

# IU JAIPUR REFLECTIONS

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## Editorial Desk

Hello Everyone!

IUJ warmly welcomes you to the second edition of its e-Newsletter 'IU Jaipur - REFLECTIONS'.

The beginning of the academic year is at its heart, a fantasy of newness and clean slates—of the chance to do things differently and with more attention to purpose. In reality, it's also one of the most challenging times of year for many of us.

With the commencement of new academic session for MBA program, new dreams, hopes, aspirations and events are also unfolding.

The editorial desk is thankful to all those who contributed to this edition especially **Mr. Deepak Kumar, AGM-Tata Motors** for sharing his valuable knowledge with our students.

We appreciate your support and feedback. We hope going through this newsletter is as enjoyable for you as it is for us bringing it to you.

**Happy Reading...!**

## Editorial Board

*Dr. P.B.L. Chaurasia*  
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*Prof. Rana Mukherji*  
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*Prof. Himani Jain*  
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*Prof. Shweta Jain*  
IBS

## Dr. P.B.L. Chaurasia

President- The ICFAI University, Jaipur  
Chief Editor – IU Jaipur Reflections



It gives me immense pleasure to present before you the second issue of our e-Newsletter 'REFLECTIONS'. The first issue of 'REFLECTIONS' received an overwhelming response by everyone including the readers, our associates and allied stake holders. 'REFLECTIONS' is a living document of the University carrying mosaic of intellectual contributions, activities, events, seminars, guest lectures, experiences and much more. New session of the IBS has commenced from 1st June 2016. I take this opportunity to welcome the new batch of MBA (Batch 2016-18) and we are happy to see the glitter in their eyes. The MBA admissions have increased, reflecting the enhancement in the credibility of the University.

We feel immensely proud for having achieved 100% placement for the MBA (Batch 2014-16). More than 25 top notch companies visited the campus. For B.Tech (Batch 2012-16), while 75% placements have been achieved, at the same time, quite a few students opted for higher studies. Across the recent years, a strong placement network has developed with blue-chip companies in the manufacturing, engineering, financial services, information technology and other growing sectors that paved the way for quick placements for the IUJ students.

All the technical and procedural formalities for the 50 kWp solar power plant, installed in the University, have been successfully completed and the facility of net meter has been established. Net-metering is a billing mechanism that shall credit solar power production to University. It is expected that the investment made on the installation of the solar power plant shall be covered in a span of 7 years and remaining solar electricity for 18 years shall be a bonus. The students, particularly the engineering students, shall be acquainted with the importance and utility of solar power production so that they become ambassadors, to promote its utilization in the society.

I hope that e-Newsletter shall prove to be a genuine reflection of the major accomplishments of the University and more members shall show their interest in it.

## Mr. Jagdish Patel

Head-Development- ICFAI Foundation  
Executive Editor – IU Jaipur Reflections



In the last month, it was vacation time for the students, lull at the campus, classes and corridors were empty, canteen was sans any hulla-gulla of students'. But we all ICFAIans were getting prepared to welcome the new academic season, brimming with lots of hope and fervor. The mission to continually enhance the campus with better facilities and ambience stays in action. Candidly speaking, to deliver the best of everything has become the passion of each one of us, as instead of profession we have found it as our passion. Einstein found his passion because he wondered what a man traveling in a spaceship at the speed of light feel if he looked out of the window and saw a man standing still. He day dreamed , doodled and found his passion.

Da Vinci found his passion drawing machines with wings that flapped like birds -- the first illustrations of what 500 years later became planes. Just doodles. Thousands of them.

Charles Darwin found his passion playing with rocks halfway around the world. He played with them, he kicked them around, and he drew pictures of the tree of life around those rocks, for eight years, before returning to the land of adults where he accomplished his life's work while all of the adults jeered in his path.

Of course the challenges are there in plenty, at every step, but we are un-deterred, committed and determined to win... nothing but to win. Past failures will, in no way deter us from abandoning the path leading to success. We are continuously analyzing the shortcomings and trying to plug the holes to come up with better deliveries to our stake holders. We know this is the time to stand apart from the lot and undoubtedly WE will.

## Industrial Relation: Ebb Towards Industrial Prosperity

### Mr. Deepak Kumar

AGM-HR(ER ,Legal)

Tata Motors Limited (Lucknow Plant)

Chairman at National Institute of Personnel Management (UP Chapter)



Industrial Relation (IR) is a setup depicting the relations existing between and among the workforce, union and management. In the yesteryear's industrial period, there was less attention to welfare of workforce and the prime objective of businesses was confined to production and earning profits.

These days, with the rapid economical changes and evolving socio-physiological needs, many factors have emerged that play vital role in impacting IR. Responding to the evolving industry dynamics, the people connect has become the prime objective of organizations in order to strengthen the existing Industrial Relations.

