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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



2019 : Dr. Uttam Kumar Singh, the new appointed
Chancellor of The Global Open University Nagaland
with the Founder Chancellor,
The Global Open University Nagaland
Dr. Priya Ranjan Trivedi

Founder's Message

Dear Readers,

It is with great pleasure and a profound sense of fulfilment that I extend my warmest greetings to each and every one of you as we launch the inaugural edition of Prabodhan, our newsletter that aptly signifies enlightenment. As the founder of the Indian Institute of Business Management, I am honoured to have this opportunity to address you and share my thoughts on this momentous occasion.

When I envisioned the creation of this esteemed institution along with my colleague and friend Prof. (Dr.) U.K. Singh, our primary aim was to foster a transformative educational environment that would empower aspiring individuals to realise their full potential. Today, as we celebrate the birth of Prabodhan, I am reminded of the significance of knowledge, enlightenment, and the power it holds to shape our lives and society at large.

Prabodhan, the beacon of light in our academic community, will serve as a platform to disseminate valuable insights, thought-provoking ideas, and noteworthy achievements. It will be a medium through which we can showcase the remarkable accomplishments of our students, faculty, and alumni. Moreover, it will provide a space to share the latest advancements, industry trends, and emerging opportunities in the ever-evolving world of business management.

I am confident that Prabodhan will act as a catalyst, stimulating insightful conversations, fostering collaborative learning, and nurturing a sense of community within our institute. Together, we will explore new perspectives, challenge existing paradigms, and drive meaningful change in the world around us.

I express my heartfelt gratitude to the dedicated team of faculty members, students, and staff who have tirelessly worked to bring this vision to fruition. Your unwavering commitment to excellence, passion for knowledge, and tireless efforts have laid the foundation for this momentous initiative.

In conclusion, I invite each and every one of you to embrace Prabodhan with open hearts and open minds. Let us embark on this enlightening journey together, cherishing the invaluable wisdom and transformative power it holds. Together, we shall elevate the Indian Institute of Business Management to new heights of achievement and distinction. Wishing you all a future filled with enlightenment and success.

With warm regards,

Prof. (Dr.) P.R. Trivedi

Founder, Indian Institute of Business Management

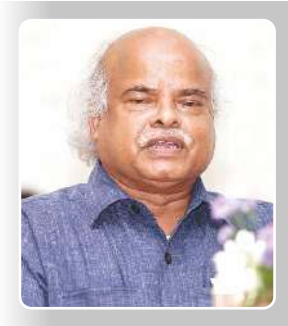


MESSAGE FROM CHIEF EDITOR & EDITOR

From Chief Editor's Desk

Dear Readers,

It is with a heavy heart yet immense respect that I pay homage to the late founder of our iconic institution, Prof. (Dr.) U.K. Singh, as we release the inaugural issue of IIBM's Newsletter Prabodhan. His visionary spirit and relentless pursuit of excellence laid the foundation for what the Indian Institute of Business Management is today. Let us take a moment to remember and honour the remarkable journey of this remarkable individual.



Prof. (Dr.) U.K. Singh was born into a family deeply rooted in the spirit of independence and service to the nation. His father, Shri Anand Shastri, played an active role in the freedom struggle, leaving a profound impact on young Uttam Kumar Singh. His education began at the prestigious Mandar Vidyapeeth, where he received his primary, middle, and secondary education. He pursued his Intermediate Degree in Biological Sciences from Bhagalpur University. In due course, he completed his Bachelor's Degree in 1974, paving the way for his admission to the Master of Business Administration (MBA) program in the 1975-1977 session at L.N. Mishra College of Business Management, Muzaffarpur an autonomous institution under the University of Bihar, now known as B.R. Ambedkar Bihar University. Notably, he successfully completed his Doctoral Degree (Ph.D.) from the Intercultural Open University (IOU), Netherlands, in 2000, with a special emphasis on the scope of virtual education in the Indian subcontinent.

The culmination of Prof. (Dr.) U.K. Singh's tireless efforts and profound knowledge led to the establishment of the Indian Institute of Business Management in 1979. He envisioned an institution that would provide holistic education, nurture leadership qualities, and produce exceptional individuals ready to make a positive impact on society.

On behalf of the Prabodhan team, I express our deepest gratitude to Prof. (Dr.) U.K. Singh for his immense contributions and unwavering commitment to the institution. We dedicate the inaugural issue of the Prabodhan to Late Prof. (Dr.) U.K. Singh. We are privileged to follow in his footsteps and build upon the strong foundation he laid.

With sincere reverence,

Prof. (Dr.) A.K. Nayak

Advisor, IIBM Patna

From Editor's Desk

Dear Readers,

Welcome to the inaugural issue of the IIBM's Newsletter, Prabodhan! We are delighted to present this platform to connect, engage, and inspire our vibrant students, faculty, staff, and alumni community.



