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## IIBM Patna

Established in 1979 is Recognised by AICTE, Ministry of Education, Govt. of India and Affiliated to Aryabhata Knowledge University, Patna



1981 : Dr. Priya Ranjan Trivedi and Dr. Uttam Kumar, at New Delhi after meeting the new Ambassadors and High Commissioner from different countries offering them the reserved seats for the developing countries

## From Editor's Desk

Dear Readers,

Welcome to the second issue of the IIBM newsletter- Prabodhan! We are thrilled to share the latest updates, events, and achievements within our vibrant campus community. As we delve into the heart of the academic year, we have witnessed incredible growth and development across all facets of college life. Our dedicated faculty, staff, and students have been actively engaged in many activities, creating an enriching environment that fosters learning, innovation, and personal growth.

In this issue, firstly, we are attempting to draw a special focus on India, the most populous nation in the world. This edition will delve into the opportunities and challenges for this diverse and dynamic country. India is a beacon of immense potential with its rich cultural heritage and rapidly evolving economy. With a population exceeding 1.3 billion, it is a nation of incredible diversity, languages, and traditions. This diversity fuels innovation, creativity, and entrepreneurship, making India a global force to be reckoned with.

Secondly, we aim to provide a snapshot of the diverse initiatives and accomplishments that have shaped up at IIBM in recent months. From academic achievements to inspiring community outreach programs and captivating cultural events, there is something for everyone to discover and appreciate.

We have witnessed our students' journey of discovery as they embrace new knowledge and experiences. Their enthusiasm and passion for learning continue to inspire us all. Whether it's through engaging classroom discussions, collaborative academic projects, or extracurricular activities, our students demonstrate exceptional dedication, creativity, and a thirst for knowledge. Additionally, we recognize the tireless efforts of our esteemed faculty members, who continue to drive academic excellence and mentor our students.

Beyond academia, our IIBM community has actively contributed to the betterment of society. Our students have been involved in numerous community service initiatives, embodying the values of empathy, social responsibility, and leadership. Together, we are making a positive impact on the lives of others and helping to build a more inclusive and compassionate world.

As we reflect on our journey, we extend our heartfelt gratitude to all the individuals who have contributed to the success of IIBM Prabodhan. From our dedicated staff to our supportive students, alumni, and generous benefactors, your unwavering support has been instrumental in shaping our institution's growth and achievements.

Sincerely,

**Prof. (Dr.) Jyotsna Rai**

Asst. Professor, IIBM Patna



# Founder's Message

Dear Readers,

As we embark upon the new journey where in the need is to explore new dimensions to boost global economy. Our Prime Minister, Sri Narendra Modi is stressing upon the need to judiciously exploit the Blue Economy. The Blue Economy, a concept that has gained significant attention in recent years, refers to the sustainable and responsible utilization of marine resources for economic growth and development while ensuring the health and well-being of the ocean ecosystem. As the world faces mounting environmental challenges, the importance of the Blue Economy cannot be overstated. Let's explore the significance of the Blue Economy, its potential benefits, and the urgent need to embrace this approach for a sustainable and prosperous future.

**The Abundance of Marine Resources :** Our oceans cover over 70% of the Earth's surface and host an astonishing array of resources. From fisheries and aquaculture to offshore renewable energy and seabed mining, the Blue Economy offers a vast range of opportunities for economic growth. It holds the potential to meet the increasing demand for food, energy, minerals, and new medicines while providing job opportunities for millions worldwide.

**Environmental Resilience and Conservation :** Embracing the Blue Economy goes hand in hand with environmental conservation. Sustainable fishing practices, for instance, can ensure the longevity of fish stocks and safeguard marine biodiversity. Additionally, investing in renewable energy sources such as offshore wind farms and tidal energy reduces reliance on fossil fuels, mitigates climate change, and lessens the risk of environmental catastrophes.

**Economic Diversification and Stability :** Many coastal and island nations heavily depend on a limited number of industries, often leaving their economies vulnerable to fluctuations in global markets. The Blue Economy allows these countries to diversify their economic activities, reducing reliance on a single sector and fostering economic stability. By investing in industries like maritime tourism, coastal communities can tap into new revenue streams and enhance their resilience against economic shocks.

**Food Security and Nutrition :** With the global population projected to reach 9 billion by 2050, ensuring food security is a pressing concern. Oceans have the potential to play a pivotal role in addressing this challenge. Sustainable aquaculture and responsible fisheries management can increase seafood production, providing a vital protein source for a growing population. Furthermore, the Blue Economy encourages the development of innovative technologies for more efficient and environmentally friendly food production systems.

**Innovation and Technology Advancement :** The Blue Economy drives innovation across various sectors. Researchers and entrepreneurs are exploring novel technologies for marine exploration, marine biotechnology, and ocean mapping. These advancements not only contribute to economic growth but also have spillover effects, leading to technological breakthroughs that benefit society at large.

**Climate Change Mitigation and Adaptation :** Oceans are major regulators of the global climate system. They absorb significant amounts of carbon dioxide, playing a crucial role in mitigating climate change. By embracing the Blue Economy, we can enhance the ocean's ability to sequester carbon and promote ecosystem resilience, helping us adapt to the changing climate and minimize the impacts of extreme weather events.

**Collaboration and Diplomacy :** The Blue Economy necessitates international cooperation and collaboration. As countries share marine resources, agreements on responsible resource management, sustainable fishing practices, and the preservation of biodiversity become imperative. Such collaborations foster diplomacy and peaceful relationships between nations, fostering a sense of global responsibility and solidarity.