To better understand the concept, one must have to identify and appreciate the fundamental process of human relations and interpersonal dynamics. It becomes an essence in the premises where demographical complexities are strongly influential. Therefore the relations (interpersonal) among the peer groups, line operators, union, management and state regulatory bodies must be improved and blended together. In modern times, where multiple factors including rapid globalization, technological advancement, labour legislations, market demand supply dynamics, and socio-physiological needs significantly operate and impact an industry, leading to substantial changes in the industrial processes and approaches, it has become imperative that HR plays a strategically aligned role by predicting and responding religiously to the changing factors so that the turmoil such as disharmony, strike and labour unrests may

not happen.

With the passage of time, now industries are practicing many emerging concepts like employee engagements, people connect programs, family connect activities, dipstick surveys, spiritual trainings, union maturity and leadership programs etc.

When we talk about the Industrial Relations, we must not forget to mention the importance of communication strategies. It is seen as a critical and much innovation driven practice in dealing with employees' concerns and grievances. The optimum balance of top-down and bottom-up approach should be practiced for an effective communication climate. Moreover communication must be enriched with transparency as any off beam communication may lead to industrial turmoil. Hence, it is the critical job of an HR Manager to design and establish a robust communication forum where employees may respond in an open environment.

The concrete co-operation between labour and management is highly essential for the welfare of masses and promotion of industrial peace. The industrial harmony can be retained by improving and adopting good practices. Harmonious industrial relation aims at the development of mutual confidence, respect and at the same time encouraging the parties involved to come closer and effectively resolve misunderstandings and address grievances in a peaceful atmosphere. A good IR will pave the smooth way to achieve organization's vision and mission and hence contribute to the economy.

# Down the Memory Lanes.....



## Mr. Priyank Trivedi

Arvind Ltd, Gandhinagar  
B.Tech. (Mechanical Engineering)  
(IcfaiTech - Batch 2011-14)



It's a proud feeling to feature in "Reflections" as an alumnus from IUJ's pioneer batch for Bachelors of Technology (Mechanical Engineering). The four years of learning at IUJ have been equivalent to several years of transition and evolution. It was like a full life journey where gradually I grew from an ordinary school boy to a promising corporate professional.

Serene campus settings, classmates from diverse cultures and backgrounds, a world class lab infrastructure, and above all the focused and dedicated faculty members who were a constant source of guidance and inspiration for me and have immensely contributed to my personal and professional development. For all this and more, I would be grateful to IUJ for lifetime. Apart from technical education, IUJ also focuses on latest industry oriented trends

and practices. From the first year itself, students are made to prepare to face the realities of industry and corporate life through sound domain related training followed by internship program in the second year. IUJ has one of the best 30 weeks internship program, which helped me to get a rewarding placement at **Arvind Ltd., the textile giant of INDIA.**

For an alumnus, college life means a lot; it taught me the sense of comradeship and bequeathed me with lasting memories. I miss my last bench batch buddies, classroom sessions attended with them and faculties who played a vital role throughout the journey at IUJ. Of course, I can never forget the late night campus hostel fun, time spent with hostel mates and discussions over tea at "Chai ki Thadi" (the best place), extra-curricular activities at the campus and the free-spirited life.

It brings an intense feeling of nostalgia recalling my days at IUJ. Before closing, I wish to share with my friends from the current and upcoming batches, a lesson for lifetime that I learnt at IUJ, there is no substitute to great education... **have great learning experience at IUJ!!!**



Alumni Corner

# IIT Solar Mission

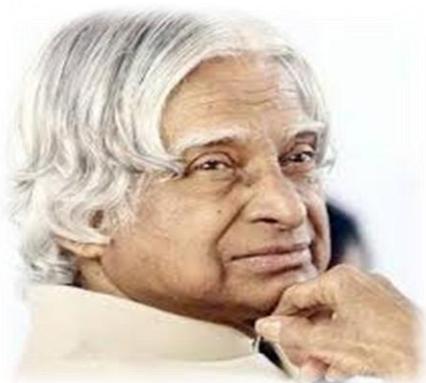
**The ICFAI University, Jaipur** has set up a 50 kWp solar power plant, in its premises, to reduce dependence on non-renewable forms of energy. The Solar power plant installed over the roof of the University, is fabricated with multi-crystalline silicon modules and can produce electricity of approximately 60-70 thousand units per year on average basis, which is approximately one-third of our University's demand.

Moser Baer Solar Ltd, Greater Noida has installed the solar power station. The panels have been manufactured by Moser Baer Solar Ltd itself in its Greater Noida Plant. It was a unique design experience for Moser Baer Solar Ltd with 2String Inverters and 209 numbers of Multi-Crystalline Silicon with various options for Solar Array deployment without shading. Each PV Module is 1.63m long, 1m wide and 0.038 m thick, which can generate about 240 watts of electricity. The plant has an excellent SCADA system for monitoring the generation and solar irradiation. For the first time in the region, the flexible cement-concrete system has been used without disturbing the roof structure and can be easily shifted as per the need.

This 50kWp grid, connecting Solar power plant project, has gone through all approvals as envisaged by the Rajasthan State Electricity Regulatory Commission (RERC). The project has got grid

connectivity approval from the RSEB Ltd. and the energisation approval from Electrical Inspectorate.

