya Pradesh, Union Territory of Delhi, etc. which introduced Lok Adalats for urban and rural areas.

These Adalats resolve criminal, civil and revenue disputes pending before the law courts by mutual consent of the parties. Without going into the procedural details of the working of Lok Adalat, it is suffice to say that it has made a substantial contribution in taking justice to the doors of common man and providing him speedy

justice ,especially in criminal matters.

For example, in Madhya Pradesh alone, total of 797 cases were disposed of by this Adalat out of which as many as 226 were criminal cases. In all, about one hundred and eighty three Lok Adalats have been organized in the state till January 2006, each disposing of nearly 260 criminal cases on an average. More recently, Lok Adalats are being arranged inside the prison institutions for providing under trial prisoner's access to speedy justice. This is indeed a step in the right direction which will extensively help in reducing the number of under trial prisoners who are languishing in different jails for several years.

Lok Adalats are now having a statutory establishment. Supreme Court has time and again, reiterated that speedy justice, especially in criminal matters, is the essential component of the fundamental right to life and liberty enshrined in Art. 21 of the Constitution of India.

The procedure of Lok Adalat inherently embodies the concept of speedy trial and it can be seen as one of the most efficacious legal instruments of upholding speedy justice. Widening the criminal jurisdiction of Lok Adalats would therefore, be a significant step in the direction of success of the constitutional mandate contained in Article 21.



# Internet: Bridging the Gaps



**Zaved Ansari**

IcfaiTech

B.Tech. (Civil Engg.) (Batch 2012-16)



Who today, has not heard the familiar lament of teachers and parents alike, bemoaning the addiction of the younger generation, to the internet? Such absorption with a virtual, rather than a physical world has been blamed for many of the perceived failures of youngsters today. Topping the list of complaints is, that the internet promotes unsociability and lack of communication in young people. Such criticism has also been leveled at adults who similarly, while away endless hours on internet, being drawn into the aptly named web. However, is such criticism just or is it unfounded?

Obviously, using the internet purely as an information finding tool or to play online computer games, does not promote sociability and hence communication as well. For such instances, the internet could rightly be argued to be a hindrance to the development and maintenance of social and communication skills. However, detractors of internet are overlooking its value as a powerful tool for communication, when used appropriately. On closer inspection, the internet could be argued to

promote rather than hinder communication skills.

If anyone has ever doubted the relevance of the internet in modern day communication, one has but to look at the statistics. 1 in 4 people worldwide using social networking sites could argue though, that written communication such as twitter are inadequate substitutes for face to face contact. Whilst that may be true, Skype and video messaging have opened up a whole new realm of communication. Admittedly, speaking to someone on screen is not a 100% substitute for the real thing; however, it's an effective and workable alternative. If it weren't, then video conferencing would not have been the popular and powerful tool of communication in business world that it is today.

So, used appropriately, the internet is a highly effective and economic tool of communication. Never before have we had the potential to communicate with so many people instantaneously at a global scale. It is not the internet per se that is destroying communication, but its misuse.

# Talent of the Month



PHOTOGRID

**Sketched by  
Sumit Choudhary  
ICFAI Business School  
M.B.A. (Batch 2016-18)**



## Tech Digest

## Legal Lens

## Biz-buzz



- ❖ Government has invited merchant bankers to help it sell minority stakes in 51 companies, including RIL, ICICI Bank, Axis Bank and L&T.
- ❖ In a bid to include more women leaders in its top echelon, Coca Cola India has appointed Sarvita Sethi as its first woman CFO.
- ❖ Government plans to institute awards for corporate social responsibility (CSR) activities across sectors as part of efforts to incentivise companies to take up work towards social welfare.
- ❖ Ola launches e-rickshaws on its app in Lucknow, making it the second city in India to get e-Rickshaws on the Ola app, after Delhi-NCR.