**Social Equity and Inclusivity :** Sustainable development in the Blue Economy must prioritize social equity and inclusivity. By involving local communities, indigenous groups, and marginalized populations in decision-making processes and equitable distribution of benefits, we can ensure that the Blue Economy benefits all stakeholders and uplifts the lives of those dependent on marine resources for their livelihoods.

**Conclusion :** The Blue Economy offers a blueprint for a sustainable and prosperous future. By responsibly harnessing the abundance of marine resources, embracing innovation and technology, and prioritizing environmental conservation, we can foster economic growth without compromising the health of our oceans. Moreover, the Blue Economy encourages international collaboration, highlighting our collective responsibility to protect and preserve our planet's most vital and fragile ecosystems. To secure a thriving future for generations to come, we must all come together and navigate towards a truly sustainable and inclusive Blue Economy.

With warm regards,

**Prof. (Dr.) P.R. Trivedi**

Founder, Indian Institute of Business Management



# Director Academics Message

Dear Readers,

During the G20 Leader's Summit in Bali in 2022, our Prime Minister, Shri Narendra Modi, emphasized that India's presidency of the G20 would prioritize the technological transformation of member countries. This would result in a significant boost in technological advancement on both national and global levels. As a forum for the world's most prominent economies, India's leadership in this role could influence policies and initiatives that promote innovation and technological development. Let's consider some of the ways in which India's G20 presidency could impact technology advancement.



- Promoting Digital Inclusion:** India has made great progress in digital inclusion through initiatives like Digital India. As G20 President, India can promote policies and programs to improve global digital accessibility and connectivity, reducing the digital divide and providing equal access to technology for all.
- Showcasing India's Technological Advancements:** as the current G20 president, India can exhibit its technological advancements and achievements on a global platform. This can motivate other member countries to consider investing in similar technologies, which can facilitate knowledge exchange and collaboration.
- Supporting Startups and Innovation:** India's experience in nurturing a thriving startup ecosystem can be shared with other G20 countries to encourage discussions on creating environments that support innovation. This includes implementing supportive policies, providing access to funding, and mentorship programs.
- Global Innovative Partnership:** India's G20 presidency could prioritize global innovation partnerships, bringing together governments, businesses, and research institutions from multiple countries to collaborate on technological breakthroughs and development. This could drive progress and advance innovation.
- Enhancing Cybersecurity Cooperation:** During its presidency, India has the opportunity to prioritize discussions on cybersecurity and data protection. By promoting international cooperation, the G20 can develop robust frameworks to counter cyber threats and ensure technology's safe and secure use.
- Promoting Emerging Technologies:** As India holds the presidency, it can showcase the capabilities of cutting-edge technologies like artificial intelligence (AI), blockchain, and the Internet of Things (IoT). By engaging in conversations about responsible AI implementation and ethical usage of these technologies, we can influence worldwide policies.

To sum up, India's leadership of the G20 presents a remarkable opportunity to leverage technology for global progress and development. By promoting collaboration, innovation, and holistic technological transformation, India can substantially impact technology worldwide.

With warm regards

**Prof. Ganesh Panday**

Director- Academics, Indian Institute of Business Management



## NISM Workshop on Financial Literacy

On June 5, 2023, the National Institute of Securities Markets (NISM) Patna Wing held a three-day workshop at IIBM Patna. The seminar was presided by financial expert Ms. Shweta Sinha. The financial workshop for BBA and PGDM students covered topics like the stock market, mutual funds, and more. Participants learned about mutual fund operations, different types of calls, IPOs, FPOs, share price determination, and pricing mechanisms. They also learned about Demat and Trading accounts and the BSE and NSE as the best locations for buying and selling shares. The goal was to empower students to make informed financial decisions.



## Expert Talk for Budding Managers

On May 29, 2023, IIBM graced the presence of Prof. (Dr.) Rajeev Sijaria, Dean - A.B. Vajpayee School of Management & Entrepreneurship, Jawaharlal Nehru University, New Delhi, at IIBM Auditorium. The session was coordinated by Prof. Rohit Kumar and had the presence of Prof. (Dr.) A.K. Nayak (Advisor IIBM-ZHI), and Prof. Ganesh Panday (Director of Academics) duly attended by faculties and students from BBA and PGDM branches. During the session Prof. (Dr.) Rajeev Sijaria emphasized that management is not just an academic art but a practical one and discussed how success is defined differently for each individual, and advised on choosing a vocation after high school, citing the importance of digitalization and ICT. The audiences were quoted with examples of optical fiber and industry 4.0 and beautifully integrated it with mythology to current IT developments. Prof. Sijaria encouraged students to specify their path, set short-

term goals, and ensure their objectives are correct before pursuing their desired goals.

## Sustainability on World Environment Day

IIBM Patna students embrace sustainability on World Environment Day on June 5, 2023, where the students of PGDM, BBA and BCA programs came together to display environmental consciousness to celebrate World Environment Day. The event's highlight was undoubtedly the plantation activity, during which the students passionately planted saplings to demonstrate their unwavering commitment to the environment. Additionally, they engaged in a thought-provoking speech session on the 3R principles and a highly competitive poster-making contest. The students' unparalleled collaboration and enthusiasm under the guidance ship of Prof. Nirupam Thakur was truly impressive, culminating in a resounding pledge to promote sustainability.