The Net-metering system for the project, installed in last week of May' 2016, records the import/export of the energy. "Net-metering" system implies the methodology under which the electricity generated by the solar rooftop system and delivered to the Distribution Licensee, may be utilized to offset the electricity supplied by the Distribution Licensee to us during the applicable billing period. The average commercial tariff for Rajasthan is 7.4\* per unit. Excess injected electricity into the grid shall be paid by the distribution licensee at feed-in-tariff (between 6.10- 6.74per unit\*) as per the RERC regulation for grid connected Solar Power Plants, in the next billing cycle ,if the export is above 50 units. If the export is below 50 units it shall be adjusted in the next billing cycle at the same tariff as their billing rate. During the holidays of the University, whatever power is generated by the plant would be fed to the state grid using the system.



"India's power requirement would increase to four lakh MW by 2030 and focus should be on renewable energy generation to meet the situation."

**- Bharat Ratna Dr. APJ Abdul Kalam**

# Why Study Engineering?



## Prof. Arun Kumar Saini

Associate Dean

IcfaiTech

Sir Albert Einstein cogently enlightens the scenario based on reality with his quote - "Scientists investigate that which already is; Engineers create that which has never been". It is "Science" to portray electromagnetic radiation, but it is "Engineering" to make a radio or TV. Many of the so-called "Wonders of Modern Science" are infact wonders of modern Engineering. A career in engineering is interesting and ever intriguing in different possible ways. It involves a continuous learning for lifetime to adapt and respond to the changes in society and natural world. It often involves working in multi-cultural, multi-disciplinary, multi-site and multi-tasking teams. It is a very worthwhile profession, and the results, when you succeed, can be incredibly rewarding not just for the individuals but the larger society as well.

Engineers utilize models provided by science combined with inventive thinking to resolve problems and create new designs that benefit humanity. Engineering and technology may not be the easiest areas of study, but they're courses that prolong to be in demand, and because they are challenging, those studying them stand out from the mass. You're also more likely to find employment rapidly and work your way up the career ladder with an engineering or technology degree under your belt.

Students drawn to a technology course probably do so because they find the subject interesting, and believe that employment in engineering and technology

technology will continue to be interesting for the rest of their careers. An engineering-based education also provides the students the exposure to various technical subjects and broader skill sets.

They are able to develop skills that are transferable and relevant to almost every sector and industry such as problem solving, decision making, innovation, project management, team management and communication. The key benefits of studying engineering are both prospects and commercial based. Financially, the starting salaries are amongst the best across all industry sectors. An engineering-based education also gives you a robust base to branch into different sectors and also work your way up to high managerial responsibilities.

Engineers find themselves in human resources, investment banking, finance, IT, business development and administration areas. The industrial and economic success of every country is rooted firmly in its manufacturing and engineering base, and the skills and ingenuity of its professional engineers.

Looking at global blue chip organizations, it is not unusual for engineers to make it all the way to the boardroom, particularly as engineers are usually very pragmatic, good with numbers and analysis oriented, which are the key competencies for senior executives.

There will always be employers in all sectors who are continuously seeking fresh talents and new blood, however at the

Professor's Eye

moment there are few "hot" engineering fields for work opportunities. These include environmental solutions, medical engineering, security and clean energy. Green engineering is the most often cited example of an area that needs young

talent, but this often conjures up images limited in and around wind turbines or solar power. In actuality, there are opportunities all through the power industry, looking at ways to boost energy yields and develop other sustainable sources.

## A Path Way To Green Drive

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### Prof. Himani Jain

Assistant Professor  
Faculty of Law

The Indian Judges have long term environmental interests on their minds and in their hearts and that is viably the approach to go. The recent Supreme Court stern ruling to freeze the use of diesel taxis in Delhi and NCR region is a wakeup call for an extensive fuel use policy. The Supreme Court has ruled, that those with all-India tourist permits would be allowed to run in Delhi and NCR region, only until their permits expire. Possibly, this provides adequate elbow room for the diesel fleets to dwindle gently.

Undoubtedly, Apex Court's deadlines to phase diesel taxis were tough, but even then the attitude of government and industry lawyers, was callous and disappointing especially when Delhi and other metropolises are choking as a matter of fact.

Seriously, should governments quibble with Courts even on such serious issues like having clean air?

I wonder.....

It seems the government is keener on aiding and promoting its Make in India scheme than looking at the consequences of an urban crisis. The Supreme Court's relief must be seen as a time frame for the government to formulate a policy on how to

deal with such a situation not only in Delhi but also in other cities.

Fuel use, fiscal incentives and disincentives must be built in the policy that should go beyond emission control of automobiles. Apart from this, there are certain other critical issues to be addressed:

Firstly, it is the government's responsibility to ensure that there is adequate infrastructure for CNG stations to serve the cabs replacing diesel taxis.

Secondly, fiscal incentives for both -taxis and CNG stations serving them – are required, to help them move faster.

Thirdly, livelihoods of taxi drivers are important and need to be protected equally.

India is one of the world's fastest -growing economies. The sooner, we have a policy that anticipates the crisis, the better it is.

The Chief Justice's suggestion that the Apex Court is in favor of a symbolic environment cess on diesel vehicles only underlines the need for a green fiscal regime in which taxes and inducements need to be used to shape economic forces in alliance with ecological obligations.