This newsletter will deliver insightful, informative content reflecting our institute's diverse experiences and achievements. We aim to provide a publication that informs you about the latest happenings, sparks intellectual curiosity, fosters professional growth, and promotes a sense of belonging.

In today's fast-paced world, staying updated with industry trends, best practices, and emerging technologies is essential. Through our newsletter, we will strive to bring you thought-provoking articles, expert interviews, motivating stories, book reviews, and academic/research/ training highlights, all aimed at enhancing your understanding of the dynamic management and technology field.

This publication aims to celebrate the IIBM community's accomplishments, not just provide business information. We want to recognise the achievements of our students, teachers, staff, and alumni and inspire others to pursue excellence. Our goal is to provide a platform for our community to interact, communicate, and exchange ideas because we believe in the strength of our network and the power of collaboration.

We want to express our gratitude to all the contributors who have generously shared their knowledge, time, and expertise to make this first issue a reality. We encourage everyone within our community to get involved by sharing stories, ideas, and suggestions for future editions. Together, we can create a newsletter that truly reflects the spirit and values of IIBM.

As we embark on this exciting journey, we invite you to explore, engage, and make the most of this platform. Whether you are a current student, an alumnus, a faculty member, or a staff member, this newsletter is for you. We appreciate your participation in this amazing journey. We welcome your ongoing support, comments, and contributions as we develop IIBM's quarterly, Prabodhan into a dynamic and essential resource for our community.

Sincerely,

Prof. (Dr.) Jyotsna Rai

Asst. Professor, IIBM Patna

RBI Financial Literacy Program 2023

The Reserve Bank of India (RBI) organised this year's Financial Literacy Week (FLW) from February 13th to 17th, 2023, with the theme "Good Financial Behaviour-Your Saviour." The program promoted financial awareness and well-being by educating individuals about savings, planning, budgeting, and prudent use of digital financial services. As part of the event, the RBI Patna Regional Branch hosted a seminar on 15 February 2023 at the IIBM Auditorium, led by Mr. Kanak Agrawal and his team. Prof. Rohit Kumar coordinated the seminar, and Prof. A. K. Nayak was the Chief Guest. Other faculty members, including Prof. Ganesh Panday, Dr. Vinay Kumar Singh, Mr. Rajeev Ranjan Singh, Prof. Khyati, and Prof. Nirupam Kumar, also attended the program.



CII Bihar Annual Meeting 2023

The Confederation of Indian Industry organised CII Bihar Annual Meeting on 28th February 2023 at Hotel Lemon Tree Premier, Patna. The theme was "Transforming Bihar for Strengthening Investment Climate." The inaugural session marked the presence of the Honourable Minister of Industries, Shri Samir Kumar Mahaseth; Honourable Minister of Science & Technology, Shri Sumit Kumar Singh; General Manager SIDBI Patna Ms. Anubhav Prasad, Chairman CII Bihar State Council Sri Narendra Kumar, Advisor Indian Institute of Business Management Prof. (Dr.) A K Nayak and Director Ruban Patliputra Hospital Shri Satyajit Kumar Singh. The entire session had a fruitful discussion on developing infrastructure, establishing industry, and empowering the youth to set up their businesses in various fields. Numerous government and private sector organisations attended the annual meeting, and the students of PGDM of IIBM, Patna, got to be a part of such a colossal industry and academic interface.



IIBM-ZHI Singing Idol 2023

IIBM-ZHI, for the first time, organised a Singing Idol competition for its students. Where students from different streams participated, and an initial screening of students was done based on their singing video shared with the judges. The event Judge and Music Maestro, Santosh Anishabadi Ji, guided the selected students. It was a grand event with more than 15 Finalists participating in the Gala round held on 2nd March. The program was dedicated to the Founder and Director of IIM-ZHI Group, the Late Prof. (Dr.) Uttam Kumar Singh, a great appreciator of music and cultural events. Yash Raj (PGDM 2021-23), Vanshaj Joshi (BBA 2022-25) & Md. Faiz (BCA 2022-25) were the three final winners of the contest and won spectacular musical awards. All the participants received certificates of merit and participation. Finally, the event was elegantly supported by delicious snacks for all.





Holi Short Film Making Contest-2023

With a motto of pursuing one's passion for excellence, This Holi, IIBM-ZHI organised a Holi Short Film Making Contest for its students and staff members on 5th March 2023. Acknowledging the relevance of technology and creativity in today's era, this activity aimed at revealing and shaping the creative filmmaker within us. The contest witnessed massive participation from different streams of students of the IIBM-ZHI Group. The students displayed their talent for video editing, content creation, direction and video shooting through this short film video. The top three winners of the contest were Apurva Mishra (Radiology), Vishal & Asif Ekhlague (BCA) & Prof. Nirupam Thakur (IIBM). All three contest winners got the privilege of felicitation from the Deputy Speaker of Bihar Legislative Assembly, Shri Maheshwar Hazari Ji, at IIBM Campus.