## Nriyotsav 1.0

On June 10, 2023, IIBM Sanskriti Club organized NRITYOTSAV 1.0, a dance competition celebrating the diversity of Indian culture, with performances by talented students from various courses of IIBM-ZHI Group. Founding members of Sanskriti Club- Prof. Rohit Kumar, Prof. Nirupam Thakur, and Prof. Khyati oversaw the competition, while Ms. Arya Parmar from PGDM gracefully hosted the event. The judge's panel comprised Ms. Sony Gupta (CEO- of Majestic Dance Academy, Patna), Dr. Jyotsna Rai, and Prof. Neeraj Mishra, and the occasion was graced by Dr. Raj Kumar Nahar, Director Doordarshan, Bihar, Prof. Ganesh Panday (Director- Academics) and Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI Group of Institutions. The event was a great success and appreciated by guests, faculty members, students, and audiences.

# Faculty Corner



## Bridging the Gap Between Academia and Corporate with Harvard Manage Mentor

The landscape of business education is evolving rapidly, demanding a seamless integration between academic knowledge and practical skills required in the corporate world. Recognising the significance of this aspect, the Indian Institute of Business Management Patna running a two years Post Graduate Diploma in Management program recognised by the All India Council for Technical Education (AICTE), Ministry of Education, Government of India, New Delhi has taken a pioneering step by introducing the Harvard Manage Mentor (HMM) online courses. This report delves into the key features and benefits of HMM for MBA students at IIBM, emphasizing its role in bridging the gap between academia and the corporate sector.

### Overview of Harvard Manage Mentor

Harvard Manage Mentor is an acclaimed online learning platform developed by Harvard Business Publishing. It provides a comprehensive array of interactive courses and resources that cover various aspects of business management and leadership. The courses are designed to equip students with essential skills, tools, and knowledge required to thrive in today's competitive corporate environment.

### Relevance for PGDM Students at IIBM

- **Practical Application of Concepts:** While PGDM programs provide a strong theoretical foundation, HMM complements this learning by offering practical insights and real-world applications. The courses provide students with case studies, simulations, and interactive exercises that simulate workplace scenarios, enabling them to apply their academic knowledge in a dynamic setting.
- **Leadership Development:** Successful managers and leaders possess a unique set of skills, including communication, decision-making, and strategic thinking. HMM's leadership courses are tailored to develop these essential qualities in PGDM students, empowering them to emerge as effective leaders in their respective domains.
- **Soft Skills Enhancement:** Beyond technical expertise, soft skills like teamwork, negotiation, and time management are invaluable in the corporate world. HMM's courses are designed to nurture these skills, preparing students to tackle real-world challenges with confidence and finesse.

### Advantages of Harvard Manage Mentor

- **Flexible Learning:** HMM's online platform facilitates self-paced learning, allowing students to balance their academic commitments at IIBM with professional and personal responsibilities. This flexibility empowers students to maximize their learning experience without undue pressure.
- **Expert Insights from Industry Leaders:** HMM features content authored by renowned business experts and industry leaders. The insights provided by these thought leaders offer invaluable perspectives on the latest trends and best practices in the corporate world.
- **Global Recognition:** Harvard Business Publishing's reputation adds credibility to the courses offered through HMM. Students completing these courses can showcase their achievements, gaining a competitive edge in the job market both in India and abroad.

### Conclusion

The introduction of Harvard Manage Mentor online courses in the PGDM program at the Indian Institute of Business Management represents a transformative step toward bridging the gap between academia and the corporate sector. By complementing theoretical knowledge with practical skills and insights from industry leaders, HMM empowers MBA students to excel in their careers and thrive in the fast-paced business world. The flexible and personalized learning experience enhances their employability, ensuring they are well-prepared to face the challenges and opportunities that lie ahead. The IIBM's initiative in embracing HMM sets a commendable example for other institutions, demonstrating a commitment to nurturing well-rounded business professionals who can drive positive change in the global corporate landscape.

**(Prof. Rohit Singh is the Executive Secretary of IIBM-ZHI Group. Prof. Singh carries a rich industry experience of 20+ years and has keen interest in Project Management, Digital Marketing and Virtual Learning Management.)**



**HARVARD**  
ManageMentor®



## Why is Knowledge of Business Law Crucial for Management Students?

The frequent question the management student asks is, “Why is it important for a manager to know business laws?” The most frequent reply is, “With knowledge of business laws and regulations, one can manage the business more efficiently by avoiding unnecessary legal issues, and it becomes easier to understand every type of business legal term and condition”. If you have a business, a business law degree will help you manage everything within the legal boundaries. It will also be easy to handle legal situations.

One must refrain from frequently and very often consulting legal advisors for basic issues related to the law. If you know the law, you can create better business and financial plans, handle employee policies, and handle many other issues arising in business or management. It helps managers handle legal contracts and agreements, increases their awareness of business

laws and regulations, makes better judgment calls, and enhances career opportunities. In a way, it is also intellectually stimulating. No business is without rules, and business laws also protect the public. There are so many benefits to acquiring knowledge of business laws that it becomes important.

Businesses are evolving very fast on a global stage. New companies want to employ multifaceted professionals. Professionals with management and legal background are problem solvers, analytical thinkers, and creative thinkers who can tactfully handle their competitors. So why not become the one who is more valuable and is in demand?

**(Prof. (Dr.) Rachna Chauhan is the Dean of Academics and has immense expertise in Law, Management, and Commerce. Dr. Chauhan has an enriching career of 18 years in the industry and academics. Dr. Chauhan has a special inclination toward subjects like Business Law, Consumer Behaviour, and Marketing Management and has research contributions in Marketing and the Right to Information Act.)**

## India's Soaring Population Harnessing the Power of Numbers for Positive Change

With its ever-growing population, India has become the most populous country in the world. While this demographic shift brings significant challenges, it also presents many opportunities for positive change. By effectively harnessing the power of its numbers, India can transform its population into a driving force for economic growth, innovation, and social development.