# Advertisements in The Digital Age



## Dr. Shiv Kumar

Assistant Professor  
ICFAI Business School

The advertisements in Digital Age have completely changed the face of Marketing. Digitally enhanced graphics with tools can be set up in the company lounge area for both employees and customers for help. The advertiser can expand their services to include not only digital signage players and solutions, but can also help to develop a web based application or software to customize their business needs and requirements.

The experts claim that in coming years advertising would see more of multimedia, web based applications, software designs, and IT experiences, hence grow enormously.

Let's take few basic examples from our lives.

### Advertising Through Internet

Since the early 1990s, the number of internet users has been increasing so the advertisement through it has also been increasing. It has also been preferred by consumers and businessmen in e-Commerce and e-Transactions. Unlike, other forms of media such as television, radio and the press releases or written advertisements, the internet marketing solutions with low cost advertising have become widely popular.

Due to the considerable growth in number of internet users and low cost internet advertising solutions, it has more capacity for the media object. It can capture texts, images, audio and video. Advertisers could produce logos, banners, animated and and imaging 3D. Having these at hand, advertisers mix these forms to produce

successful and more affordable internet marketing solutions.

It is not only affordable for internet advertising service communication stations, rather it also helps to effortlessly transact and create wide range distribution systems. This is the only medium that has the option that could help people to do business in a short period of time. I guess, everyone agrees that Twitter's 140 character's communication, Twitter already has become a craze.

And, when something becomes a craze, the possibility of making money also comes along. The speculation has been endless about the possibilities of making money through Twitter. However, there lies a challenge too; because no social networking platform has been effectively able to make money for a sustainable period of time. And, the best way to make money on Twitter is by digital media advertising and developing a sustainable environment for developers. But, it isn't that Twitter does not know it. It does.

Chloe Sladder, Director, Media Relationships, Twitter USA was recently quoted speaking – **“We would pull off any advertising that would not work for the user or interfere with the user experience”**.

And, there you, the user feel that a company does care about you; and it actually inculcates a 'Feel Good' factor in you.

### Advertisement Through Mobile Phones

The internet has opened up a whole new world to individuals and businesses that

Professor's Eye

have been into marketing and advertising certain products and/or services. As technology has progressed, it is only a matter of time before new technological outlets have become available for individuals who wants to advertise. This is where cell phones come into picture.

India is a biggest market for internet based marketing due to the number of users having internet capable mobile devices. There are many reasons for advertisement through mobile phones. Approximate 900Mn people use mobile phones in India; the Advertising Industry is already undergoing a revolution. There are various platforms available for advertising through mobiles. Some popular ones are SMS,

internet based ads, call ads, application based ads etc.

The attention span of customer is reducing at a very fast pace. They are no more interested in watching 20 to 60 seconds ads on television. So a small few seconds video with clear message on mobile does wonders to the brand. The mobile based marketing makes possible the use of GPS for location based targeting e.g. the online grocery shop, where location matters.

In the changing market scenario, many online businesses have mushroomed thus making mobile ads a necessity. It provides a huge opportunity for various SME's to compete with global giants at a low price. Irrespective of the market, mobile advertising is the future!

## Paradox of Journalism



### Anuj Chand

ICFAI Business School  
MBA (Batch 2015-17)

"I believe that good journalism, good television, can make our world a better place." - Christiane Amanpour, British-Iranian journalist.

Being a firm believer of butterfly effect, I sometimes ponder the large scale change of fates due to not so deeply architected decisions.

Had I not been a management student, by virtue of passion and tendency to fall in an argument, a journalist would have lived an era in me. As an independent citizen of universe, I enjoy the luxury of highlighting the flaws in a system, obviously, for positive responses and ultimately in social interest.

Recently, on 30th May we witnessed the less emphasis ridden Hindi Journalism Day

as back in 1826, on this very day Pandit Jugal Kishore Shukla, started the first Hindi newspaper "Udantmartand".

Media has always been indispensable, justifying its legitimacy to be called the fourth pillar of democracy. Laden with a rich history, media played a pivotal role in the freedom struggle when they were embedded with patriotism and hence the journalism grew more rapidly after independence.

When one falls in the vicious profession of journalism, the common masses expect them to be honest and practice good journalism keeping in the mind the journalism ethics "cannons of journalism".

For every intellectual mind now, it takes a good jab to digest the fact that the expect-

-ation level of commitment and sacrifices is inversely proportional to the safety net of journalists and directly proportional to allegations of unethical practices of paid news. With market forces at play and public investment in private companies, journalists sometimes find it lucrative to write only partially true stories of companies waiting to list on the stock exchanges.

But the question arises are we, along with the government, doing enough for the protection of journalists? The crimes

against journalists are beyond the ever

If these problems in the Indian media are not fixed then India's media boom will be worthless to True Journalism. And by "True", I mean it will be of no value to India's newly hiked media-consuming population who may have more sensationalism and offensive nature at their disposal but who will remain ignorant of the facts and analysis of events around them. When that happens the world's largest democracy will be at threat.

