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## Editorial Board

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**Chief Patron:** Prof. (Dr.) P.R. Trivedi, Founder  
**Patron:** Prof. (Dr.) Rohit Singh, Group Director

## IIBM Patna

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



Vintage collection: Inaugural function of IIBM's first batch in the year 1979

## From Editor's Desk

Dear Readers,

Welcome to the second edition of our IIBM newsletter, Prabodhan. In this issue, we delve into the dynamic and pivotal landscape of India's 2024 elections. As our nation stands on the brink of a significant democratic exercise, we aim to provide insight into the emergence of elections as a fundamental aspect of democracy. Presently, India proudly holds the distinction of having the world's youngest voter base, adding an intriguing dimension to the upcoming elections.

This edition not only hunts into the political fervor gripping the country but also celebrates the exceptional accomplishments of our students and faculty. From innovative and interactive projects to outstanding performances in extracurricular activities, our campus is alive with innovation and creativity. We are proud to share these activities that showcase the dedication and talent that define our institution.

We are delighted to emphasize the recent campus drives and internships that have effectively connected our students with prominent companies, laying the groundwork for promising careers and professional advancement. The alignment between our academic curriculum and industry requirements ensures that our students are well-prepared to meet the challenges of the modern workplace.

We proudly celebrate the academic and non-academic contributions of our esteemed faculty and dedicated students. Their on and off-field research, active social involvement, and innovative work continue to make profound impacts across various fields. Their unwavering dedication and hard work stand as a testament to the intellectual vigor that defines our institution.

We hope you find this issue informative and engaging. We always appreciate your feedback and suggestions to improve and serve you better.

Happy Reading!

Warm Regards

**Dr. Jyotsna Rai**

Associate Professor



# Group Director's Message



**“If I have seen further than others, it is by standing upon the shoulders of giants.” - Issac Newton**

Let me take you through what our Founders Dr. P. R. Trivedi and Dr. U. K. Singh had analysed and proposed in the year 2019 for the overall development of Indian young people and is still relevant:

**1.1 Principles :** Dr. P. R. Trivedi and Dr. U. K. Singh believe that the key issues for India's young people are:

- a) access to secure, affordable and appropriate long term housing;
- b) meaningful work and a competency based wage system;
- c) access to education and training;
- d) a clean and healthy environment;
- e) access to diverse cultural and recreational facilities;
- f) access to reliable and affordable transport;
- g) access to a living environment which is free from the threat of physical or emotional abuse or discrimination of any kind; and
- h) access to health services which focus on the social, economic and environmental factors that impact on the lives of young people.

Information about services available to young people must be accessible and comprehensible. They oppose all forms of ageism, and support initiatives to counter this, including public education and affirmative action.

Recognising that young people have a positive contribution to make to society, we support representation from young people at all levels of Government. Young people must not only play a central role in formulating those policies which affect them, but they should be included more widely in general policy formulation.

**1.2 Goals :** Dr. P. R. Trivedi and Dr. U. K. Singh believe that we will:

1. facilitate processes which allow young people to express their needs and aspirations at all levels of Government, as well as in their own communities;
2. listen to young people through regionally based Youth Advisory Committees comprising representative groups of young people with a range of interests and skills, who will meet to discuss ideas, initiatives and solutions to problems, as well as provide feedback and advice on Government programmes. These Advisory Committees will have input at both state and national levels, to assist with greater coordination of national, state and local initiatives;
3. support the right of people from the age of 16 years to vote and to hold public office, in recognition of the increasing awareness of and responsibility towards current issues of young people.

## 1.3 Short Term Targets

**1.3.1 Unemployment :** We will work towards the implementation of a national employment strategy for young people, to be administered at a local level with a focus on facilitating community development.

Local Employment Committees will be established. They will provide vocational training, financial support and the development of job opportunities which address needs within local communities and promote green jobs.

We also support greater representation of young people on regional economic organisations and greater recognition of community-based organisations which will finally generate environment friendly and sustainable as well as socially useful employment opportunities.

All labour market and training programmes must be developed in consultation with young people and should not be discriminatory on any grounds, including age.

**1.3.2 Education :** Our education system must be able to provide the intellectual and social skills necessary for confronting the social and environmental problems now facing India. The skills and knowledge of indigenous as well as non- indigenous ancestry and culture must be shared with our young people to give them an understanding of the basic solutions to our cultural crisis.

# Group Director's Message

We are committed to:

- a) diverse and inclusive curricula at the school level;
- b) supportive school environments that cater for social and academic development and raise self-esteem;
- c) support for early intervention programme;
- d) more flexible pathways to employment and training;
- e) increased emphasis on training in life skills;
- f) ensuring that training programmes are relevant and accessible, and that they are directly connected to ongoing employment opportunities; and
- g) civic education to enable greater understanding of and participation in all spheres of Government.

**1.3.3 Youth Justice :** The recognition of young people's issues and needs is inadequate in India's legal system. Young people often feel regulated by the law but without adequate access to and support from the legal system or their legal rights. Young people should be protected from violence, discrimination and exploitation.

We support:

- a) immediately establishing a Children's Bureau including a Commission for Children as well as a Children's Ombudsperson; and
- b) the development of a Children and Youth Justice Strategy which would include community legal education and an advocacy programme for young people.

**1.3.4 Health :** There are many serious health issues facing young people in India. Good health is closely connected to lifestyle. While young people should be encouraged to take responsibility for their own health, we recognise that physical and emotional wellbeing is often compromised by inadequate access to appropriate housing, income support, meaningful work, creative or recreational opportunities as well as by degradation of the environment. An integrated and holistic approach to health policy is necessary. Recognising the urgency of the problem, we support the development of strategies to deal with youth suicide and mental health problems among young people. We also support increased HIV/AIDS education and more preventive programme targeted to young people with eating disorders.