- With a larger labour force and increased consumer spending, the country can attract investments and foster entrepreneurship. The demand for goods and services will surge, creating employment opportunities across various sectors.
- India's youthful demographic dividend can fuel innovation and technological advancements.
- The country has already made significant strides in the information technology sector, and with an expanding population, the potential for breakthroughs in science, medicine, and sustainable technologies is immense.
- A larger population also provides a larger workforce to address social issues, such as education, healthcare, and infrastructure development, resulting in improved living conditions and quality of life for all citizens.
- India's influence in global affairs is likely to grow as the most populated country. With a large domestic market and a thriving economy, India can become an important player in international trade and negotiations.

**(Prof. Rohit Kumar is an Assistant Professor in Finance having an academic experience of 6 years. His core competency is in the area of Financial Management, General Management, and Information Technology)**



# Faculty Corner



## Raindrops

With ever-increasing pressure to do more, work harder, and strive to “have it all” or “give our all,” we are stressed and lose concentration. This over-stressed situation makes it easy to forget our values and deviate from the goal.

I would like to demonstrate the value of concentration in attaining the goal through a story that goes like this;

“An Air Force fighter pilot with practiced precision slid the throttle to the maximum sending his machine roaring down the runway. Within seconds he was airborne and turning towards his sector. There were clouds all around, but not enough to deter him as a shining brass eagle on his breast pocket was the manifestation of him being a 'Master Green' pilot. Later he was on the instruments tearing past the clouds.

Suddenly something on the windshield caught his attention. Raindrops falling on the windshield made whirlwind patterns as they sped along the surface. His mind went back to a couple of weeks earlier. He had boarded a train to return to his base after his leave. A beautiful girl was sitting alone next to the window. He introduced himself to the girl and fell into a conversation as the train slid out of the station. It had begun to rain, and the raindrops falling on the window pane made weird patterns. She was gazing at the raindrops. The smaller ones merged, making a bigger one and sliding down. She sighed and said, 'Life and career are like these raindrops.' You claim to have built yourself into something big, and then the downward journey begins.

All the time, while his mind was on the beautiful girl and raindrops, he steadily lost the heights. Suddenly he broke the clouds to find a mountain ridge ahead. He yanked back the stick, but it was too late.

It goes the same way to build ourselves as an entity in our social and professional lives, and things suddenly change to shock us. There may be self and organizational limiters, but if we keep the values in our strides, nothing will deter us from giving our best, and further avenues will open their doors.

**(Adapted and shared by Prof. A.L. Jha, Prof. Jha is a Dean of Students Affair and a Master in Human Resource Management. He carries a prosperous 40 years of experience in industry and academics. He has expertise in imparting Communication Skills)**

## Use of Aloe Vera for Cure of Kala Azar (Visceral Leishmaniasis)

Aloe vera is a plant that is used both medicinally and cosmetically. It is a miraculous plant with chemical components that may be the key to curing Kala Azar and other types of leishmaniasis. Ghrita Kumari is another name for aloe vera. Leishmania donovani's parasites (promastigotes and amastigote types) are both destroyed by aloe vera. Leishmania is a tropical disease spread by specific species of sandflies and caused by protozoan parasites of the genus Leishmania. Promastigotes and amastigotes, two types of parasites, were found to be killed by aloe vera plant extracts in laboratory tests. Sand fly bites allow Leishmania donovani to enter the body in its promastigote form, whereas its amastigote form penetrates through the macrophage cells. A type of immune cell called a macrophage is produced by white blood cells (WBC). Visceral leishmaniasis, also known as kala azar, is brought on by parasites called Leishmania donovani and is characterized by symptoms like fever, anemia, appetite loss, enlarged spleen, and liver. The parasite Kala azar Leishmania donovani is destroyed inside the phagocytic cell (macrophage) by toxic metabolites produced by aloe vera extracts. Oxidative stress is also responsible for this destruction. The aloe vera plant is a significant source of saponins and polyphenols with antileishmanial action. Leishmania donovani parasite growth is inhibited by the chemical saponin, which works by altering the potential of the parasites' membranes. As a defender of the human immune system, aloe vera also strengthens the digestive system, treats diabetes, piles, and heart disease, and functions as an anti-inflammatory and anti-allergic.



**(Prof. S.N. Pandey is an esteemed educationalist and faculty at Dr. Zakir Husain Institute, Patna. He has a rich academic and research experience of 27 years in Life Sciences. To his credit, Prof. Pandey has numerous UGC-listed, National Peer reviewed ICMR & DBT research publications.)**

## Connection Between Overpopulation and Human Resource Planning

Overpopulation occurs when the number of humans in an area surpasses the ecological capacity to sustain them. This can result in a need for more necessary resources like transportation, water, food, and social amenities.

**Problem:** The issue of overpopulation stems from a rising need for food, water, housing, energy, healthcare, and transportation, and this creates negative effects such as heightened conflicts, the possibility of disasters and pandemics, and ecological damage. With a population of over 1.42 billion, India has become the world's most populous country, outpacing China due to industrialization and urban opportunities. The average lifespan has increased due to greater control over immunity problems, while social regions contribute to the rise in the birth rate. Population growth has positive and negative impacts, including increased economic growth, job demand, and insufficient infrastructure and healthcare facilities—the lack of schools and housing leads to poor living conditions and increased pollution and waste.