## Death of Judges- Who's Responsible?

**Vishal Karnani**

Faculty of Law

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

There are merely 15 judges per million population in India, as on April'2016. This is far lesser in number not only in comparison to the ratio in other countries but also, in accordance with the recommendations made by the 120th Law commission of India in their report.

Chief Justice of India Mr. T.S. Thakur, on April 24'2016, in an inaugural speech-delivered at joint conference, convened at New Delhi, of Chief Ministers & Chief Justices of High Courts- presented the entire statistic data testifying the reasons behind the pendency of cases in different courts of India.

But the question is who is responsible for this shortage of Judges?

There is always a tug of war going on between the center and the state when it comes to taking vital cohesive decisions.

Though, Central government asserts to commit themselves but affirms that its state government's incentive. On the other hand, state government pronounces, "let the

center government provide funds to us". This war goes on and consequently, strength of the judges in the country stands as it is.

At present, owing to this, 60260 cases are pending in Supreme Court of India. Similarly, where in High Courts the total pendency of cases on average basis is 38 lakhs, it is nearly 3 crores in subordinate courts.

American Supreme Court disposes off 81 cases per year and 9 cases are disposed of per judge on average basis. In contrast, a single Indian Judge on an average disposes 2600 cases per year. A commendable job indeed.....

As Indian Judicial system serves the largest democracy in the world, challenges in administering justice are becoming bigger and bigger and to overcome these challenges there is a need, that both the judicial and executive body of the Constitution must work hard and more importantly, together.

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## From An Apprentice to Budding Engineer.....



### Mayank Walecha

IcfaiTech

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

Every Civil Engineer can call herself/himself a creative artist as s/he creates beautiful structures, true to our dreams, using basic materials like brick, stone, sand, cement, steel and water.

I always dreamt of becoming that creator... one to give shape to dreams. Successfully graduating with a job at a coveted Construction / Civil Engineering firm has always been in my mind ever since I stepped on campus grounds. I have learnt a lot from my faculty and because of their guidance, support and co-operation, I scored well in my examination; and finally my internship time came forth as a promising challenge. I left no stone unturned and invested my best efforts to get a worthy learning platform to enhance my skills, along with making my small yet best piece of contribution to the company. Finally, I got internship at Exotica Housing and Infrastructure Pvt. Ltd., one of the leading real estate and construction companies of Delhi NCR.

I am overwhelmed to be a part of such a professional organization wherein I have been learning from high-caliber technical experts, seasoned professionals of the industry having their pedigree from the reputed institutions of the country. They made me learn that apart from the moral obligation to deliver quality construction to our clients, we have legal liability to face court proceedings against us, if we fail to adhere to quality standards. Hence, we, as Civil Engineering students, have to learn the subject in detail without any doubts and

execute our jobs with total care to march towards success in our profession.

My practical experience made me realize that Civil Engineering is a wide ranging profession, including several specialized sub-disciplines as its history is linked to knowledge of structures, materials science, geography, geology, soils, hydrology, environment, mechanics and other fields.

Our course covers basic sciences: Mathematics, Engineering Graphics, and Computing Techniques along with the fundamental Engineering principles of construction materials, building drawing and laboratory classes. Software packages like AutoCAD, STAAD Pro enriched my skills and provided me an adequate platform to perform analysis, design and drawing for a wide range of Civil Engineering projects. It's rightly said that good teachers impart good education, ordinary teachers direct us along the right path, but great teachers at IUJ groom the students to become leaders and inspire them to seek their own path. Got a good blend of academic learning and practical exposure ..... **Thanks to Exotica Team & IUJ Faculty.**

# Biz-buzz



- ❖ Flipkart revises return policy from 30-day window to just 10 for top-selling products
- ❖ 10 Indian companies featured in the list under the '25 Best Large Places to Work' category in the 2nd annual list of the Best Workplaces in Asia-Pacific.
- ❖ The Indian Institute of Management Bangalore (IIMB) and the International Institute of Information Technology Bangalore (IIIT-B) sign pact to provide technology and business mentorship to help young technology startups and entrepreneurs.
- ❖ Tamil Nadu state announces that the IT sector will now be covered by the Industrial Disputes Act, 1947, which allows workers to form labour unions.

# Legal Lens



- ❖ Italy moves Indian SC, seeks return of marine till UN tribunal ruling.
- ❖ Hefty penalties, on way, to enforce green laws.
- ❖ Ministry of Women & Child Development outlines strict norms for matrimonial websites.
- ❖ Disproportionate assets per se is no crime by itself, says SC.