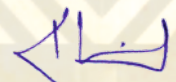
**1.3.5 Housing :** The number of homeless youth in India is increasing and projections suggest this situation will worsen in the future. Adequate housing and especially secure long term housing are fundamental to young people working towards their chosen lifestyle. We support facilitation of community housing and housing cooperatives in urban areas as a means to servicing the young homeless. We support co-housing and all other forms of multiple occupancy. Young people should be involved in the planning and development of housing appropriate to their needs.

**1.3.6 The Environment :** Young people have a clear interest and concern in the wellbeing of the planet. Respect for the environment is essential to the security and wellbeing of future generations.

We support community-based employment, housing and cultural activities which increase the quality of life and empower young people without consuming vast amounts of resources and generating excessive waste.

We encourage Government support and facilitation of innovative environmental projects including urbanised community farms as well as gardens, alternative housing construction, design, energy conservation and alternative energy generation, recycling and secondary resource management.

The message from our Founder Directors emphasizes the vision of Dr. P. R. Trivedi and Dr. U. K. Singh for the development of Indian youth, focusing on key areas such as housing, employment, education, health, and the environment. They advocate for youth involvement in policy-making and support initiatives to combat ageism. Their goals include establishing Youth Advisory Committees and granting voting rights to 16-year-olds. Short-term targets involve creating employment strategies, enhancing education systems, improving youth justice, addressing health issues, and providing secure housing. The overarching aim is to empower young people to contribute positively to society while ensuring sustainable development.



**Prof. (Dr.) Rohit Singh**  
Group Director

## Exciting eSports Tournament Showcases Gaming Talents

IIBM's inaugural eSports tournament on April 01, 2024, captivated students with a BGMI Tournament, emphasizing teamwork and fierce competition. Faculty members, including the Director of Academics, witnessed the event, highlighting institutional support. Custom rooms facilitated team-based competition, showcasing participants' abilities. Prizes, including trophies and certificates, recognized dedication. Roles included hosting by Piyush Nath, gameplay crew by Satyam Shivam, Kanhaiya Shaw, and Mohammed Taha, and analysis by Abhijeet Singh. Volunteers ensured seamless organization amidst spirited competition from 16 teams. All participants received certificates, celebrating their participation and sportsmanship. The event was entertaining, engaging, and focused on teamwork, coordination, and fierce competition.



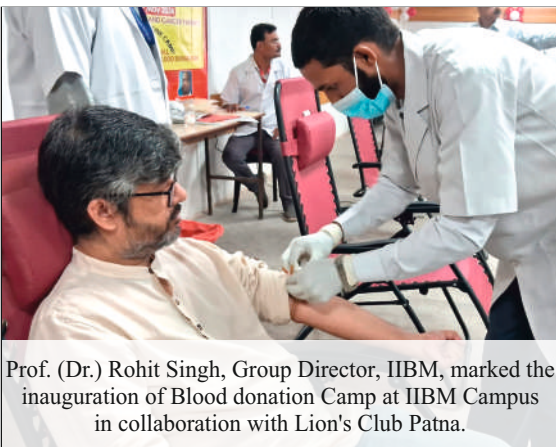
## Unveiling Success Stories: Master Cracker Podcast Series Premieres

Master Cracker, an inaugural episode of a podcast series on April 18, 2024, was released, sheds light on the exceptional accomplishments of PGDM students who excelled in the rigorous placement drive, presented with great pride by IIBM. The inaugural episode was hosted by Ehtesham (BBA 2023-26) and showcased Ms. Arya Parmar (PGDM 2022-24), who discusses how she obtained esteemed positions at Ujjivan Small Finance Bank via interviews. In this fascinating episode, Arya Parmar imparts invaluable insights into the obstacles, victories, and anecdotes that contributed to her triumph in the intensely competitive placement process. Under the direction of Prof. Rohit Kumar and Prof. Amit Choudhary, it was edited by Md. Ehtesham Ahsan of the CED-affiliated Wenovate Club, the podcast promises to be an engrossing examination of perseverance and determination.



## Workshop on Application of Data Structure

The Department of Computer Science, IIBM Patna, organized the Workshop Series on the Application of Data Structure for its BCA students on May 06, 2024, at IIBM. Mr. Nishant Krishna, founder of Visiminds Technology, Bengaluru, mentored the session. The workshop highlighted a basic understanding of data structure, advanced linear data structure, and specialized data structures. The students also had a discussion session on cracking coding interviews and real-world problem scenarios.



## Blood Donation Camp

Lion's Club Patna Central and Jai Prabha Model Blood Bank, in collaboration with IIBM- Patna, organized a blood donation camp at IIBM Campus on May 08, 2024. Blood donation is a critical and selfless act that directly impacts the well-being and survival of needy patients, thus making a more significant contribution to society. Lion's Club and Jai Prabha Model Blood Bank have been organizing such camps to make the process convenient for donors and ensure a stable and reliable supply of blood for healthcare institutions. The center witnessed massive Voluntary participation and awareness related to blood donation. Their donation can make a significant difference in the lives of those who depend on this life-saving resource.



## Community Engagement Program for Cancer Patient Children

On May 13, 2024, CED Patna students under the flagship of IIBM had an opportunity to get involved in a community engagement program at Mahavir Cancer Sansthan, Patna. The program was undertaken with the objective of bringing smiles to the faces of children with cancer and fostering a sense of compassion and empathy among the participating students. The initiative was undertaken by Aniket Burnawal of BBA with fellow CED interns and some volunteers and guided by Prof. Amit Kumar. The students organized an interaction session with children, during which these children's patients participated in drawing, coloring, singing, and in-house games. As a gesture of goodwill, IIBM students distributed healthy and constructive utility gifts to these children's patients. These children also received participation certificates on behalf of IIBM & CED Patna.