**Opportunities:** Population count is sometimes negative; this is important for governments to collect taxes and allocate the proper amount of funding to various infrastructure and social programs.

**Human Resource Planning & Overpopulation:** When organizations plan for the procurement of human resources, the overpopulation of society always works as an opportunity and gives the organizations stronger bargaining power. The benefits of an overpopulated society cannot be ignored and can be listed as:

- More people leads to greater human capital.
- Higher economic growth.
- Increased availability of labor
- Increase production, providing the opportunity to maintain lower prices, leading to increased demand.
- Increased consumption means more need.
- Better living standards lead to a healthy perception and processes, vital for a healthy organizational environment.

### Population and Growth of India

India's youthful population offers the potential for increased economic growth per capita. As the world's most populous country, with approximately one-sixth of the global population, India's age structure indicates that 67.49% of its citizens fall within the most productive age range of 15-64. Both farming and industries can benefit from the economies of scale that come with a larger labor force. With more people available to work, there is easier access to labor and a resulting increase in productivity, which can lead to economic growth. Additionally, other countries recognize India as a significant market opportunity due to its overpopulation.

In conclusion, overpopulation can be a valuable asset if managed effectively, as it expands labor and products, contributing to the economy's growth.

**(Prof. (Dr.) Neelam Mishra is an esteemed educator and expert in Human Resource Management. Prof. Mishra has three decades of rich academic experience, and her area of interest are Industrial Relations, Labor & Business Law, and Organizational Behaviour.)**



# Theme Articles



## The Road Ahead for India, The World's Most Populous Nation

Research conducted by scholars suggests that India has the largest population in the world. With a large population, a country can achieve prosperity by improving health and skill levels and leveraging its human resources and economic wealth.

When inexpensive labor is more accessible, it positively impacts market development, attracts foreign investors, and encourages the creation of innovative products. As a result, society feels pressure to adopt the latest technological advancements. Population growth has also fueled economic development, resulting in higher production rates and more self-employment opportunities. Any country with a sizable population can create a sizable workforce, and success in population growth leads to the development of labor and economic growth-promoting goods.

As a country's population grows, so does the potential for increased food production and manufacturing output. A larger population means a larger labor force and customer base, which can contribute to economic development and growth. However, population growth can also lead to environmental issues, resource pressure, poverty, and unemployment. As the most populated country in the developing world, India faces such difficulties and needs a solid population policy to address them. This will

tackle corruption, caste-based politics, inadequate infrastructure, poor education, and social inequality. With a comprehensive plan,

India can reverse these negative impacts and ensure its economic growth keeps pace with population growth. Interestingly, China learned this lesson when it was forced to alter its one-child policy in 1979 due to its positive impact on economic development.

**(Prof. Niraj Kumar Mishra is an educator and has an academic experience of 20 years. His core competency is in Economics, Mathematics, and Organizational Behaviour.)**



# Faculty Corner

## Transformation of the Healthcare Sector through Artificial Intelligence

The pace at which Artificial Intelligence (AI) is transforming healthcare is astounding. AI uses advanced analytics, machine learning, and natural language processing to revolutionize the healthcare industry by enhancing patient care and lowering costs. Bill Gates, a leader in the software industry and a business mogul, recently stated on his blog, GatesNotes, that we have entered the age of Artificial Intelligence.

Here are a few examples of how AI is being used to transform many aspects of the healthcare system:

**Telemedicine:** AI in telemedicine will help patients receive more individualized care and support. There will be less need for patients to see their doctors for advice on treatment and drug management if this technology is widely adopted.

**Patient monitoring:** AI can be used for patient monitoring through wearable devices such as smartwatches and fitness trackers. These devices can collect data on a patient's vital signs, remotely providing real-time input to doctors and enabling intervention if needed.

**Virtual Assistants:** Patient queries can be answered, treatment choices can be recommended, and appointments and drugs can be reminded of via AI-powered virtual assistants.

**Public Health:** AI can improve public health by sifting through mountains of data from sources like social media and government health records. Artificial Intelligence can aid public health workers in preventing the spread of disease by spotting patterns and trends that suggest a possible public health disaster.

**Medical Research:** Artificial Intelligence can help medical researchers save time by sifting through mountains of data to find promising leads.

**Medical Education:** AI can improve medical education by providing personalized learning experiences for students.

To sum up, AI will be a game-changer in the healthcare industry in the next years, significantly influencing both the quality of treatment provided to patients and the overall cost of healthcare. Precision medicine, drug development, medical imaging, and healthcare delivery to rural areas are just a few domains where AI is making a significant impact.

**(Prof. Manoj Kumar is an Associate Professor in Human Resources. He has rich academic and industry experience of 20 years and has competency in Human Resource Practices, Organizational Behaviour, Business Strategy, and Entrepreneurship.)**



# Student Corner

## Manipulation an Age-old Strategy Used by Marketers

Marketing is an essential aspect of any business, as it helps to create awareness and drive sales. Manipulative marketing can be described as a strategy companies use to influence customers in an unfair or unethical way. This approach often uses psychological tactics and emotional appeals to convince customers to buy products or services they may not need or want.

One common technique used in manipulative marketing is brainwashing. Brainwashing is repeated messaging and techniques designed to persuade someone to adopt a particular belief or idea, often to the point where they may no longer question it. Manipulative marketing and brainwashing can be particularly effective on vulnerable individuals or those susceptible to persuasion. For example, children, aged, and manipulative marketing tactics may more easily influence individuals experiencing financial or emotional stress. One of the most common ways that marketers manipulate customers is through the use of persuasive language. They use buzzwords, superlatives, and emotional appeals to make their products seem better than they are. For instance, they may use phrases like “limited time offer” or “once in a lifetime opportunity” to create a sense of urgency and make customers feel like they need to act quickly.