- ❖ **Windows 10** can be unlocked using **wearables**. The feature is added to **Window Hello** which is a framework that allows logging into devices with the use of biometric data like fingerprint, facial scan, etc. Windows Hello works on the principle of a “passport”, which are generated by the biometric data and helps users authenticate themselves securely, without the use of actual passwords.
- ❖ **Microsoft India** opened its **Cyber Security Engagement Center (CSEC)** in Gurugram to strengthen cybersecurity across verticals. The center aims to drive public-private partnerships to fight cybercrime, strengthen the cooperation with Indian businesses, government and academic organizations on cybersecurity.
- ❖ 4.5G or LTE-Advanced Pro is the next wireless upgrade beyond LTE or 4G which will further improve network data rate, improve user experience, and expand vertical applications. It will significantly promote the LTE network, and help build better world-wide connections.
- ❖ **LUMIGON** unveils world's first night vision camera T3. The smartphone, which also have a 24-karat gold version, comes with a 4MP night vision camera with dual infrared flash that will allow you to take pictures in complete darkness. The Lumigon T3 starts at \$740. The phone has a marine-grade 316 stainless steel chassis and damage resistant Corning Gorilla Glass 4. It is equipped with 4.8-inch super AMOLED display and runs on Android 6.0 (marshmallow). The device is powered by MediaTek Helio X10 2.2 GHz 64-bit-octa core CPU, 3GB RAM and 128GB internal memory. Apart from 4MP night vision camera, T3 has a 13MP rear camera with dual tone flash, PDAF (phase detection autofocus), 5MP front camera. The T3 is a dust and water resistant device and comes with a 360-degree fingerprint sensor.



# Wall of Fame

**Mr Harshit Mathur**, student of B.Tech.-Civil Engineering, Batch (2012-16) has been selected for Post Graduate Program in Advanced Construction Management at **National Institute of Construction Management and Research, Pune.**



**Mr Zaved Ansari**, student of B.Tech.-Civil Engineering Batch (2012-16) has been selected for Masters Program in Construction Design and Inspection at **Ecole Supérieure d'Ingénieurs de l'Université, Paris, FRANCE.**

**Mr. Sam Mathew's** (HR Scholar-MBA, Batch 2015-17) article based on his internship learnings at Arvind Limited, Gandhinagar, has been published in the "Corporate Section" of Professional Panorama: A Multi-disciplinary Double Blind Peer Reviewed International Academic Journal (ISSN Number: 2455-9415)



**Mr. Punreet Beotra** (HR Scholar-MBA, Batch 2015-17) received Pre Placement Offer (PPO) from Yatra.com in acknowledgement and appreciation to his notable performance during Summer Internship Program (SIP) at the organization.

**Prof. Shweta Jain (IBS)** received “**Certificate of Achievement**” for successful completion of the “**Train The Trainer**” programme from Dale Carnegie & Associates, Inc.



**Prof. Rana Mukherji (IcfaiTech)** received an invitation to join 2<sup>nd</sup> International Symposium on Intelligent Systems Technologies and Applications (ISTA'16) as **Technical Program Committee Member** to be held at **Laxmi Niwas Mittal Institute of Information and Technology (LNMIIT)**, Jaipur during September 21-24, 2016

# Jewels in the Crown

# Embracing the Brand IUJ



Great organizations do know where they are going. We..surely know. To meet their goals, they must also know who they are. Our brand is who we are. Simply put, it's our institution's reputation—how we



present ourselves and how we are perceived. Everyone on campus plays a role in advancing our reputation. It is important to have a strong brand. A strong brand inspires trust, loyalty and a sense of excellence. Without it, an organization cannot stand out from the crowd. Keeping with the spirit, Team IUJ organized **ICFAI QUIZ 2016** in which approximate 2000 students of 30 different schools and coaching centers of different places of



Rajasthan took part. We have given Scholarship for 92 students. The First winner got a Scholarship of Rs. 20,000 and second (next five) winners got Scholarship of Rs. 10,000 each. Remaining 86

students got a Scholarship of Rs. 5,000 each. It was really a great successful event.

The events including quiz paper design & preparation, quiz planning, data management and result preparation under the ICFAI QUIZ 2016 were managed by Dr. V.K. Vyas, Dr. J.K. Gupta, Dr. V. Mathur, Prof. Himani Jain, Prof. Shweta Jain, Prof. A. Sharma, Prof. S. Agarwal, Prof. R.K. Chaurasia, Prof. R. Mukherji,



Prof. P. Nemade, Dr. S. Kumar, Prof. A.K. Singh and CPAD team at in-campus and off-campus venues under the supervision of Prof. A.K.Saini, Associate Dean, IcfaiTech. During the in-campus activity, the presentations were delivered by Prof. M.A.Khan, Prof. A.K.Saini and Dr. G.D Rathod whereas the campus visits were handled by Prof. M.Kumar, Prof. A. Verma, Prof. R. Ranjan, Prof. P. Bharadwaj and Prof. A. Mishra.

IUJ is a university which inspires and enables the staff and students to make a positive contribution to the community consistently. Keeping with the spirit, a



Legal- Aid Camp was organised at Nayla Village, Jaipur under the guidance of Prof. M.A.Khan, Head, The Faculty of Law, The ICFAI University, Jaipur . The Faculty in-charge of the camp were Prof. A.K.Singh,

# Embracing the Brand IUJ



Prof. Himani Jain and Prof. Radha Naruka. The main object of the Camp was to initiate awakening among villagers about their Rights & to abate the misconceptions about legal remedies. A large gathering was addressed by Mr. B.K. Goyal, ACJM, Jaipur and Mr. Mohd. Hanif, Chairman, Backward Classes Commission, Jaipur about the legal remedies available and to abate the misconceptions about Law implementation. A small play, themed on Dowry Prohibition, was presented by students of Faculty of Law, The ICAI University, Jaipur the main aim of which was to bring awareness about issue of Dowry Prohibition.