A day devoted to societal cause: Student Interns and Volunteers of BBA & BCA spending a day with Cancer Patient Children at Mahavir Cancer Sansthan, Patna.

## Tech Converge 2024: Uniting Minds, Crafting Solutions

On May 18, 2024, students of IIBM and ZHI participated in Tech Converge 2024. It was attended by students from BCA, BBA, and PGDM. The session included interesting case studies in four essential domains: human resources, marketing, technology, and finance, each domain headed by faculty mentors Prof. Ritika Singh, Prof. Amit Choudhary, Prof. Madan Mohan Singh, and Prof. Akanksha Singh. In Finance, teams navigated market fluctuations and investment strategies, while Human Resources cases demanded strategies for effective talent management and organizational development. Marketing enthusiasts developed cutting-edge campaigns to capture consumer attention, and Technology buffs crafted solutions leveraging the latest in AI and digital advancements. Tech Converge 2024 was a testament to students' ability to think critically.



## IIBM-ZHI 45th Annual Cultural Celebration

IIBM-ZHI Group of Institutions proudly celebrated its 45th annual cultural event on May 24, 2024, at Rabindra Bhawan. Approximately 30 students showcased their talents in various dance and cultural performances. The event featured the renowned Rajasthani poet and artist Rahgir as the esteemed chief guest. Attendees, including students, faculty, staff, and their families, thoroughly enjoyed the vibrant performances and Rahgir's captivating singing. The event was graced by the presence of Dr. Samir Kumar Singh (MLC, Bihar Vidhan Parishad), Prof. (Dr.) A.K. Nayak (Advisor, IIM-ZHI Groups of Institutions), Prof. Gauri Shankar Panday (Director of Finance), Prof. Ganesh Panaday (Director of Academics), Dr. Vinay Kumar Singh (Director of Dr. Zakir Husain Institute), Prof. Fazal Ahmad (Principal, Paramedical), Dr. Rohit (Executive Director, IIBM-ZHI), Dr. Jyotsna Rai, and all the faculties and staff of the IIBM-ZHI Group, Patna.



Mr. Rakesh Singh, CTO- Spartan Nash, USA interacting with students of BBA & PGDM in the Meet the Leader Program at IIBM Patna

## Meet the Technology Leader

On June 4, 2024, IIBM organized a motivational session titled "Play to Win," featuring Mr. Rakesh Singh, the CTO of SpartanNash, in Chicago, USA. The session was inaugurated by Prof. (Dr.) Rohit, Executive Director IIBM-ZHI Group of Institutions. The session witnesses the presence of all faculty members and students of BBA, BCA, and PGDM. During the session, Mr. Rakesh shared his personal journey and underscored the importance of perseverance. He discussed the significance of identifying one's life purpose, embracing rejection, learning from failures, and developing a resilient attitude. Mr. Rakesh also engaged the students in an interactive game and shared key principles such as



"Success is not accidental" and "Luck is nothing more than probability." He highlighted the 80-20 Pareto rule and the Japanese concept of Ikigai, emphasizing the importance of skill enhancement and self-discovery in achieving personal and professional goals. Overall, the session aimed to inspire students to identify their interests, cultivate their skills, and define their own perspective of success.

## World Environment Day

On June 05, 2024, IIBM Patna students under the mentorship of CED- Patna embraced a pledge towards sustainability on World Environment Day, where the students of 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 adopted a sapling and pledged to take care of it. Students were handed over the saplings from their faculty members, and all students pledged to greener, cleaner, and healthier plants and to conserve energy as a step towards sustainability.



Students of BCA & BBA pledging towards maintaining a sustainable environment by adopting a sapling and nurturing it on World Environment Day.



Students of BCA & BBA under supervision of Prof. Kaushambi displaying their creative skills with poster making for awareness on world day against child labour.

## World Day Against Child Labour

On June 12, 2024, under the mentorship of Prof. Kaushambi Kaushal and Prof. Rohit Kumar, IIBM organized a poster-making competition for all the batches of BBA, BCA, and PGDM to mark the World Against Child Labor. Child labor is one of the biggest drawbacks of society. Every child on this planet must be loved and have a better life. However, due to social issues, this curse still prevails and persists worldwide. To make a better society and to improve the condition of these children, IIBM initiated creating awareness in the minds of the younger generation in and around their surroundings. Therefore, IIBM has taken the initiative to educate its students and society. Students were made aware of the drawbacks of

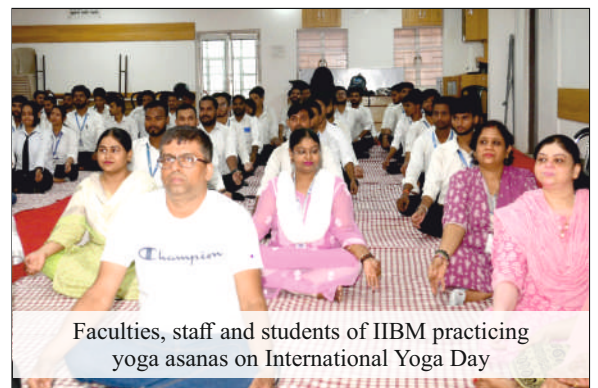
society and how they can make a beautiful world by helping at least one child under Child Labour. Students from different departments created beautiful artwork to depict Child Labour and its prevention.

## World Blood Donation Day

Under the guidance of Prof. Kaushambi Kaushal, on June 14, 2024, IIBM initiated an awareness program where the students of BBA, BCA, and PGDM were made to understand why donating blood is so important for them and the process of donation. Students were amazed by the relevance of blood donation and its utility in someone's life.