Another technique that marketers use is social proof. They show pictures of happy customers or use testimonials to make their products seem more desirable. They also use celebrities and influencers to promote their products, hoping that customers will want to emulate their idols.

It's important to note that not all marketing is manipulative or unethical. Many businesses engage in ethical and responsible marketing practices that prioritize the needs and well-being of their customers. However, it is essential for consumers to be aware of the potential for manipulative marketing and to be vigilant in their decision-making to ensure they are making choices that align with their values and needs.

**Abhimanyu Kumar, PGDM 2022-24**

## **Bihar Skill Development Mission- An Initiative by the Government of Bihar**

The Bihar Skill Development Mission (BSDM) is an initiative undertaken by the Government of Bihar to enhance the employability of the state's youth by providing them with relevant skills and training. Launched in 2010, BSDM aims to bridge the gap between the demand and supply of skilled manpower in Bihar and promote inclusive growth and development.

The primary objective of BSDM is to create a skilled workforce that can meet the needs of various industries and sectors within and outside the state. It focuses on identifying the skill requirements of different industries, designing skill development programs, and implementing them effectively. The mission collaborates with industry partners, training providers, educational institutions, and other stakeholders to achieve its goals.

BSDM offers a range of skill development programs and initiatives targeted at different sections of society, including school and college students, unemployed youth, and disadvantaged communities. It provides vocational training in various sectors such as healthcare, construction, hospitality, information technology, agriculture, etc. The programs are designed to impart technical and soft skills, ensuring the holistic development of the participants.

To ensure the quality and effectiveness of the training programs, BSDM follows a structured and standardized approach. It partners with reputed training providers and institutes to deliver high-quality training modules. Additionally, it emphasizes the importance of industry-relevant certifications and supports certification exams and assessments.

BSDM also focuses on creating a robust ecosystem for skill development by establishing Skill Development Centers (SDCs) across the state. These centers serve as hubs for training, assessment, and certification. They have modern infrastructure, state-of-the-art training facilities, and qualified trainers to deliver industry-aligned training programs. Besides training and skilling initiatives, BSDM facilitates placement and employment opportunities for trained candidates.

Overall, the Bihar Skill Development Mission plays a crucial role in enhancing the employability and socio-economic development of the youth in Bihar. By imparting relevant skills and training, it aims to empower individuals, reduce unemployment, and contribute to the overall growth of the state's economy.

**Saurabh Kumar, PGDM 2022-24**

## **Reading Culture: Need of Today**

For some people, reading is a hobby; for others, it is a task. Everyone participates in it, whether voluntarily or not; that is a completely different subject. A source of knowledge and solace, books have always been. Reading is a terrific approach to broadening your understanding of a subject and developing new perspectives. It affects how the mind is shaped. A reader's mind is expanded through reading due to new ideas and thoughts. Great texts have always shaped the future. A book has been used to spread many wonderful ideas. A reader can alter a person's perspective and affect a community's culture. Therefore, it is important to encourage reading in both schools and colleges.

A student must study novels authored by the greatest minds in history in addition to their course book. However, who reads these days? Nowadays, it's rare to see somebody holding a book in their hand. The cell phones we spend all our time on have taken their place. So it's not like we don't have time to read; we do, but we pay for it using the internet to our fullest capacity. Information overload and dwindling attention spans are serious problems in today's society. Reading is associated with geeks or older people. It is considered dull. A book that transports readers to a different universe is viewed as "not so cool." People who enjoy reading are becoming fewer and farther between. So what is the answer?

However, the same thing that causes distractions is also the answer to tablets or smartphones. If someone cannot purchase a Kindle, they can download applications similar to Kindle to access thousands of books. Some people may find it difficult to carry a physical copy of a book, but they may quickly download e-books onto their cell phones. In place of time wasted on pointless activities, one can read. This is one way to encourage and strengthen everyone's reading habits.

Finally, as the French novelist Jules Verne puts it, "We believe that instead of letting books grow moldy behind an iron grating, far from everyone's gaze, it is better to let them wear out by being read."

**Apeksha Sinha, BBA 2021-24**

## The Importance of Lateral Entry into the Indian Government Bureaucracy

Lateral entry into the bureaucracy refers to recruiting individuals from outside the traditional civil service ranks into senior positions within the government. The Indian government, like many other governments around the world, recognizes the need for lateral entry into the bureaucracy for several reasons:

1. **Specialized expertise:** The challenges governments face today are complex and multifaceted. Lateral entry allows the government to bring in individuals with specialized knowledge, skills, and experience in specific domains such as technology, finance, economics, and management.
2. **Fresh perspectives:** It brings in individuals from diverse backgrounds and sectors, including the private sector, academia, and non-profit organizations. These individuals often have different views, ideas, and approaches to problem-solving. Their fresh insights can help challenge existing bureaucratic norms, encourage innovation, and promote efficiency in decision-making processes.
3. **Accelerated reforms:** Lateral entrants can be crucial in driving policy reforms and implementing change initiatives. They bring a sense of urgency and a results-oriented mindset, which can help expedite decision-making processes, streamline bureaucracy, and foster a culture of accountability and performance-driven governance.
4. **Overcoming bureaucratic inertia:** Traditional civil services are often criticized for resisting change and slowly adapting to new challenges. Lateral entry provides an opportunity to inject new energy and dynamism into the bureaucracy.
5. **Bridging the skills gap:** Rapid technological advancements require governments to have professionals with up-to-date knowledge and skills. It allows for bridging the skills gap by recruiting individuals with expertise in emerging fields such as artificial intelligence, cybersecurity, data analytics, and digital governance. This ensures that the government can address the evolving needs of a digital and technology-driven world.

