

PALSAASH

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ICFAI University Jharkhand
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VICE CHANCELLOR'S MESSAGE



In the last three years, the ICFAI University, Jharkhand (IUJ) made rapid strides in terms of diversity and number of programmes launched, which include UG & PG Programmes in Faculty of Science & Technology (FST) & Faculty of Management Studies (FMS). Two batches of MBA graduates passed out and are placed in good positions in reputed companies. Over the years, the IUJ family - Students, Alumni, Faculty Members and non-teaching staff, sponsors, government and employers- has grown multi-fold. It is becoming increasingly important to keep all the stakeholders of IUJ, updated on the multifarious developments at IUJ.

I am confident that this IUJ Newsletter will fulfill the long felt need for such communication.

I am happy to note that the IUJ Newsletter is appropriately named "Palaash", to reflect the ethos of the Jharkhand state, which IUJ is deeply committed, to develop, by providing Quality Higher Education.

I wish the inaugural issue of "Palaash" all success.

Prof. O. R. S Rao

Editor Speaks

Welcome to the first issue of ICFAI Newsletter – Palaash!

It is with great pleasure that I welcome you to the first edition of 'Palaash', the Newsletter of ICFAI University Jharkhand. The famous saying "when the going gets tough, the tough get going" seems to have materialized when we realize that what started as an Institution has today blossomed into the first Private University in the state of Jharkhand. In its effort to rise and prove itself the University has taken many initiatives. This Newsletter is an attempt in this direction. Any culture or organization loses its coherence in the absence of platforms from where one can get information. It is therefore that the University has decided to bring forward a regular newsletter. This Newsletter will serve as a tool for disseminating and generating valuable information about the University. It will highlight the success stories of each and every individual and collective contribution to and nurturing and building ICFAI into what it is today and even more in future.



Last months have been quiet productive, both academically and extra curricular activity-wise, in the University. Number of programmes organized on themes of contemporary relevance such as, Swami Vivekananda's Jayanthi, Holi Utsav, and participation in Vigilance Awareness Week, etc. are indicative of the responsiveness of the University to its environment in which it operates. Similarly, a large number of presentations in seminars and publications contributed by the Faculty speak for the academic health of the University. The University is towards the end of the academic calendar for the current academic year. The annual examinations are near and admission process has commenced for the next session. I would like to wish good luck to the students and the Marketing Team in their respective endeavors.

Being honest to the spirit of the occasion I would also take this opportunity to thank the honorable Vice Chancellor Prof. O.R.S Rao, Registrar Brig. S.K Deb, Dean, Dr. B. M. Singh, other officials of the University, Editorial Team, Faculty Members and Administrative Staff for their continued cooperation and support in publishing this Newsletter. Last but not the least, I wish to bring on record the tremendous contribution of Prof. Purnima Sarkar in the upcoming of this Newsletter.

Thank you.

Chetna Sinha

Honorable Governor with University Officials



Celebration of Swami Vivekananda's 150th Birth Anniversary

CFAI University celebrated the 150th Birth Anniversary of Swami Vivekananda on 12 January 2011 in its Campus Hall. Swami Vrajeshwarananda from Ramkrishana Mission Ashram was the Chief Guest. The programme started with garlanding and lighting the candle by Swami Vrajeswaranand accompanied by Swami Swarupanand and Brhamachari Chaitanya. Registrar, Brig S. K Deb and Dean & Joint Registrar Dr B. M. Singh were present on the occasion. BBA II students presented a Bhajan followed by a devotional song from a student of MBA 2010-12. A speech contest for the students of all semesters was also held. Winners were awarded with cash prize.

In his inspirational speech Swami Vrajeshwaranand explained the great mantras to lead a healthy and pure life to the student.

At the end, a token of appreciation was handed over to Swami Vrajeshwarananda by Dr B M Singh.