## International Yoga Day

On the occasion of International Yoga Day, i.e., June 21, 2024, IIBM witnessed the tranquillity of yoga. The presence of eminent yoga instructor Shri Vijay Kumar from Patanjali Yog made the students realize the benefits of practicing yoga. Students, along with teachers and other staff members, showed their endeavor and participated enthusiastically in the event. The instructor made students perform various asanas and other yoga exercises for their physical and mental well-being. Students also learned that yoga not only makes the body healthy but also brings peace to the mind. The event rejuvenated the health, mind, and soul of the participating members.



Faculties, staff and students of IIBM practicing yoga asanas on International Yoga Day

# Faculty Corner

## Value and Ethical Transformation of Media in Indian Perspective

Media, the fourth pillar of Indian democracy, helped unveil and shape the landscape of public opinion and facilitate the flow of information. Media changed from the source of communication to the onset of Broadcast, Print, and Digital Media. Ethics is a testimony of philosophy that describes the code of conduct of doing and choosing between right and wrong. Media ethics is complex because it deals with ordinary people, their situations, and circumstances. Media ethics is a well-defined part of the “Ethics of Journalism” where the principles and morals of journalists come into play.



“The Society of Professional Journalists” has four codes of conduct:

- a. Seek truth and report it
- b. Minimise harm
- c. Act independently
- d. Be transparent and accountable

The ethics of journalism must address content manipulation, distinguish public interests, respect individual privacy, and maintain confidentiality. In India, the media has freedom and legal safeguards, but this freedom is sometimes misused to manipulate public opinion. This change started when the broadcast channels were converted into 24X7 channels, and media houses became more power-hungry. In recent times, there has been increasing concern about the relationship between media houses and elected representatives in India. Some observers have expressed the view that the freedom of the press is being compromised due to political interference. For instance, there have been allegations that media houses manipulated the exit polls of the 2024 General Election to favor a specific political party.



“B. garrison (1996)” said that “New Communication Technology (NCT) brought forth a set of opportunities and challenges for conventional Media”. The advantages brought by NCT are flexibility, instructiveness, proximity between sender & receiver, instant feedback, and easy accessibility, but these advantages put lots of pressure on traditional media like newspapers, radio, and television. To sustain themselves in the current world of communication, they have to become dependent on scandalous, sensational news items, which has compromised the ethics of Media. This pressure is reflected in news items that are presented in these media forums.

Media was known for its accuracy, precision, impartiality, objectivity, and public accountability. This code of conduct of media ethics has come under threat, and journalists have come under the scanner because they overlooked the ethical aspects of their profession. It's because of sensationalism, increasing readership or viewership, pressure from the owners of Media houses, or political power. Only journalists can make these things correct by becoming sensitive, analyzing themselves, and providing unbiased and unopinionated news.

**(Prof. Kaushambi Kaushal is an Assistant Professor of Marketing & International Business. Prof Kaushambi is pursuing a Doctorate in International Business on “Socio-Economic Impact of CPEC on Indian Trade with Asian Countries”. She has a rich 11 years of academic experience and specializes in Marketing Management, Advertising, General Management, and International Marketing. Prof. Kaushambi has published research articles in national and international journals and has also authored a book named Tishnagi.)**

# Theme Articles

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# V



# OTE

DESH KE LIYE

YOUR VOTE  
MATTERS



## Inaugural Elections: India's First Celebration of National Unity and Pride

Voting is an essential element of any democratic nation since it allows for the unimpeded exchange of ideas. India, the largest democratic nation on Earth, is preparing for its upcoming general election in 2024. The consequential political conflict will determine the trajectory of the nation as citizens exercise their right to vote. The upcoming election will serve as a pivotal assessment for India's democratic institutions and its capacity to become a prominent global force. Various political parties in India are showcasing their manifestos in order to capture the interest of the online community. The Indian elections also observe coalition dynamics as political groups work to enhance their strength. Both established parties are establishing alliances, and new parties are emerging with novel ideologies.

Independent India conducted its inaugural general elections from October 25, 1951, to February 21, 1952. Approximately one-sixth of the global population took part in the extensive endeavour, rendering it the most extensive election of its time. The parties were vying for a total of 489 seats. The Indian National Congress secured a resounding victory, capturing 364 seats and accounting for 45% of the total seats polled. The Communist Party of India, having secured a total of 16 seats, assumed the role of the primary opposition party. Pandit Jawahar Lal Nehru was elected as the first Prime Minister of independent India through a democratic process.

Although the nation's leader initiated the process of implementing elections in July 1948, there was a lack of legislation regarding the procedures for conducting votes. Dr. Bhimrao Ambedkar spearheaded the drafting committee responsible for formulating the constitution. The constitution was officially ratified on November 26, 1949, and subsequently implemented on January 26, 1950. On that day, India was provided with the regulations and regulations required to carry out elections, signifying the ultimate conversion of the country into the Republic of India. Sukumar Sen, the first Chief Election Commissioner of independent India, was entrusted with the arduous responsibility of holding elections.

However, conducting elections on such a vast magnitude proved to be a complex undertaking. Several obstacles had to be surmounted, including substantial population size, with 85% lacking literacy skills, difficulties in constructing polling stations, and shortages of food at the voting booths. However, when the long-awaited moment arrived, a significant proportion of 47.5% of the population emerged from their residences and exercised their right to vote. India emerged as the largest democracy, where the government is established by and for the citizens.

Elections, regardless of whether they are in their early stages or have matured, can only flourish when individuals actively participate and congregate at polling stations. Hence, it is imperative that you exercise your suffrage and persist in casting your vote and selecting candidates.

Wishing you a joyful election!

**(Prof. Ritika Singh an Assistant Professor of Human Resources at IIBM. Prof. Singh is a Master in Business Administration and UGC NET qualified. Prof. Singh has an endeavor for education and is interested in the teaching profession. She is well-equipped in areas like Human Resource Management, Business Law, and Industrial Relations.)**

# Theme Articles

## Changing Role of Youth in India's Electoral Democracy: A 21st Century Perspective

The role of youth in India's democratic system has changed since 2001 due to factors like population transitions, technological progress, socio-economic transformations, and shifting political dynamics. Understanding this transformation provides valuable insights into the opportunities and challenges of involving young people in the democratic process.