- ❖ Ministry of Environment, Forests and climate change (MoEF) draft likely to exclude many Aravali tracts.
- ❖ Central Government junks UPA drugs and Cosmetics Amending Bill pending in Rajya Sabha, to bring new one.
- ❖ “Accountability is the facet of law”, rules Apex Court, ending impunity under Armed Forces (Special Powers)Act .
- ❖ Delhi court grants bail to former TERI chief RK Pachauri; allows him to travel to US, Mexico for a month



- ❖ India's PSLV-C34 , in its thirty sixth flight launched the 727.5 kg Cartosat-2 series satellite for earth observation and 19 co-passenger satellites (17 from USA, Canada, Germany and Indonesia as well as two satellites (SATHYABAMASAT and SWAYAM) from Indian University/Academic Institute) together weighing about 560 kg at lift-off into a 505 km polar Sun Synchronous Orbit (SSO). PSLV-C34 was launched from the Second Launch Pad (SLP) of Satish Dhawan Space Centre (SDSC) SHAR, Sriharikota on June 22, 2016 at 09:26 hrs (IST).
- ❖ Google has released the second preview update for Android Wear 2.0. The update brings new features and bug fixes

# Events @ IIM Jaipur

## Seminar on "Indian Ethos and Self-training"

Mr. Sanjeev Kumar Mathur, Registrar-IUJ convened a seminar on the topic "Indian Ethos and Self-training". Renowned management expert, **Dr. Vikrant Singh Tomar, Director, National Trainer & Management Consultant**, UMS delivered the seminar addressing the MBA students and faculty members.



## HIGH COURT VISIT

Faculty of Law, IUJ organised visit to the High Court of Rajasthan, Jaipur Bench for students of BBA-LL.B.(Hons.)/LL.B. program under the guidance of Prof. Arun Kumar Singh. The students witnessed live proceedings of cases and argumentative skills of Senior Counsel in the High Court. It was valuable experience for the students to know the technicalities of law in practical scenario.



## Industrial visit of Kota Barrage and Jawahar Sagar Dam, Rawatbhata

Students from Department of Civil Engg. , IcfaiTech visited Kota Barrage and Jawahar Sagar Dam , Rawatbhata. This trip had valuable impact on the students to visualize theoretical concepts studied in the B.Tech Curriculum.



# Events@ IIM Jaipur



## Sports Day

The student club of IBS Jaipur, "Aspirations" under the mentorship of Dr. Archana Rathore organized a day long Sports Event that included cricket, football, badminton and tug of war matches. The winners were felicitated in the closing ceremony.

## A Visit Ambuja Knowledge Center

Students from Department of Civil Engg., IcfaiTech visited Ambuja Knowledge Center , Jaipur where they learnt about design procedure of concrete mix designs.



## Seminar on “Financial Literacy and Capital Markets”

Dr. G. D. Rathod convened a seminar on “Financial Literacy and Capital Markets” facilitated by Mr. G.P. Garg- Registrar (NISM) and Mr. Ishu Tayal from BSE (also an IBS Alumnus) for the MBA students.



## Workshop on Digital Marketing

Dr. Shiv Kumar organized a workshop on Digital Marketing for MBA students. The resource person Mr. Ashish Kumar Mishra, Senior Project Manager at GenX Software Technologies along with his team introduced the students to the applications of Digital Marketing.

# Beyond Classroom Education: Students Shaping The Tomorrow

Guest Column

**Dr. T.K.Jain**

Promoting Social Entrepreneurship  
and Social Development



Classrooms shape students and give them the platform for tomorrow. But students shape the future in their mind and give the society its due platforms. Students are not just future citizens, but they are the real change makers. They believe in truth, honesty, fair practices and simplicity. They carry with them an image of an ideal society, which they want to develop and nurture. They have infinite capabilities and amazing potential. They are filled with tremendous zeal, energy and enthusiasm and can transform any organization into a vibrant and radiant ecosystem.

Today StartUps are becoming popular and students are also getting interested in entrepreneurship. While studying, the students also nurture their business ideas and start ventures, which help them in establishing organizations for the future of society. Students have better understanding of how to deploy technologies for the benefit of society. They have a very straight forward approach towards use of technology for solving present day problems. The students are now getting support from all corners for converting their ideas into viable business organizations. Colleges and institutions are now setting up Entrepreneurship-Cells, which foster and nurture entrepreneurial ventures. Innovation, creativity and radical break through ideas are the forte of young minds and therefore the present StartUp culture has captivated the minds of the students and given them a new direction to plan and act.