62nd Republic Day Celebration at ICFAI University

ICFAI celebrated the 62nd Republic Day in its Campus at Ashok Nagar. All the Staff, Students and Officials of Faculty of Management Studies and Faculty of Science & Technology were present. The national flag was hoisted by the Registrar, Brig. S.K.Deb, sharp at 8.45 am which was followed by National Anthem. Brig Deb addressed the students and staff on the eve and cultural programme was held. The programme was anchored by Kislaya Kumar of BBA –III. At the end of the programme sweets were distributed among the students and staff members of the University.



B.Tech Prospectus Launch at ICFAI



Prospectus for the B. Tech Course of academic session of 2011- 15 was released at ICFAI University on 1 February, 2011. The course is based on latest curriculum and gives excellent practical exposure under its three internship programmes. Concessional Fee is available in its entire programme for domicile students of Jharkhand. Vice Chancellor, Prof. O.R.S Rao, and the former Vice Chancellor, Dr. P.K Banerjea, of ICFAI University were present at the launch along with the Registrar, Brig. S. K Deb and the Dean of Faculty of Science and Technology, Dr. S. Sarangi. Prof. Rao also

answered press queries on the eve.

ICFAI Enters into Tie-up with UCO Bank & Postal Department

In the prospectus launch of MBA & MCA at the University campus on 15 February 2011 Prof O.R.S Rao, in the presence of the General Manager of UCO Bank, Mr. C. Ramakrishna and the Postmaster General, Mr. Kaushalendra Sinha, announced that the University has entered into a tie-up with UCO Bank and the Postal Department for easier availability of admission forms and prospectus to students. This has been done with a view that students living in the interiors of the state can lay their hands on ICFAI prospectus. UCO Bank's branches in Ranchi, Dhanbad, Bokaro, Jamshedpur, Deoghra, Ramgarh, Hazaribagh, Giridih, Chas and Sahibganj would be selling forms to interested candidates. Also, the Head Post Offices in Bokaro, Dhanbad, Doranda, Deoghar, Hazaribagh, and Jamshedpur would be selling the prospectus and application forms. Apart from this UCO Bank branches across the state would also provide facility of depositing fee to the institute without any additional service charges for the same. Brig S.K Deb and Dr. B.M Singh were present on the eve.



Students Picnic of MBA, BCA and B.Tech

15 January 2011 and 19 January 2011 came with all fun and frolic for the students of Faculty of Science & Technology and the Faculty of Management Studies at ICFAI when all the students along with the Faculty Members visited the Getalsood Dam and the HIRNI Falls respectively, the major tourist attractions around Ranchi, for a college picnic. The students thoroughly enjoyed the picnic as they were totally engrossed in music and dancing. A singing competition was also conducted there. The Faculty Members also enjoyed the beauty of the



picnic spot, surrounded by lovely mountains, beautiful flora and fauna and a magnificent waterfall. It was overall a thrilling experience for the Faculty Members as well as the students.



Holi Milan Celebrated at FMS ICFAI University

The students of Faculty of Management Studies celebrated Holi Milan Samaroh on 15 February 2011. Cultural programme was held along with an Ad-mad show organized by Dr. Kaushik Dutta, Senior Faculty Member, in which the students participated on the spot and presented advertisement of their innovative products. A cultural Fashion Show was also organized by the students of BBA – II. The winners were awarded. Students greeted the Staff and Faculty Members by applying gulal on their forehead. A high tea was arranged at the end of the programme.



Holi Milan Celebrated at Faculty of Science & Technology

Holi Milan was celebrated at the Faculty of Science & Technology, ICFAI by the students of BCA and B.Tech with great enthusiasm on 17 February 2011 at the FST Campus. Prof. O.R.S Rao was present at the celebration along with Brig. S.K Deb, Dr. B. M. Singh and Dr. S Sarangi and other Faculty and Staff members.



***Saraswati Puja Utsav Celebration at
Faculty of Management Studies***



Placement News

MBA 2009-11 WHO HAVE BEEN PLACED SO FAR.....

HDFC Bank Ltd

- Abhishek Bhattacharjee
- Jaydeep Chaudhary
- Jyoti Kumari
- Aditya
- Jarnail Singh
- Piyush Agarwal



Kotak Securities Ltd

- Sashikant Singh
- Akansha Kanodia



Lilliput Kidswear Ltd.