India has a large youth population, with over 65% under 35. This has impacted electoral results, making young voters crucial for political parties. Efforts to boost voter registration among the youth have increased election participation.

The widespread adoption of technology and the internet has been crucial in galvanizing the younger generation. Social media platforms such as Facebook, Twitter, Instagram, and WhatsApp have emerged as influential instruments for political campaigns and the mobilization of voters. The hashtag "Abki Baar Modi Sarkar" gained widespread popularity, effectively summarising the party's campaign theme and serving as a rallying call for its followers. The hashtag campaign #Mufflerman transformed Kejriwal's distinctive silencer into a representation of his humble and relatable persona, thereby captivating voters through humor.

The voting behavior of young people is now more focused on important issues rather than caste or religion, thanks to higher education and political awareness. Efforts to increase political awareness have also led to a more politically active younger generation. Changes in the economic and socio-economic landscape have positively impacted the perspectives and priorities of young people. They now prioritize issues such as job opportunities, education, healthcare, and infrastructure, and there is also a greater need for regulations to support business and innovation due to the increase in entrepreneurship.

In recent years, there has been an evident increase in the electoral engagement and outspokenness of youth. The India Against Corruption campaign, the Nirbhaya movement, and the Paper leak have seen considerable involvement from the youth, showcasing their willingness to actively participate in political action. Over time, there has been an increasing tendency of young politicians and the establishment of youth wings within political parties. These initiatives aim to provide opportunities for young individuals to have a say in the governance process.

While the youth have become a powerful force in India's democracy, there are still many challenges and opportunities ahead. The rise of advanced technologies, such as AI, along with information technology and communication, has led to the widespread dissemination of false news on social media. Many young people, without critically evaluating the accuracy of these news items, often succumb to their influence and become enmeshed in the attractive promises of political parties. Considering these challenges, it is crucial for young voters to actively engage in the voting process with discernment and integrity and by making informed decisions based on commitments focused on social progress. To keep young people engaged, we must address these concerns. We can help by encouraging young people to take on healthy leadership roles at universities, in political parties, and in government. By creating policies that meet the specific needs and goals of young people, we can ensure they continue to take part in the democratic process.

The role of young people in India's electoral democracy has significantly transformed since 2000. The youth, a crucial voting demographic, have the capacity to shape India's democracy. India can help its young population contribute to the democratic process and the nation's growth by addressing obstacles and leveraging opportunities..

**(Dr. Vinay Kumar Singh is the Director of Dr. Zakir Husain Institute, Patna. Dr. Singh has a very rich academic and administrative experience of 24 years. Dr. Singh has been professionally associated with many technical associations, including CSI Chapter Patna. He has expertise in subjects like Java, Visual Basics, C++, Python, ERP, VB. Net, ASP.Net, Linux, and Oracle.)**



# Faculty Corner

## Difference Between Interim Budget and Union Budget

Article 112 of the Indian Constitution mandates that the Government of India presents a statement detailing its expected income and spending for a particular financial year, known as the 'annual financial statement,' to both Houses of Parliament. The Centre requests clearance from both houses to take the required amounts from India's consolidated fund, which both houses must approve. During an election year, the current government cannot propose a comprehensive budget due to the possibility of a new administration taking office following the election. Therefore, an interim budget is required. The absence of a constitutional provision for an interim budget allows the center to request the lower house's approval for the necessary money during the transition period (April–July) until the next administration produces a complete budget using the votes on account provision.

The Central Government provides an interim budget when there is insufficient time to introduce a complete budget due to an impending general election. The finance minister presents it at the joint session of Rajya Sabha and Lok Sabha.

The interim budget contains detailed records of expenses and revenue for tax purposes until the new administration takes office. It also includes a vote-on-account approved by the Parliament to oversee spending. An interim budget is a temporary total budget outlined in Article 112 of the Constitution of India, providing the government's projected revenue and spending for the year. It is also known as the yearly financial statement.

Every fiscal year requires the presentation of a union budget before the commencement of a new fiscal year. The union budget is a financial statement and a forum for economic reforms. The union budget aims to enhance the nation's economic situation by equitably distributing resources, decreasing poverty, and raising per capita income. An interim budget is provided just before a general election when the federal government lacks sufficient time to present a complete budget. It is a setup for the transitional phase.

The Union Budget, also known as the annual budget, is presented by the central government in Parliament. An interim budget does not need to be deliberated in the Lok Sabha. It consists of two parts: one accounting for the government's past income and expenses and another outlining the government's strategy for national development. The budget also details the government's allocation of funds for social welfare initiatives and revenue generation through taxation. An interim budget is presented 2 to 4 months before the general elections. The Union budget is the government's principal financial statement for the fiscal year. The interim budget does not incorporate the revenue generated from taxes.

**(Ms. Shreeta Rani is an Accounts officer with IIBM. She has a sound academic base in commerce and ten years of expertise in office accounting and management.)**



## "खेल छात्र जीवन का एक अनिवार्य हिस्सा है"

खेल छात्र जीवन का आवश्यक हिस्सा है। स्वस्थ शरीर और दिमाग को विकसित करने के लिए खेल महत्वपूर्ण भूमिका निभाते हैं। जो शारीरिक के साथ मानसिक विकास में मदद करते हैं। लगातार पढ़ाई के दौरान कई बार तनाव की स्थिति होती है। ऐसे में खेल इस तनाव को दूर करने का बेहतर माध्यम है। खेल के मैदान में छात्र को तुरंत निर्णय लेने और तनाव में आने वाली समस्याओं को तेजी से हल करने की जरूरत होती है। इस तरह की चीजें आपके मस्तिष्क को तेजी से कार्य करने और अच्छा कार्य करने के लिए प्रशिक्षित करती है। जो छात्र जीवन और परीक्षा की तैयारी का एक महत्वपूर्ण पहलू है। एक छात्र के जीवन में वांछित शैक्षणिक प्रदर्शन और परीक्षा की तैयारी के स्तर को प्राप्त करने में खेल महत्वपूर्ण है।