While lateral entry has its advantages, it is important to strike a balance between experienced bureaucrats and lateral entrants to maintain continuity, institutional memory, and expertise within civil services. Proper selection processes, adequate training, and appropriate mechanisms for collaboration and coordination between lateral entrants and career bureaucrats are essential for successfully integrating lateral entrants into the bureaucracy.

**Saurav Suman, PGDM 2021-23**

## Blissful Patna

Patliputra, the old capital of Magadh and modern days Patna, has been around for more than 2,000 years. With such an extensive past, monuments, museums, remnants, and historical structures can be found everywhere. Bihar must be on the bucket list of all ardent travelers, explorers, and history buffs with its two UNESCO World Heritage locations, the Nalanda University complex and the Mahabodhi Temple at Bodh Gaya. However, like many other ancient Indian cities, Patna faces several obstacles that impede its growth and development.

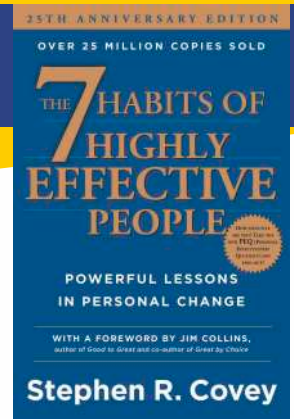
The paucity of fundamental infrastructure in Patna, such as roads, transportation, water supply, and sewage systems, is one of the city's most pressing problems. Developing these systems will enhance Patna's residents' quality of life and attract businesses and investors. Patna has many youthful people who require access to high-quality educational and skill development opportunities. Establishing different schools, colleges, and vocational training facilities can aid in developing a competent workforce that can contribute to the city's expansion.

The city is rich in natural resources, and government can offer incentives to attract businesses to encourage industrial growth. Furthermore, it is an essential and demanding development point because it will establish a significant employment hub. The city faces severe environmental problems like air and water contamination. Developing efficient waste management systems, promoting green initiatives, and encouraging renewable energy sources can help make the city more sustainable and environmentally friendly.

Finally, Patna has great potential for growth and development. The city can become a vibrant and prosperous metropolis by focusing on infrastructure development, such as the upcoming Patna Metro, premier education hubs like IIM Bodh Gaya, the Bihar skill development program, tourism development, startup and industrial development, sanitation, and environmental sustainability. Unfortunately, many productive and educated people leave the state to find employment opportunities elsewhere. As residents, we are responsible for working together to improve the state's future.

**Divyansh Golwara, BBA 2022-25**

# Book Review



## The 7 Habits of Highly Effective People Theme : A Timeless Guide to Personal Effectiveness

"The 7 Habits of Highly Effective People" by Stephen R. Covey is a transformational book that has become a cornerstone in the field of personal development and self-improvement. Each habit builds upon the previous one, creating a comprehensive framework for personal growth.

- 1. Be Proactive:** Covey emphasizes taking responsibility for one's life and choices to gain the power to shape circumstances.
- 2. Begin with the End in Mind:** This habit, emphasized by Covey, involves envisioning desired outcomes and aligning actions with personal values and goals.
- 3. Put First Things First:** Covey emphasizes the importance of time management and prioritization, encouraging individuals to prioritize activities that align with long-term goals and avoid distractions.
- 4. Think Win-Win:** Covey stresses the significance of seeking outcomes that benefit all parties involved. He advocates for collaboration and cooperation instead of competition, which leads to healthy relationships and synergy.
- 5. Seek First to Understand:** Then to Be Understood: Empathetic listening and effective communication are crucial for building trust and enhancing relationships. Understanding others' perspectives and needs leads to mutually beneficial solutions.
- 6. Synergize:** Covey values synergy through diverse perspectives, unlocking creative potential.
- 7. Sharpen the Saw:** This habit underscores the significance of self-renewal and perpetual development. Covey prompts individuals to prioritize their physical, mental, emotional, and spiritual health to maintain effectiveness over time.

"The 7 Habits of Highly Effective People" by Stephen R. Covey is a book that provides practical wisdom and principles for personal and professional success. The seven habits offer a comprehensive framework for enhancing effectiveness and leading purposeful lives.

Reviewed By: Dr. Jyotsna Rai

## Corporate Connections

### Meet the Leader Mr. Sanjiv Jha, Manager-HR, Bazaar Retail Pvt. Ltd.

Theme: Handling Human Resources and Relations

**Q1. As an experienced professional in HR, can you provide insights on establishing and fostering positive employee relationships?**

**Ans:** Having a positive work culture is crucial not only for employee satisfaction but also for retaining customers. Monetary incentives and allowances can motivate employees and create a healthy work environment, resulting in better output.

**Q2. What are some common workforce-related challenges that the retail industry frequently encounters? Can employee satisfaction result in more loyal staff members?**

**Ans:** Retaining employees in the retail sector is crucial. Sales associates make up 70-80% of our workforce. We offer training and development programs to keep them so they can learn and grow with us instead of leaving for a higher salary elsewhere.

**Q3. Do retail sector organizations, like Bazaar Kolkata, need to adopt a more compassionate approach towards their employees because this industry largely relies on manpower?**

**Ans:** At Bazaar Kolkata, we prioritize our employees' well-being and offer support for personal issues. Our employees can discuss any problems with their managers, who can provide advances and other benefits.