- Anjana Gupta



HDFC Standard Life Insurance Co. Ltd

- Md. Intakahb
- Ragini
- Rohit Kumar Verma
- Shubhankar Chaudhary



***Congratulations and Best Wishes for Great
Corporate Careers Ahead...***

Heartiest Congratulations...



Prof. Saumen Mukherjee (Biology) for being awarded the PhD degree from IIT Kharagpur.

The title of his thesis was “**Lipopeptide Biosurfactants from Marine *Bacillus Megaterium*: Purification, Characterization and Evaluation of Unconventional Raw Materials as Potential Substrates**”.



Prof. Dipak Shukla (IT & QM) for the selection of his paper in the 6th International Working Conference on '**Total Quality Management – Advanced & Intelligent Approaches**', June 7 – 11, 2011, Belgrade, SERBIA.



Priyanka Mishra of BBA IV (2009-12)

For getting 1st prize in the Inter Management College Essay Writing Competition organized by Bank of India on 30 March 2011 during the Vigilance Awareness Week.

The topic of her Essay was “**Integrity is Priceless**”.

For being awarded the Certificate of Excellence for securing the GPA of Perfect 10:

B.C.A (2010-13)

Mr.Ashutosh Kumar Jha
Amrit Kumar Sharma

B. Tech (2010-14)

Mr.Vikas Kumar
Mr.Chandan Kumar

Award of Merit to the Students of ICFAI

The Students were awarded merit certificate for holding first position in their respective classes.



◀ **MBA (Class of 2009-11)**
Sonali Sahay

MBA (Class of 2010-12)
Pritam Kumar

BBA (Class of 2009-12) ▶
Hussaina J. Sneha

BBA (Class of 2010-13)
Kunal Anand



Excellence Award for Outstanding Performance in Internship

Kunal Singh Saddal (UID - 09JU00200053) of MBA 2009-11 Batch has been awarded the Certificate of Merit for being adjudged as the Best Performer in the three months Summer Internship Program from April 2010 to June 2010 at DSP Black Rock Investment Managers Pvt Ltd, Jamshedpur. He has also been awarded a Prize Money of Rs 5000 from the University.

The topic of his Internship Project is “Exploring Public Sector Banks as a Distribution Channel to find out the Problems Faced by them to Market Mutual Fund Products and Rendering Effective Solutions to overcome the same”.



Research and Development Activities Carried By Faculty Members



Prof. Md. Murtuja (Finance) presented a paper titled “Management Education in 2020” at Eighth AIMS International Conference on Management in collaboration with **IIM Ahmadabad** from January 1-4, 2011 at IIM Ahmadabad. The abstract of the paper is as under:

Management Education in 2020

Very similar like some technology which is of great use today may not be of same importance tomorrow, management courses are moving in the same direction. In the coming future, areas of focus will be Environmental Management, Event Management, Hospitality and Tourism Management, Water Management and Telecom Management etc. My paper will focus on environmental issues related topics like Corporate Social Responsibility, Social Responsible Investment and Carbon Trading which will be of great concern in 2020 and will be a part of specialized management courses. It will also focus on innovative teaching methods; courses with exit point any time, academic flexibility, expected future exam reforms and free education to the talented students who can't afford.



Prof. Priya Srivastava (HR & Marketing) presented a paper titled “Innovating in Product and Process Development” at ICBE, National Seminar held in Indian School of Mines (ISM), Dhanbad in February 2011. The abstract of the paper is as under:

Innovating in Product and Process Development

Today, innovation is about many more than new products. It is about reinventing business processes and building entirely new markets that meet untapped customer needs. Most important, as the Internet and globalization widen the pool of new ideas, it's about selecting and executing the right ideas and bringing them to market in record time. In the 1990s, innovation was about technology and control of quality and cost. Today, it's about taking corporate organizations built for efficiency and rewiring them for creativity and growth. This paper focuses on the future practitioners of quality management who will play a key role in facilitating the production of high quality concepts and ideas. Innovations like quality will be every ones responsibility.