Bihar Diwas at IIBM

We at IIBM-ZHI were delighted to come together and celebrate the glorious occasion of Bihar Diwas on 21st March 2023, marking the foundation day of the great state of Bihar. On this auspicious day, IIBM commemorated the rich heritage, cultural diversity, and notable achievements of Bihar. IIBM had the privilege of seeking the presence of the Deputy Speaker of the Bihar Legislative Assembly, Shri Maheshwar Hazari Ji, Dr. Sameer Kumar Singh (Honourable, MLC), Prof. (Dr.) A.K. Nayak (Advisor, IIBM-ZHI Group), Prof. Ganesh Panday (Director- Academics, IIBM), and Prof. Rohit Singh (Executive Secretary, IIBM-ZHI), faculties, students, and staff members of IIBM-ZHI Group. The celebration at IIBM Auditorium witnessed a series of engaging activities that allowed everyone to explore and appreciate the cultural heritage of Bihar. Everyone experienced and enjoyed the vibrant colours, melodies, and rhythms of Bihar through a captivating cultural program, from folk dances to soul-stirring musical performances.



IIBM at Bihar Entrepreneurship Summit 2023

The Bihar Entrepreneur Association hosted the Bihar Entrepreneurship Summit at Gyan Bhawan in Patna on 21st March 2023. Over 1100 entrepreneurs were present to promote their innovative and efficient concepts. BEA recognised the delegates for their remarkable creative ideas, while 11 of the 1100 participants received cash assistance to help them better frame their company concepts. Significant guests like Ministers from the Land & Revenue, Building & Construction departments, and some renowned celebrities of Bihar and BEA allies attended the occasion. This event management was overseen and supervised by IIBM students under Prof. Rohit Kumar's supervision. A cultural program was held, many artists from various parts of Bihar participated in the cultural event, and students from IIBM also did well. Finally, BEA General Secretary Abhishek Singh highlighted the relevance of BEA and BES in Bihar, and the ceremony concluded. Overall, the summit was extremely valuable to everyone who attended.

FACULTY CORNER



Alumni.iibm.in – A Boon for IIBM Patna Students & Alumni Alike

Alumni Portal is a web-based platform designed to connect alums of educational institutions with their alma mater and each other. Indian Institute of Business Management Patna (IIBM Patna) has already reaped the benefits of using the Alumni Portal. The institute has gained momentum by connecting with its alumni, who have provided job opportunities and mentored current students. One of the main advantages of using the Alumni Portal is increased engagement. IIBM Patna has successfully kept its alumni engaged with the institute by providing them with regular updates on its activities, programs, and initiatives. The portal has helped to build a stronger sense of community among alums who feel connected to their alma mater and motivated to support its mission.

Furthermore, the portal has helped to enhance networking opportunities for Alumni. They can connect through the portal and form valuable professional connections. They can share insights, experiences, and job opportunities, which can help to advance their careers and expand their professional networks. It has been beneficial for those who work in the same field or for companies in which other alums are employed. Another key benefit of using the portal is the opportunity for career development. IIBM Patna has used the portal to share job opportunities and career advice with its alums. It has mainly been helpful for those seeking new job opportunities or advancing careers. The institute has also provided access to online training programs and other resources to help alumni develop their skills and knowledge.

Furthermore, the portal has been a valuable tool for organising alum events, such as reunions and networking events. These events have allowed alums to connect with each other and the institute and share their experiences and insights with current students. It has helped build a stronger relationship between the institute and its alumni while providing valuable insights and guidance to current students.

Overall, the Alumni Portal has been a game-changer for IIBM Patna. The institute has successfully leveraged the portal to engage with alumni, enhance networking opportunities, promote fundraising efforts, and support career development. Alumni have been providing job opportunities and mentoring current students, strengthening the institute's relationship with its alumni community.

Moving forward, IIBM Patna can continue to use the portal to build on this momentum. The institute can use the portal to launch new initiatives, such as alumni mentorship programs or alumni-led training sessions. These initiatives can help to provide even more value to alumni while also supporting the institute's mission and goals.

In conclusion, the Alumni Portal has been a tremendous asset for IIBM Patna. The institute has successfully used the portal to engage with its alumni, enhance networking opportunities, and support career development. The institute's alumni community has responded positively to these efforts, providing job opportunities and mentoring current students, further strengthening its relationship with its alumni and creating a solid foundation for future engagement and collaboration.