"आओ सभी आज मैं तुमको एक बात बतलाऊँ, खेल कितने महत्वपूर्ण ये तुमको समझाऊँ।

खेलों की दुनिया का जादू खेल हमें सिखलाते, खेलने से ही सभी लोग सेहत खूब बनाते।

खेल खेल में जीवन के सब बिगड़े काम बन जाते, हार जीत से ऊपर उठकर हम आदर्श बनाते।"

**(Mr. Rahul Kumar is associated with IIBM as a Front Office Officer and a Counsellor. He has a bachelor's degree in Mathematics and has work experience of 15 years in this field.)**

# Student Corner

## The Significance of Sports in One's Life

Throughout history, sports have not only united individuals and promoted physical fitness, but they have also played a significant role in personal development. They teach valuable life lessons such as collaboration, self-control, and perseverance. Engaging in sports encourages a healthy lifestyle and imparts skills like effective time management and goal setting, as well as fostering teamwork, sportsmanship, and leadership abilities. This personal development, in turn, contributes to the overall economic growth of a nation.

Engaging in sports can positively impact physical, mental, and social development by uniting individuals and fostering a strong sense of belonging within communities. Engaging in sports may impart vital life skills and cultivate a strong sense of discipline and commitment. Engaging in activities ranging from casual play with friends in the park to participating in professional leagues not only enhances time management skills but also boosts efficiency and productivity in both personal and professional domains. Sports enhance students' cognitive abilities, augmenting their self-assurance and sense of value.

In general, sports play a crucial role in the development and advancement of any country. Sports offer a platform for individuals to unite, commemorate their collective heritage, and collaborate towards mutual objectives.

**Sundaram Thakur, BBA (2022-25)**

## Is a cashless India Beneficial or Detrimental?

What is your preferred method of payment as a customer? Would you rather opt for the convenience of making a quick and effortless payment by scanning a QR code with your mobile device, or would you prefer the traditional method of carrying 90 GSM notes and pence in your wallet to pay the merchant?

The majority of individuals in contemporary society would pick the second choice as the most morally upright. Nevertheless, research conducted by IIIT Delhi reveals that 75% of respondents have reported a rise in their expenditure after adopting the e-payment method. In January 2024, India had the biggest volume of online transactions, with 18.4 lakh crore UPI payments. This expenditure resulted in a reduction in savings and a rise in consumption. However, it's important to note that the act of giving five 500-rupee notes is more agonizing than making two 500-rupee payments via UPI. This suggests that while a cashless system may have its drawbacks, it also offers certain conveniences that should be considered. Nevertheless, the implementation of the UPI system has brought about a dramatic transformation in India. Currently, there is a noticeable absence of queues in front of ticket counters, billing counters, and ATMs. Additionally, it is uncommon to observe individuals carrying large amounts of cash to make purchases. UPI has significantly reduced the amount of time, energy, financial resources, and human lives that have been expended. Even at the most basic level of commerce, including hawkers, tiny vendors, and roadside booths, the introduction of online payment options has enabled them to reduce costs. This is due to the fact that they receive their money immediately into their accounts, which prevents them from making superfluous payments. As online purchases have become more prevalent, criminals have adapted to commit cyber fraud, which is a pervasive problem affecting individuals constantly.

Therefore, it can be asserted that the concept of a cashless India is a commendable endeavor, particularly in the context of sports. With a cashless system, sports events can be more efficiently managed, ticket sales can be streamlined, and financial transactions can be made more secure. This is provided that the users possess knowledge and complete authority over the movement of their funds.

**Divyansh Golwara, BBA (2022-25)**



# Student Corner

## Can Money Mend the World?

The financial industry has long prioritized profits over social impact, but impact investment is changing that. Imagine an investment that not only makes money but also helps communities and the environment. Impact investors aim to make a profit while addressing crucial environmental and social issues like sustainable growth, clean energy, and societal inequalities..

People who invest often see positive results, while also contributing to much-needed improvements in the world. This benefits everyone involved. Some skeptics question whether financial gains and societal impact can coexist, but the reality is that impact investment is not just idealistic talk; it's rooted in solid data and thorough research. Studies have shown that companies that put social and environmental duty first often do better than their less responsible competitors. Why?

Ethical business practices build trust among employees, attract responsible customers, and create long-term value for everyone involved. There are still problems, yes. It can be hard to figure out how to make investments work and properly measure their effects. But these problems are being solved by working together and being creative. Impact investing has a bright future ahead of it. It could totally change how we think about money and how it can help make the world a better place.

**Bhargavi Vedagarbha, BBA (2023-26)**

## From Sci-Fi to Reality: The Rise of AI and Its Transformative Impact

AI, or artificial intelligence, involves developing computer systems to perform tasks that typically require human intelligence. The goal is to create systems that can acquire knowledge, engage in logical thinking, and draw conclusions by analyzing data and identifying patterns. AI has the potential to revolutionize industries, improving efficiency and decision-making processes by automating operations and providing customized experiences.

Artificial intelligence (AI) has already achieved substantial progress in diverse domains such as healthcare, finance, transportation, and others. The contemporary society employs artificial intelligence (AI) in diverse manners. The examples encompass virtual assistants, recommendation systems, driverless vehicles, fraud detection, healthcare, smart home gadgets, customer support chatboxes, gaming, and cybersecurity. The current era is filled with thrilling opportunities for the implementation of AI in several fields. It may be stated that AI is a technology that is revolutionizing all aspects of life for every person.

