



The Institute of Chartered Financial Analysts of India University, Jharkhand Press Release

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ICFAI University Press launches a new magazine on “Internet of Things”

ICFAI University Press (IUP), launched a new Bimonthly magazine titled “Internet of Things”, which is possibly the first Indian magazine on the topic, Internet of Things (IoT), the “Happening Technology” across the globe.

Addressing the gathering on the occasion, Prof ORS Rao, Vice-Chancellor of ICFAI University and Consulting Editor of the magazine said, “IoT will enable us to use Smart Phones to do our day-to-day tasks like switching on your home AC, Fridge, and Geyser etc when you are on your way back home from office. IoT will radically transform our life style and dramatically improve productivity in office. As per Industry analysts, IoT is expected to present a potential business opportunity of about \$1.7 trillion (Rs 110 Lakh Crores) in the next 5 years. Considering the immense career opportunities that the inter-disciplinary technology offers, it is essential for the students as well as working professionals to be abreast of developments in the field”, added Prof Rao.

Mr. S VSrirama Rao, Associate Editor of IUP said “ICFAI University Press has been endeavoring to bring developments in the futuristic technologies to the forefront of the discerning readers and this is just one more instance of that tradition. While the world has celebrated IoT day on April 8, it is significant that IUP launched the first Indian magazine on IoT at the same time”, added Mr Srirama Rao.

Mr. Sudhakar Rao, Director, Branding, ICFAI Group in his welcome address said “ICFAI Group plans to popularize IoT and make its students “future-ready” by way of conducting TechFests and student competitions on innovative products around IoT, thereby igniting the minds of the students.

The event was attended by a large gathering of students, faculty of ICFAI, academicians, and industry personnel.

***About ICFAI University Press:** The ICFAI University Press Publications brings out a portfolio of publications to make the much-needed knowledge available to its readers. By making them a staple diet, readers can build competitive edge in their fields of specialization. These publications are designed to cater to the needs of executives, managers, professionals, practitioners, entrepreneurs, advocates, academia and students. The portfolio of publications consists of 27 Journals in the niche areas of management, finance, economics, law, science & technology and arts & humanities.*

***About the ICFAI University Jharkhand:** The ICFAI University, Jharkhand (IUJ) belongs to the ICFAI University Group (IUG), which pioneered Professional Education, in India. The University is committed to grooming its students into Competent Professionals, with Good Personal Values and Ethics. The University offers a range of vocation oriented Under Graduate and Post Graduate programmes, which include, MBA, M.Com, B.Tech, BBA & BCA, Diploma in Technology(Polytechnic) and B.Com (Honours). Besides, it offers part-time PhD program in Management for working professionals. More details on the University can be found, by visiting its website at www.iujharkhand.edu.in or its Face Book page at www.facebook.com/icfaijharkhand.*