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

1996 : Dr. Uttam Kumar Singh and Dr. Priya Ranjan Trivedi discussing the project of bringing Encyclopedia of Ecological Philosophy with focus on Eco-technology, Eco-theology and Eco-feminism



Indian Economy 2023: An Insight

- **GDP Growth** : India's GDP will grow between 6.0 and 6.8% in 2023-24, contingent on global economic and political events.
- **Inflation** : The RBI predicts that headline inflation will reach 6.8% in FY23, outside its comfort zone of 2% to 6%.
- **Employment/unemployment** : According to the PLFS, the urban unemployment rate for individuals aged 15 and older decreased from 9.8% in the quarter ending September 2021 to 7.2% one year later.
- **Health** : India's health sector budgeted expenditures reached 2.1% of GDP in FY 2023 (Budget estimates) and 2.2% in FY 2022 (revised estimates).
- **Education** : During the same seven-year period, the budgetary allocation for education increased by only 0.1 percentage points, from 2.8% to 2.9% of the total GDP.
- **Agriculture** : During the past six years, the Indian agriculture sector has grown at an average annual rate of 4.6%. In recent years, India has emerged significantly as a net exporter of agricultural products (reaching a record high of \$50,2 billion in 2021-22)
- **Infrastructure** : In 2022, more than a billion people will have unique digital identification documents, more than 80 percent will have bank accounts, and more than 600 billion digital payment transactions will be processed monthly.
- **Climate change and environment** : India has pledged to attain net zero emissions by 2070. India met its goal of obtaining 40% of its installed electric capacity from non-fossil fuels before 2030.

(**The above information is derived from the Economic Survey 2023, presented by the Finance Minister Ms. Nirmala Sitharaman in the legislature.)

(Prof. Khyati is an Assistant Professor in Economics. She carries an academic experience of 6 years and a keen preference for Economics, Production Operations, and Communicative English.)



Pros & Cons of ChatGPT

Chat Generative Pre-Trained Transformer is what it is called. Based on the GPT-3.5 architecture, OpenAI created the ChatGPT big language model. Thanks to training on a sizeable corpus of text data, it can provide human-like replies to a wide range of stimuli, ranging from straightforward queries to intricate dialogues on several topics. In only five days after its inception, ChatGPT, which can be accessed through various channels, including messaging applications, websites, and virtual assistants, acquired a popularity for its capacity to quickly and accurately respond to user inquiries. The capacity of ChatGPT to comprehend natural language inputs and provide human-like answers in a couple of seconds is one of its key features. This may be extremely helpful in areas like customer support, healthcare, and education, where individuals require prompt responses to their inquiries.

ChatGPT, however, has potential disadvantages. It provides human-like replies and could be abused for bad intentions like disseminating false information, posing as someone else, or even creating fake news. In politics and social media, this may have grave ramifications for society. Lack of accountability is another possible problem. Contrary to human customer service agents or healthcare professionals, ChatGPT is not obligated to give accurate or true information by law or morality. This may become a concern if users rely too much on ChatGPT for crucial information or judgments, such as medical diagnosis or legal counsel.

ChatGPT has the potential to serve a variety of purposes, including customer service, healthcare, education, and others. Awareness of its disadvantages and risks is essential, such as prejudice, misleading information, and lack of responsibility. As with any technology, ChatGPT must be utilised ethically and with caution.

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



Artificial Intelligence and Our Future Society

Our entire society is preparing for a new industrial revolution in AI. This revolution will probably be as significant as the agricultural, industrial, and information revolutions. For instance, self-driving vehicles will soon supplant all human drivers in automobiles, semis, boats, and aircraft.

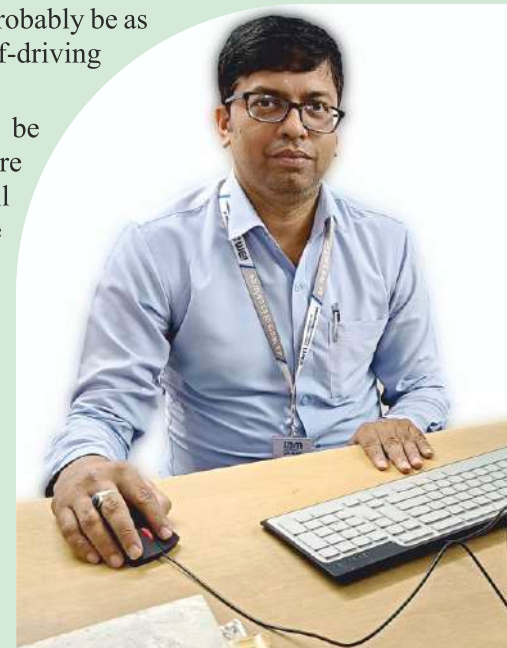
We will have collaborative machines perform manual labor alongside us. They will be instructed to execute duties through demonstration instead of explicit programming. There will be virtual assistants available to answer queries and complete digital duties. They will learn your behaviours and preferences to anticipate how to assist you most effectively. We will have sophisticated human-computer interfaces based on voice recognition, pose estimation, eye tracking, and brain-computer interfaces.