Although AI offers numerous benefits, it is crucial to take into account certain drawbacks as well. The concerns encompass Job Displacement, Bias and Discrimination, Privacy Concerns, Insufficient Human Judgement and Empathy, Ethical Dilemmas, Deepfake Technology, Dependency, and Reliability, among other related issues. It is vital to address these concerns and ensure the responsible development and use of AI by implementing suitable legislation and safeguards. By doing this, we may utilize the advantages of artificial intelligence.

Artificial intelligence (AI) is rapidly advancing and has made significant impacts in various industries. It presents challenges, but by addressing concerns ethically and utilizing its capabilities strategically, we can improve our lives. Let's embrace the potential of AI together!

**Yash Raj, BBA (2022-25)**



Ms. Zoya of BCA receiving academic excellence award honor from Prof. Ganesh Panday, Director- Academics & Prof. Ritika Singh for Academic Session 2021-24.



CED-Patna IIBM Interns with their mentors in experiential learning brainstorming session

# Book Review

## The Psychology of Money by Morgan Housel - A Thoughtful Exploration of Financial Behaviour

Morgan Housel's "The Psychology of Money" explores the complex relationship between psychology and finance, providing fascinating insights into why we make financial decisions and how we might better understand our money-related behaviors. Unlike traditional finance books, which focus primarily on techniques and formulas, Housel's work stresses the human element, making it approachable and relevant to readers of different backgrounds.

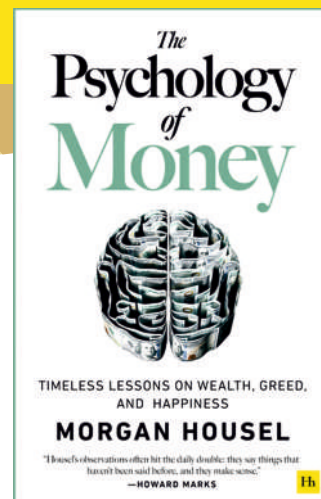
The book challenges traditional wisdom by emphasizing that successful money management depends more on behavior and psychology than numerical talent. Housel uses stories to illustrate his views and highlights the importance of controlling emotions and expectations for financial success. The book's main theme is humility and risk awareness. Housel emphasizes that risk is a deeply human experience shaped by our beliefs and experiences. This encourages readers to take a more balanced approach to investing and financial planning.

Another interesting component of "The Psychology of Money" is its investigation of the function of time in wealth building. Housel contends that patience and long-term thinking are essential in achieving financial security. He contrasts the appeal of get-rich-quick schemes with the consistent, incremental growth that results from diligent saving and investing over time. Throughout the book, Housel explains common financial misconceptions and emphasizes adaptability and resilience over financial forecasting in today's unpredictable economic environment.

"The Psychology of Money" stands out due to its human-centered approach. Housel acknowledges that personal circumstances, upbringing, and cultural factors influence our attitudes toward money. Recognizing these influences helps readers gain a better understanding of their financial habits and make more informed decisions.

"The Psychology of Money" by Morgan Housel doesn't offer one-size-fits-all solutions, but instead urges readers to consider their own beliefs and goals when making financial decisions. Housel empowers people to take control of their finances while acknowledging the unpredictable nature of the market. This book is a must-read for anyone interested in the connection between psychology and finance, providing valuable and practical insights for both seasoned investors and first-time savers.

**The book is reviewed by: Prof. Akanksha Singh**



Mr. Khan in session with BCA students on Emerging Role of Artificial Intelligence and Robotics. The dais shared with Prof.(Dr.) Rohit Singh, Executive Director IIBM, Prof. (Dr.) A.K. Nayak, Advisor IIBM, Prof. Ganesh Panday, Director Academics & CED Interns.



Inauguration ceremony of 45th Annual Day Celebration by esteemed chief guest Dr. Sameer Kumar Singh, Honourable MLC, Bihar, Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI group, and other distinguished guests.

# Corporate Connections

**Meet the Leader, Mr. Nishant Krishna, Designation & Organization: Executive Director, Visiminds Technologies, Bengaluru.**

**Theme: Power of AI & Future of Technological in India**

**Q1. What is your take on Artificial Intelligence? How do you see it evolve in the next 10 years?**

Ans: AI is already engrained in the fabric of our life. AI is working in the background for many things we take for granted, e.g., finding a way to our destination, making our photos look better, avoiding spam messages, self-service through the bot, watching the next movie using a recommendation system, automation creation of medical test reports, etc. In the next ten years, AI will help us solve more complex problems in sectors like healthcare, education, and transportation and make our lives more efficient.

**Q2. What role do you think the Indian government should play in fostering AI innovation?**

Ans: The Indian government can foster AI innovation by creating favorable policies and providing funding for organizations and researchers working on core AI research to solve problems of national interest. Focus can also be given to incorporating AI in education so that students can treat it as a viable career option from early on.

**Q3. What emerging technologies, aside from AI, do you believe will significantly impact India's technological landscape in the next 5-10 years?**

Ans: A few emerging technologies we should keep an eye on are the Internet of Things (IoT) and Edge Computing, 5G and 6G, Digital Twins, Responsible AI, Hyper-personalisation, etc. Existing technologies like AI, Cybersecurity, Cyber Forensics, Big Data, and Databases will also emerge to suit the needs of future applications.

**Q4. How important are digital literacy and education in preparing India's workforce for a future dominated by AI and other technologies?**

Ans: AI is part of our lives and will stay here whether we like it or not. Hence, we need to embrace it and the vast opportunities that come with it. In order to ensure our workforce can understand and use these technologies, digital literacy and education play a vital role. Such a way to gain knowledge about AI and other related technologies will help us find people who are naturally aligned towards working in such sectors rather than latching on to AI in an advanced stage of their lives.