**Q4. As a new manager, we would appreciate your guidance on effective and efficient human resource management. What has been your key to success over the years?**

**Ans:** "Learning is the way to success." There is no secret to success, but as an HR Manager, it is important to have good social connections with market leaders, connect with employees regularly, understand their concerns, and stay organized in the workplace.



# Invited Talks/National Level Events/ Felicitation/Awards

- **Prof. Rohit Kumar** was awarded Executive Program in Financial Data Analytics certification from IIM- Kashipur in April 2023.
- **Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI** participated in the two days 3rd International Conference on Intelligent Systems, Cognitive Science and Knowledge Engineering organized by Dr. Babasaheb Ambedkar Marathwada University, Aurangabad Maharashtra, on May 8-9, 2023 as Keynotes speaker and Chief Guest in the valedictory session.
- **Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI**, has participated as the Chief Guest in the world telecommunications day celebration organized by the Institutions of Engineers, Trichy Center, on May 17, 2023.
- **Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI**, has been appointed as Pro-Chancellor of the Global Open University Nagaland on May 25, 2023.
- **Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI**, has participated in the two days 3rd international conference on Data Science in Bigdata Analytics organized by Sri Aurobindo Institute of Technology, Indore, and IEEE Madhya Pradesh section on June 16 & 17, 2023 as a Guest of Honor in the Inaugural session and Chief Guest in the Valedictory function.
- **Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI**, was felicitated by the Chairman of the Prestige Group of Industries and Institutions while his visit to the Prestige Institute of Management and Research on June 17, 2023.

## Placement Drive & Testimonials @IIBM

### Few Placement Testimonials:

“The overall college life of two years with IIBM was outstanding. The faculties were dedicated, inspiring and helped me a lot in not only my studies but also had a strong emotional support. I am thankful to my institute and placement cell for bagging a couple of placement opportunities. Still, finally, I chose Planet Spark, Gurugram, Haryana, as Business Development Counsellor.”

**Ankesh Ankit, PGDM 2021-23 Batch**

**Specialization - Marketing / HR Selected & Placed by Planet Spark, Gurugram, Haryana as Business Development Counsellor**



“IIBM had a deep impact on both my personal and professional life, providing an environment that fostered education, entertainment, culture, and other enriching experiences. The teachers were very committed, encouraging, and supported me academically and emotionally. I joined Canon as a Management Trainee at Patna.”

**Aditi Singh, PGDM 2021-2023 Batch**

**Specialization Marketing/Finance Selected & Placed at Canon, Patna, Bihar as Management Trainee**

“I completed my BBA (2018-2021) and PGDM (2021-2023) from IIBM. The five years were worth cherishing. The industry-oriented academics, interactive corporate sessions, and the support of my faculties have helped me grow my overall personality and helped me get a profile of my choice and I'm grateful to be a part of the IIBM family”.

**Megha, PGDM 2021- 23, Batch**

**Specialization Marketing/Finance Selected & Placed at Aakash Institute (Byjus), Patna, Bihar as Business Development Counsellor**



“I completed my PGDM in 2021-23 at IIBM. All teachers provided consistent support, guidance, and motivation. Harvard Mentorship Program, Expert Talks, and Soft Skills classes were beneficial in my participation in placement drives. Finally, I feel fortunate to have been hired by Ujjivan Small Finance Bank, Patna, as I always wanted to work in the financial industry.”

**Kumar Ankit, PGDM 2021-23 Batch**

**Specialization Marketing/ Finance Selected & Placed at Ujjivan Small Finance Bank, Patna, Bihar as Executive Trainee - Micro Banking**

# Placement Drive & Testimonials @IIBM



“Being a student at IIBM was one of the best times of my life. I'm grateful for the opportunity to work in the IT sector with V-Dart (HCL) after finishing my BCA (2020-2023). My success is a result of the hard work of my family and teachers, and I am grateful to our institute for giving us a chance to get attached to the industry.”

**Piyush Kashyap, BCA 2020 – 23 Batch**

**Offered by VDart (HCL), Noida/Chennai/Bangalore as a Technical Analyst -L1**

“It was a great experience being a student at IIBM. After completing my BBA (2020-2023), I am happy to be placed with Bazar Kolkata, Noida. I owe my achievement to my parents and teachers, and special thanks to our management and placement cell for providing us with such opportunities.”

**Ujjwal Kumar, BBA 2020 – 23 Batch**

**Offered & Placed at Bazar Kolkata, Noida, U.P. as a Department Manager**



“I attended IIBM from 2020–23 for my BBA program. The combination of career-focused coursework, hands-on corporate training, and faculty guidance allowed me to develop into a well-rounded individual and land the job I wanted. I am thankful to be a part of the IIBM family.”

**Sannidhya Snehal, BBA 2020 – 23 Batch**

**Offered & placed at VIVO Mobiles Patna, Bihar as a Management Trainee**

“Attending IIBM was truly a pleasant experience of my life. Thanks to V-Dart (HCL), I was able to dive into the world of IT after finishing my BCA (2020-2023)”.

**Riya Arya, BCA 2020 – 23 Batch**

**Offered by VDart (HCL), Noida/Chennai/Bangalore as a Technical Analyst -L1**



## Students Salary Package:

(PGDM) Highest – 11.25 L.P.A., Lowest Package: 3.60 L.P.A. & BBA/BCA Average Package: 3.00 L.P.A.



*Wishing Good Luck*

TO OUR PASSING OUT STUDENTS OF  
BATCH-2023, PGDM, BBA, & BCA



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