AI will recognise complex patterns and sensor data corresponding to words, gestures, emotions, and intentions. We will eventually have intelligent cities that automatically optimise municipal resources such as electricity, water, refuse, and traffic. We will incorporate artificial Intelligence into nearly all aspects of our environment. In essence, artificial Intelligence will become an integral part of our society.

This will have a significant effect on our everyday existence. Massive social, political, economic, legal, and ethical changes are likely to be wrought by AI. Moreover, data will likely become one of the most valuable assets in our information economy. AI models will be trained using every sensor observation, business transaction, computer interaction, and social media post. Those with the most data will exert tremendous influence on our information economy. During the previous technological revolution, the information revolution, personal computers led to the rise of the internet, spawning social media and accelerating the adoption of smartphones.

Imagine how different the world was just a few decades ago, before the advent of the internet. Similarly, the AI revolution will likely bring about significant social, political, economic, legal, and ethical changes within our lifetimes.

(Prof. Shahbaz Shakeeb is an Assistant Professor in Computer Science. He carries a rich experience of 10 years. His expertise lies in Java, Python, and Software Engineering.)



Dermatoglyphic Multiple Intelligence Test

The DMIT test, also known as the Dermatoglyphics Multiple Intelligence Test, is a scientifically and medically validated means for revealing Intelligence, innate skills, talents, and potential. When the DMIT is administered to children, it is an excellent tool for parents because, armed with the knowledge of their child's innate abilities, naturally occurring brain activity, and overall potential, they can then foster and support their children's natural talents with near-precise accuracy. This is not just a theory; it has been proven and utilised for centuries in Chinese science and medicine.

Today, the department of DMIT can be found in various childcare facilities in India. They analyse the epidermis of children to determine the development of various brain regions that reflect the activity of any individual. It is used to determine where the infant excels and where they struggle.

DMIT stands for Dermatoglyphics Multi-Intelligence Test. The DMIT is a type of aptitude and intelligence test that measures the level of the individual taking the examination. This test has numerous variables and functions, providing a deeper understanding of a person's aptitude and intellect, considering the various types of Intelligence a person may possess. This DMIT test has a broader scope than a typical IQ test because it measures multiple types of intellect and abilities that a person or child may possess.

(Prof. Nirupam Kumar Thakur is an Assistant Professor with a core interest in Numerical Methods and Business English. He has an overall experience of 9 years and holds a prominent dominance in soft skill training.)



Why Knowledge of AI can Ensure a Rewarding Career?

AI, or Artificial Intelligence, is among the top buzzwords today. However, it differs from other fads that made their way to the mainstream in the past and disappeared, like 3D printing or NFT. AI has penetrated the fabric of mainstream in the same way a chemical dye penetrates every fibre of the cloth, and it will be that way for many years. That is all very good. However, what does knowledge of AI have to do with a great and rewarding career for you? Let us look at two perspectives.

Perspective 1

Knowledge of AI, at least being aware of what AI is, its applications, and how you can apply it in your domain, are essential, no matter who you are. Whether you are a student of management, a student of technical courses, a faculty, or even a researcher, it is vital to understand these aspects.

Let me tell you an important secret. If you use technology in the form of a smartphone, laptop, digital assistant, or smartwatch, use social networking apps, or do online shopping, AI already controls your life to a great extent. Let us look at a few of these examples where you use AI directly or indirectly in your daily lives:

- Google Maps for getting directions to your destination
- Buying recommendations on Amazon
- Recommendation on the next movie to watch on Netflix
- Spam filters in Gmail
- CAPTCHA, which is used to differentiate between bot and human
- Instagram and Facebook feeds
- Automatic grammar checks
- Live caption on YouTube
- Unlocking your phone by using your face ID

The knowledge of the working principles behind these applications can make you stand out from the crowd when everything else. With this knowledge, you can easily visualise how various AI technologies work. This curiosity to know the internals of such applications may get you hooked, and you may end up working on one of such applications shortly.