**Q5. How do you, as a Technocrat,**

Ans: As discussed in previous planning, healthcare, agriculture, create innovative and indigenous safer. These will boost our quality of life.

**envision AI reshaping the country's economy and society?**

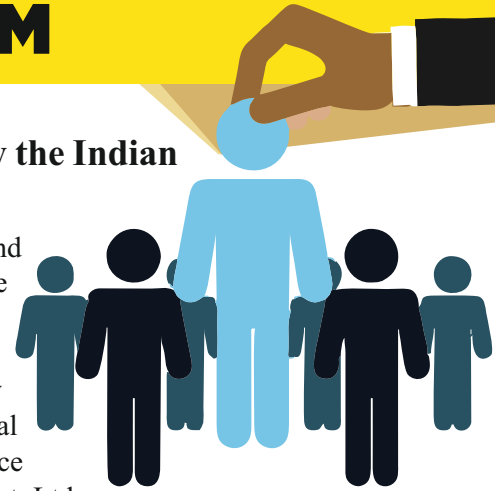
questions, AI will help us solve problems related to urban smart cities, and smart governance. It will empower our youth to solutions. It will help our defense forces to make our country economy due to 360-degree participation and improve the overall



# Placement Drive @ IIBM

## Successful Campus Placement Campaigns were Hosted by the Indian Institute of Business Management in Patna

IIBM's BBA, BCA, and PGDM students showed exceptional abilities and potential during a series of campus placement drives held from February to June this year. Prof. Rohit Kumar, the institute's placement in charge, supervised these initiatives, which were crucial in connecting our students with leading companies across many sectors. Employers from many industries actively participated in the campus placement season, which reflects the exceptional quality of education and training provided by our school. Ujjivan Small Finance Bank, Bajaj Allianz, IndiaMart, Maruti Suzuki, Tent Studio, JMD Services Pvt. Ltd., Bharat Financial Inclusion Limited, Dainik Jagran, and Aakash Institute were prominent companies that organized campus drives and hired students.



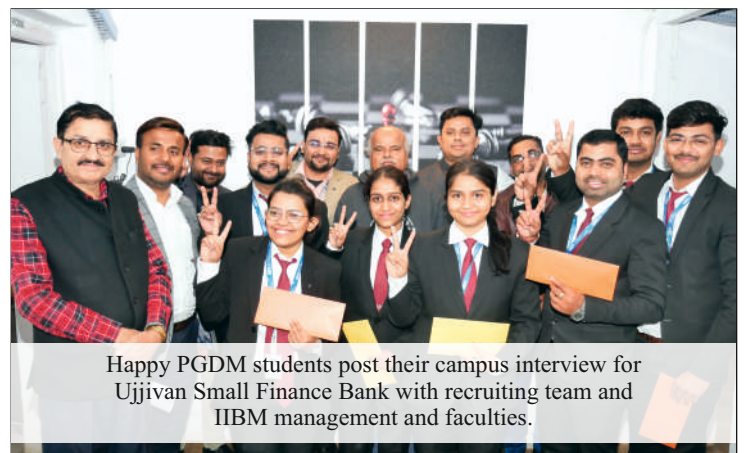
Efforts result in significant employment opportunities. The largest package awarded was an impressive INR 11,25,000, which reflects the confidence that business leaders have in our students and their exceptional skills. The mean compensation granted during this time frame was around INR 3,50,000, showcasing a strong basis of opportunities offered to our graduating students. Prof. Rohit Kumar provided an overview of the placement process, emphasizing the comprehensive training and supervision that students receive. Due to his exceptional leadership and the efforts of the placement team, our students were well-prepared to excel in their respective sectors and meet all industry requirements.

The efficacy of our placement endeavors not only demonstrates the institution's commitment to academic excellence but also underscores our robust connections with industry pioneers. We are enthusiastic about sustaining this progress, cultivating upcoming talent, and forging additional mutually beneficial collaborations with enterprises.

As we commemorate the achievements of our students and anticipate the future, we reassert our steadfast dedication to educating the upcoming generation. Our goal is to equip students with the necessary skills to adapt to the constantly evolving requirements of the job market.



PGDM Students in campus discussion session with Human Resource Team for 2024 Campus drive.



Happy PGDM students post their campus interview for Ujjivan Small Finance Bank with recruiting team and IIBM management and faculties.

1. Which of the following is not an assessment method for analysis of employee behaviour?

- a. role play exercise      b. group discussion      c. written case analysis      d. medical reports

2. Campus recruitment does not have the advantage of

- a. high intellectual capacity      b. higher understanding of organisation  
c. high level of curiosity      d. high potential

3. Appreciative inquiry a term coined by David Cooperrider has how many principles?

- a. Five      b. Six      c. Seven      d. Eight

4. Cross training means

- a. employees giving training to each other      b. training in similar industry for employee  
c. employee required to perform other job functions      d. training using cross reference technique

5. Myers Briggs type indicator (MBTI) is a/an

- a. objective skill test      b. personality questionnaire      c. IQ test of reasoning ability      d. consists of all of the above

6. Performance coaching

- a. provides assessment of employees strength, weakness and other improvements  
b. frames plan for growth and development      c. encourages feedback for improvement  
d. all of the above

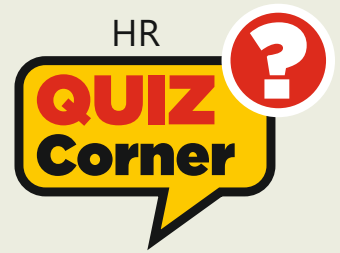
7. Which of the following is not a welfare provision under factories act, 1948?

- a. canteen      b. crèches      c. first aid      d. drinking water

8. Quiet firing is

- a. firing employees without knowledge      b. firing employees without prior intimation  
c. creating situation that employees themselves leave the firm      d. none of the above

Answers: Scan the QR code to verify



45  
YEARS

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