Prof. Chetna Sinha (ELS, Communication & Soft Skills) presented a paper titled “Training & Development : Shifting Pedagogical Paradigm from Hard to Soft Skills for Business Excellence” at ICBE, National Seminar held in Indian School of Mines (ISM), Dhanbad in February 2011. The abstract of the paper is as under:

Training & Development: Shifting Pedagogical Paradigm from Hard to Soft Skills for Business Excellence

For decades the focus of management was so called ‘hard’ skills. That is the emphasis centered on the technical skills necessary to effectively perform within the organization. These skills tended to be more jobs specific. Today employers crave managers with critical ‘soft’ skills which are more generic in nature and are the key to effective performance across all job categories. These skills are increasingly being referred as ‘life’ skills thereby conveying more global aspect of this skill set. Against this backdrop this paper attempts to present the entire contemporary framework of this innovative and recent practice of imparting soft skills training as part of Training and Development.



Dr. Rumna Bhatacharya (HR) presented a paper titled 'A Parallel Study of the Constitution of India and Ideas of Vivekananda' in the National Seminar at Vivekananda Vidyapeeth, Raipur, Chattisgarh in March 2011.

A Parallel Study of the Constitution of India and Ideas of Vivekananda

Vivekananda's idea of oneness of all religion, unity in diversity, liberty, freedom of soul, above all diversity and pluralism, upliftment of downtrodden sections of the society, women's progress, a complete prohibition of discrimination on grounds of religion, race, caste, sex, participatory democracy for human development, his tremendous affinity to own mother tongue and Sanskrit language mastery over all subtleties of English language are reflected in the Indian constitution in terms of composite culture of India.

This paper discusses and focuses on the conclusion that the constitution of India is the product of what Vivekananda thought upon and gave the ideas at Chicago in the 1893 World parliament of religion.



Prof. Dipak Shukla's (IT & TQM) article on Dimensional Modeling - A Viable Technique for the Development of a Data Warehouse has been published in a refereed National Journal in January. The abstract of the article is as under:

Dimensional Modeling - A Viable Technique for the Development of a Data Warehouse

In recent years data warehouse projects have become popular to most Indian companies. A data warehouse implemented properly helps in efficient decision making as it is an approach which additionally focuses on goals and strategies of the organizations. A data warehouse is a repository of organizations' electronically stored data and the dimensions are the entry points to the data warehouse. Dimension modeling ensures the more effective modeling for data warehouse structures. This article navigates through the main ideas of dimensional modeling giving the concept of dimensional modeling technique for the development of a data warehouse.



Dr. Kaushik Dutta (Marketing) contributed a research paper in an edited book "Sustaining Business in Turbulent Times: An Indian Perspective", Excel publications, New Delhi, titled 'Success Mantra of Business through Turbulent Times in Indian Perspective'. The abstract of the paper is as under:

Success Mantra of Business through Turbulent Times in Indian Perspective

To keep pace with the fast-paced scenario, marketers have to seek new avenues of innovation and creativity. Rural India offers a huge untapped potential for marketers. India's rural market is gaining importance day by day, mainly because of the large population and gradually increasing literacy and purchasing power. While entering the rural market, companies are also restoring to Corporate Social Responsibilities (CSR) activities, thus helping the poor not only to augment their income but also promote their products. This will lead to minimizing the rural-urban divide and have a paradigm shift from saturated Indian urban market to untapped Indian rural market.

IUJ bids Farewell to the Batch of MBA 2009-11



Blissful Bondings...



Mr. Amar Kumar Gupta ties knot with Ms. Archana Gupta on 8th Dec 2010.



Prof. Bibhuti Bhushan Acharya ties knot with Ms. Amita on 24 Feb 2011.



Prof. Somnath Chakraborty ties knot with Ms. Riya Chakraborty on 24 Feb 2011.

The Family
ICFAI University Jharkhand



PRESS COVERAGE



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