Perspective 2

Let us do this simple exercise. Perform a Google search for the top ten current technologies and then search for technologies for the future. There is a high chance that multiple AI-related technologies will be on both lists. The reason is that AI is so engrained in other technologies that it is impossible to think in the "conventional way" anymore. Many applications in domains like content generation, game design, finance, healthcare, legal service, programming, music composition, product design, generative arts, and such are enabled by AI daily. Knowledge of AI expands your horizon so that no domain would be beyond your reach. You could be a developer writing new code for the next cool thing, a technical manager managing a team of AI professionals, or a product manager designing new products with the features your target users will use. Hence, AI is no more optional. Knowledge of AI is as important as knowing how to write grammatically correct English sentences. This knowledge comes with many perks, and the most important of them all is an increased probability of working on exciting things which will keep you engaged and fulfilled throughout your life.

Summary

In this article, we saw general perspectives about AI daily. We saw that we already use AI in our day-to-day activities, directly or indirectly. Whether we realise it or not, AI drives our lives and will be around for a long time. We also saw how the knowledge of AI could positively impact your career due to increased job options. Hence, knowledge of AI is no longer optional if you want a rewarding career.

Have you got any feedback or any other perspective? Let me know what you think by sending me an email at nishant@iibm.in

(Mr. Nishant Krishna is the CTO & Co-Founder Tech-Machinery Labs and a visiting faculty at IIBM, Patna. Mr. Nishant carries a rich industry experience of 22+ years and has been actively associated with academics as the visiting resource person in IoT. He specialises in Cybersecurity, Cognitive Computing, Cloud Virtualisation, and Entrepreneurship)



The Impact of Artificial Intelligence on Healthcare

Artificial intelligence (AI) has emerged as a transformative force in the healthcare industry, bringing about significant changes in patient care and medical research. AI has the potential to significantly improve patient outcomes and reduce healthcare costs due to its ability to process large quantities of data, recognise patterns, and make accurate predictions.

In the realm of medical imaging, AI algorithms have demonstrated tremendous potential. AI systems can assist physicians in detecting and diagnosing diseases at an earlier stage by analysing complex medical images such as X-rays, MRIs, and CT scans. This early detection allows timely intervention and treatment, ultimately improving patient outcomes. Moreover, AI algorithms can continuously learn from immense image databases, enabling them to enhance their accuracy over time and provide more dedicated diagnostic support.

Drug discovery is another area where AI is having a profound impact. Traditional drug development procedures can be costly and time-consuming. Nonetheless, AI algorithms can analyse enormous amounts of genetic and molecular data with unprecedented efficiency to identify potential drug targets. By expediting the identification of promising drug candidates, artificial intelligence accelerates the drug discovery process and enables the treatment of previously incurable diseases.

Beyond diagnostics and drug development, AI has an impact on personalised medicine. AI algorithms can determine the most effective, patient-specific treatment options by analysing a patient's genetic and molecular data. Age, gender, and medical history are considered when creating individualised treatment plans that maximise efficacy while minimising adverse effects. This patient-centered approach to healthcare ensures that individuals receive treatments tailored to their requirements, enhancing overall treatment outcomes.

While the potential benefits of AI in healthcare are substantial, it is essential to address the concerns accompanying its deployment. One such concern is the potential for AI algorithms to exhibit biases, which could result in disparities in healthcare outcomes across patient groups. To ensure that all individuals have equitable access to healthcare, it is crucial to ensure algorithmic impartiality and address bias in AI systems.

In addition, incorporating AI into healthcare may raise concerns regarding the displacement of healthcare professionals. It is essential to recognise that artificial intelligence is not intended to replace healthcare professionals but to augment their skills and expedite processes. By delegating repetitive and time-consuming duties to AI systems, healthcare providers can devote more time to direct patient care, resulting in more efficient and compassionate care.

In conclusion, the effects of AI on healthcare are anticipated to be overwhelmingly beneficial. AI-enabled advances in medical imaging, drug discovery, and personalised medicine have the potential to revolutionise patient care and promote global improvements in healthcare systems. By addressing bias and job displacement concerns, healthcare professionals can use AI to improve patient outcomes, reduce costs, and develop more sustainable and effective healthcare systems.

(Prof. Fazal Ahmad is an esteemed educator and the Principal at Dr. Zakir Husain Institute, Patna. He has a rich academic experience of 20 years and has a keen interest in Nuclear Medicine and Ultrasonography. He has authored many books and won prestigious awards in his academic area.)



FACULTY CORNER

IS WORLD MOVING AWAY FROM PEACE?

Despite the most significant efforts of those in authority, the world is no closer to ending political problems, restoring community harmony, settling economic issues, and stopping military hostilities. Exactly why is it the case?

One of the world's biggest problems is that countries try to solve each type of war independently. In other words, they strive individually for peace in each arena, believing global peace will result from increased internal tranquility. However, many nations fail to see that if they treat the problem in silos, the underlying issues that lead to disputes in one area will resurface elsewhere, only this time worse than before.