Spoken English Language skill building was undertaken under this initiative.

Dr. Ashish Johri, Instructor-in-Charge, Centre for Soft Skills and English Language Lab designed and delivered the course contents. Each Class was of one hour duration consisting of a theoretical and a practical section. Theoretical section was conducted in the regular classrooms and the practical section was conducted in the English Language Lab of the University. This initiative of IUJ, the first of its kind, met with warm reception amongst the concerned audience with an encouraging participation by candidates from diverse backgrounds.



IUJ team participated in Career fair organized by Rajasthan Patrika at Jaipur and received huge response. Also IU Jaipur organized a meet with the Principals/Heads of the Institutions of various schools and coaching centers of Rajasthan and Gujarat at Jaipur and Ahmadabad respectively.

We have dedicated, sincere, and rigorous mindsets to contribute towards the big issues of the time. As a community build-up initiative, IUJ organized Free Spoken English Classes for students and alike residing in areas in and around Jamdoli. A total of 15 hours of teaching and

## The Impact of E-commerce on the Financial Performance of SMEs

### Ms Rajshree Purohit

Senior Executive (Admissions)

CPAD-ICFAI Group



A few decades ago, computers by providing almost instant and global access to information, facilitated the way to conduct business.

With the advancement in technology, the term Electronic commerce (E-commerce) has emerged, which implies the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation. It enables businesses to explore new ways to expand within their competing markets, helps in attracting and retaining customers by customizing goods and services according to their requirements and assists in restructuring business processes to deliver goods and services more effectively and efficiently. Various technologies in E-commerce includes automated data collection systems, mobile commerce, electronic data interchange (EDI), supply chain management, and online transaction processing, electronic funds' transfer, inventory management systems and internet marketing.

While E-commerce represents a relative advantage virtually to any organization, perhaps the same can be said about small and medium scale enterprises (SMEs). SMEs form the back bone of any economy's growth and development. They are key generators of employment and income, and drive growth by utilizing the unexploited resources and creating entrepreneurship opportunities and assist industrialization in the economy.

E-commerce can make significant contributions to improve the financial

performance of SMEs. E-commerce helps SMEs to improve their strategies and operational services. It also helps to maintain purchase management in these enterprises. It helps SMEs to maximize opportunities available to them online. Further, the use of online websites for purchasing goods and services has been increasing on a everyday basis. E-commerce also helps to boost the sales of these enterprises. Enterprises use more innovative tools and techniques to deal with customers, who avail online facilities. SMEs undertake to launch successful online website to ensure ease of customers and expand their business in a successful manner. SMEs can also use E-commerce for selling their products and services.

To summarize, E-commerce has simplified many work responsibilities of these enterprises. E-commerce has a huge impact on the financial performance of SMEs in general. E-commerce, often referred to as online marketing, benefits SMEs to explore new market opportunities. Besides, it helps SMEs to minimize their cost, maximize their profits and identify new market segments. As E-commerce helps in enhancing innovation as well, enterprises can also introduce new products and services.

# Nil Battey Sannata: A Powerful Idiom and Feel-good Cinema (A Film Review)

**Prof. Rana Mukherji**  
Editorial Board Member



**Nil Battey Sannata**, a comedy drama film, was released in India on 22 April 2016, directed by debutant director **Ashwini Iyer Tiwari**, and produced by **Anand L. Rai**, **Ajay Rai** and **Alan McAlex** under the banner of **Colour Yellow** and **JAR Pictures**.

**Swara Bhaskar** essays the lead character of **Chanda Sahay**, a school drop-out and single mother who carries out menial job as a household maid, at a shoe factory, making pickles, etc -- all day just in order to give her teenage daughter **Apeksha/Apu** (**Riya Shukla**) the education that might help her crack the shackles of poverty and privation. The film shines a light on a part of society where life is a daily grind and where the smallest dreams face the most daunting obstacles.

**Apeksha/ Apu** is in tenth standard and simply giving up on studies. She barely manages to pass in most of the subjects but always fails in Mathematics. **Apu**

believes that like children of doctors become doctors and children of engineers become engineers, she too would pursue her mother's footsteps and become a maid. She also believes her mother will not be able to provide for her higher education.