A large number of students have taken up initiatives to start and institutionalize solutions for society's problems. These social entrepreneurs have created path-breaking solutions. Colleges and institutions are also giving due support to the young entrepreneurs. There are simplified procedures and easier clearances from government institutions also. Venture capitalists and angel investors are also taking keen interest in helping the young entrepreneurs. A splurge in B-Plan Contests and other such events have also contributed significantly. Many institutions have started entrepreneurship as core subject of study. Many institutions have started organizing "Workshop on Social Entrepreneurship" as their routine activity, thus giving a big boost to the entrepreneurial culture among the students.

The student community groups which were earlier wooed away by elections, politics, or other such extraneous diversions, are now getting focused on a new direction – the direction of social entrepreneurship. I get surprised to see amazing business solutions that students present for very complex problems of modern times. The complexity of the problems get wiped out when students employ their latest technologies. Pooja Jha for example, brings out the concept of I-Bai to create safe working environment for working maids. Manan Isshar creates artificial human limbs with the help of 3d printers. Shubham Agarwal creates new business platforms from Martopolis.com. Students

# In Jaipur Solar Mission

## Guest Column

are particularly keen to bring solutions for the problems of access to healthcare, education and security services. What government cannot do, the students can do, that too with far less investment and far more sustainability.

Many colleges and institutions have started inviting social innovators and change-makers to create a new icon in the minds of the youth. These initiatives are giving rich dividends as the role models of students are changing. Students now dream to become social innovators of tomorrow. They use their spare time and summer breaks to work with great social institutions and try to help the society. The students come up with amazing applications of technologies, enabling people to get their problems solved. These initiatives have helped people in improving their lives at large.

Propositions for the future:

1. Every institution must create E-Cell to promote entrepreneurship and must give special thrust to social entrepreneurship



In the month of June 2016, the solar plant at IUJ has generated about 6764 units of electricity, which brings the cumulative output at 23291 units till date. This extends a significant affirmation to the fact that the IUJ solar mission is meeting our expectations. It has contributed in reducing around 46.68 tons of carbon dioxide emission, which is as good as planting about 58 trees. Looking forward to further contributions embracing a better planet...



2. Social entrepreneurship should be the core subject in every institution and there should be regular workshop / training programmes on social entrepreneurship
3. Students should be encouraged to spend their summer vacations on social projects and their innovations should be listed and publicized.
4. College education should start with a two to three week orientation programme with plenty of sessions by entrepreneurs, social entrepreneurs and young innovators. This orientation programme will create the required momentum to promote social entrepreneurship.
5. Academic institutions should revise curriculum to enable students to earn credits against their social innovations / social entrepreneurship projects. There should be provision for credit against every initiative for social development.

# A note of the Month

# Witty Windowz



*Sketched by Dipankar Ratha, MBA (Batch of 2016-18) ICFAI Business School*



**"The greatest glory in living lies in never falling but in rising every time we fall".**

**- Nelson Mandela.**

# About the ICFAI University Jaipur

The Institute of Chartered Financial Analysts of India (ICFAI) was established in 1984 as a not-for-profit educational society in Telangana, India. The institution today has a good national presence with the establishment of eleven universities across the country. Ten of these eleven universities have been established in the states of **Uttarakhand, Tripura, Jharkhand, Mizoram, Nagaland, Sikkim, Meghalaya, Chhattisgarh, Rajasthan and Himachal Pradesh** through Acts passed by the legislative assemblies of the respective states. The eleventh university, namely the **ICFAI Foundation for Higher Education (IFHE)**, Hyderabad has been declared as a deemed-to-be University under Section 3 of the UGC Act, 1956.

The ICFAI Group focuses on learning rather than instruction. In addition, the institute is engaged in vital 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 group is also proud of its over 40000 alumni, who after passing out from the multi-state network of ICFAI Campuses, are contributing successfully both in India and abroad.

The **ICFAI University, Jaipur** has been notified by the Government of Rajasthan (Act No. 20 of 2011). The University believes in creating and disseminating knowledge and skills in core and frontier areas through innovative educational programs, research, consulting and publishing, and developing a commitment to the code of professional conduct. The University is administered as per the relevant statutes and rules. The University presently offers Bachelor's, Master's and Doctoral programs in Engineering, Science, Management and Law.



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