Then, what is the solution, exactly? How can nations ensure eternal peace throughout all dimensions? If we were to investigate the causes of the disputes mentioned above, we would find that the human mind is ultimately to blame. In other words, we bring these problems onto ourselves. Political, science, economics, religion, and everything else are just different sides of the same individual. These are the outward signs of several human pursuits. As a result, discord stemming from this root produces a wide range of external conflicts.

Therefore, if there is a disagreement between the human mind and intellect, human emotions and intellect, or even Intelligence, this will show itself in numerous spheres of society, including the political, economic, religious, social, cultural, etc. Because of this, achieving inner harmony requires resolving the internal conflict inside each individual. Spiritual understanding, positive thought, quiet, good behaviour, and meditation are all ways to bring peace to our relationships, whether between individuals or nations.

When people are at peace inside themselves, the world will be at peace. So, let us work together to make the world more peaceful by fostering inner peace first.

(Prof. (Dr.) Jyotsna Rai is an Assistant Professor in Marketing and carries an academic and industry experience of 16 years. She expertises in the field of Consumer Behaviour and Services Marketing. She has a keen research interest and has contributed to further research on social media advertising impacting online buying behaviour.)



Healthy Longevity Supremacy

The greatest prosperity is health. A fit individual can appreciate life's delights, whereas an unhealthy individual cannot enjoy food or slumber. The WHO defines health as "The complete harmony between physical, mental, and social aspects of life, and not merely the absence of disease".

The intersection of health and manner of life will always be in demand. Today's life is fast-paced, and the noise of the metropolis harms overall health. A healthy lifestyle is becoming increasingly important to individuals in all professions. A balanced diet is more beneficial than a low-fat or low-carbohydrate diet for most individuals to maintain a healthy lifestyle; consistent physical activity, tension management, meditation, and yoga are some tips for maintaining a healthy lifestyle.

The significance of living a wholesome lifestyle cannot be overstated. Numerous advantages accrue from maintaining a healthful lifestyle, the greatest of which is improving quality of life.

Thus, adopting the "healthy longevity supremacy" principle, with being healthy equated to being good and right, indicates that a healthy lifestyle is essential.

Aayush Raj, PGDM 2021-2023



Impact of Social Media on Youth

In the past 20 years, social media have become so popular worldwide that many experts are interested in learning more about them and how they affect the community. Even though almost everyone in the community is linked to at least one social media site, teens and young adults are the ones who use them the most and are the most passionate about them that they even social network in class or at places of worship.

Our youth's use of social media has both good and bad effects on them today. Here, through this platform, I want to talk about how social media affects young people at this age.

Even though social media sites seem to bring more people together and keep them up to date, they make people less socially connected. A news agency states that it makes it less likely for young people to talk to each other in person since they spend most of their time on these online social sites.

Also, it diverges youths from broader and more focused goals of life through viewing uncensored, unethical irrational or camouflaged content spread in some online social groups, which can be seen accessed by people of all age groups.

Thus, to conclude, though, social networking sites have good and bad effects on kids and youths, but people should decide if they want to keep using these sites, stop, or even cut back on how much they use them and spend time on social platforms. Parents and Teachers play a vital role in helping, advising, and awareness-building among kids and youths to deal with information overload and misguidance caused by social media.

Aabhya Kumari, BBA 2021-2024

मानों वक्रत रुक सा गया है...

वक्रत रुक सा गया है,
साँसे थम सी गयी हैं।
दिल सहम सा गया है,
रूह बहक सी गयी है।

एक पल की इस घड़ी में,
जिंदगी सिमट सी गयी है
जिंदगी सिमट सी गयी है

थमे घड़ी के काँटे हैं,
मुझे देख मुस्कराते हैं।
जानकर मेरी बेबसी,
न जाने कैसा सुख ये पाते हैं।

आँखे नम हो गयी हैं,
अब तो अच्छे वक्रत की आहटें,
भी आना बंद हो गयी हैं।

एक पल की इस घड़ी में,
जिंदगी सिमट सी गयी है
जिंदगी सिमट सी गयी है।

Kirtish Agarwal, BAJMC 2022-2025

Meditation a Wellness Guide

Meditation aims to create a state of mental clarity, emotional serenity, and stability through techniques such as mindfulness or focusing one's thoughts on a particular object, topic, or activity. Many different faiths include meditation as a core practice. It has been practised for thousands of years, but its popularity has grown recently. Meditation is an age-old practice that entails retraining one's attention on one thing at a time to create a peaceful state of mind and body.