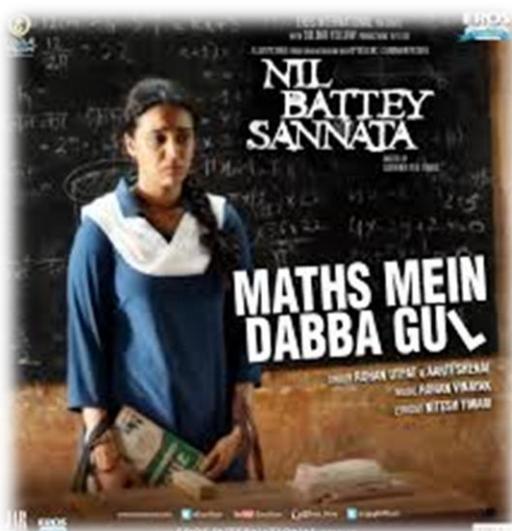
**Chanda** is distressed but finds an epitome of benevolence in one of her employer and confidante (**Ratna Pathak Shah**), a silver line in her life, who understands the angst of a mother, and moots a plan to fulfill **Chanda's** dream. She leads to her getting admission not just in her daughter's school, but also in the same class. As usual **Ratna Pathak Shah**, delivers an effortlessly effective performance. Instead of this being a situation of melodious coexistence, **Apu** is humiliated and shocked that her mother is now not just her classmate, but also popular and hardworking. What follows is a battle of wits and a case of who sparkles first as **Chanda** and **Apu** become competitors in class.



# Editor's Choice



**Pankaj Tripathi** is absolutely sparkling, playing a school principal as well as the highly motivated maths teacher who mocks and coaxes and teases his students in order to draw them out of their aversion to the subject. He plays the character with such nuance, care and likeability that it leaves you smiling for his knack of connecting with the audience. It is a spectacle to behold.



It's difficult not to wriggle through some of the overly simplistic moments in the second half—like when **Apu** blames her mother of spending her evenings with an unknown man (it also feels like she's implying that she gets paid for it). However, this is also a rare bollywood movie that focuses on a mother-daughter relationship that's blessedly free of talks about men, marriage and tradition.

**Chandra** is still optimistic for **Apu** that she will realize her mother is on the right track one day and it happens.

The writers have presented math-phobia

as a clever spin. It is interesting to watch the mother-daughter duo wage a daily battle against trigonometry. Laced with wit, it is a treat to watch them learn formulas.

Overall, **Nil Battey Sannata**, is a disarmingly simple and heart-warming film which offers hope and the promise of upward mobility that doesn't rely upon the social strata you come from but your own will and diligence. The movie captures the mother-daughter spirit astoundingly; it also celebrates the beauty of education. It's not only about chasing and realizing one's dreams, but also how parents can influence and give a lead example to their children. Some heart wrenching moments focus on the dreams and aspirations of the lower strata of the society, like when, on being asked about her dreams, **Apu** replies that poor are the ones who don't have dreams. The movie is about simplicity, the spirit of never giving up, the moment when you realize it's never too late in life for anything and obviously our educational system.

**Ashwini Iyer Tiwari's** debut feature, is a powerful and honest work, completely shorn of the kind of pretension one sees in a huge number of Bollywood movies. Absolutely brilliant screenplay, stunning performance by each and every character; interesting dialogues-having the vernacular UP touch and realistic costume design. Watch it at least once (any parent/teacher) - it will definitely connect your heart. **From my side- it's a five star movie.**

# Witty Window



# Quote of the Month

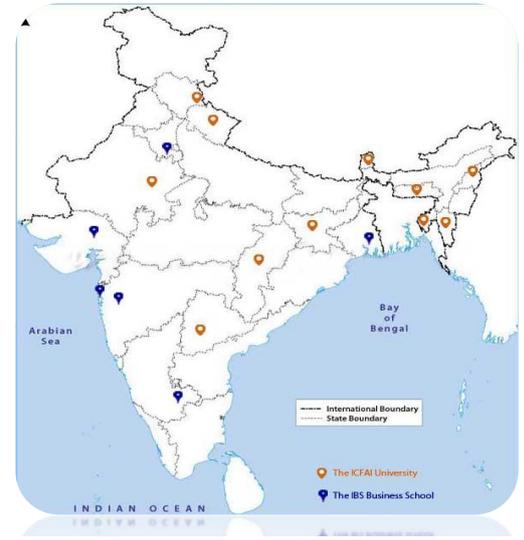


“If you can't fly then run,  
If you can't run then walk,  
If you can't walk then crawl,  
But whatever you do you have to keep moving  
forward.”

- Martin Luther King Jr.

# About ICFAI Group

**ICFAI** was established in 1984 as a not-for-profit 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 a high end, innovative professional program in financial analysis in 1985. The Program was first-of-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 the students & professionals graduating from the institution have the ability to take risks, make decisions and own the work. ICFAI Group system, strongly believes in developing 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 a 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.

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*For Prospectus & Application, Please contact:*  
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C-Scheme, Jaipur, E-Mail: [admissions@iujaipur.edu.in](mailto:admissions@iujaipur.edu.in)  
Ph: 961077752, 9982586292, 9828128333

### Features @ IU Jaipur

- Merit Scholarships
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#### HIGHLIGHTS

- A state-of-the-art Center for Employability for innovative learning and development
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- IT training and Soft-Skills Development
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- Application Orientation
- Diverse and successful alumni community
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- 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
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#### ELIGIBILITY

For details, please refer the website

**ADMISSION PROCESS**  
Through application and interview

**Toll-free**  
**1800-270-4020**  
**[www.iujaipur.edu.in](http://www.iujaipur.edu.in)**

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Feedback

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

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