Mindfulness meditation, loving-kindness meditation, and transcendental meditation are just a few examples of the various types of meditation available. Although there are differences between the various types, they all have the same overarching purpose: to improve one's state of mind and body. Mindfulness meditation is rapidly becoming a mainstream practice. Meditation entails focusing on the here and now, separating oneself from one's ideas, and letting them float without attaching meaning. Mindfulness meditation's benefits are stress, concentration, and emotional steadiness.

A mantra, a repeating sound or phrase, is used in another type of meditation called transcendental meditation. Reducing stress and anxiety, boosting heart health, and improving cognitive performance are all recognised benefits.

Scientific studies have documented the numerous health benefits associated with regular meditation practice. Regular meditation has been shown to provide health benefits, including reduced blood pressure and cardiac issues, improved cognitive function, and better sleep.

Meditation's portability is one of its many appealing features. A few minutes of undivided attention and a quiet spot to sit or lie down are all required. Meditation is an effective method for enhancing one's emotional and physical well-being. Whether you are a beginner or have been meditating for years, you may benefit significantly from making meditation a regular part of your life.

Ankesh Ankit, PGDM 2021-2023

Digitalisation: Impact on Social Life

Digitalisation has dramatically altered society. Through digitalisation and technology, the world is becoming more accessible. It has affected nearly every aspect of humanity and this planet, including the workplace, lifestyle, and anything we use daily.

The benefit of digital technology is that life is continually progressing, indicating that individuals are receiving more information in less time. Digital technology has revolutionised how people communicate, interact, and access information. It has dramatically simplified and accelerated the process of people communicating with one another. The messaging applications and tools of social media platforms enable people to communicate from anywhere in the world. The Internet has enabled individuals to anytime access information on any subject. It has facilitated the dissemination of knowledge and enabled individuals to learn new concepts, cultures, etc. These diverse platforms enable individuals to socialise and communicate with others.

However, we know that nothing in this universe is flawless. Life is moving so fast that we are growing apart from each other. Instead of spending time with the actual world, people are interested in the virtual one. People compare their lives to those of others, resulting in mental illness, melancholy, and other psychological disorders. Digital technologies have made it possible to store vast data, putting individuals at risk of stealing their data. People conceal their identities, utilising the dark web and other anonymising technologies to monitor, harass, and threaten others. Cybercrime and cyber threats are increasing exponentially each day. People have become accustomed to social media due to their increased use of smartphones and video games. We no longer use our phones; instead, our phones use us. While digitalisation has numerous advantages, it is crucial to be mindful and employ technology to enhance our lives rather than detract from them.

Prerna Prakash, BAJMC 2021-2024

The More You Use, The Less You Live

Drug addiction among youths is a serious issue that affects individuals, families, and communities. It refers to the continued use of drugs despite the negative consequences that it brings. For several reasons, youths may become addicted to drugs, including peer pressure, fashion statement, stress, curiosity, unemployment, and a desire to escape problems.

Drug addiction can have severe consequences on youths' physical and mental health. It is not only in the form of alcohol and cigarette consumption but also in the form of narcotics (cocaine, opium, smack etc). Youths get into intoxication, and

STUDENT CORNER

repercussions are the risk of accidents, physical violence, injuries, and illnesses, including overdose and death. Additionally, drug addiction can affect cognitive abilities, emotional well-being, and social functioning, making it difficult for youths to succeed academically, socially, and professionally.

A film titled "Udta Punjab" was released in 2016, depicting the new form of intoxication scenario in Punjab. In it, much like the way the drug obsession of today's youth is growing, it portrayed how young people damage themselves by falling into the hands of narcotics. Prevention and early intervention are crucial to addressing drug addiction among youths. Parents, caregivers, and educators can play a critical role in preventing drug use by providing a safe and supportive environment, teaching healthy coping mechanisms, and setting clear expectations and boundaries.

Additionally, communities can provide resources and support to individuals struggling with drug addiction, including access to treatment and recovery programs. It is essential to address drug addiction among youths with empathy and understanding, recognising that it is a complex issue that requires comprehensive and compassionate solutions.

Priya Kumari Dutt, BAJMC 2021-2024

My College Days...

In Life, Some Days Can't be Repays,
Today I Remise, My College Days.
The Days When We Laughed Heartily,
Days, When We Shared Happiness Totally.
The Fun & Nonsense Which We Did,
The Prank and Caper Like Small Kid.
Exciting Noise of Our Class Hall,
Bunking Lectures And Visiting Nearby Mall.
The Skill of Ignoring Lectures,
The Half-Finished of Our College Chapters.
Almost Getting Professor's Scolding Chime,
Sharing Notes when Its Exam Time.
Creating Groups For Submitting Assignments & Projects,
Did Too Much Naughtiness But Show Innocence Reacts.
All Gossips & Desires of Hostel Life,
Those all Sweet Memories are Still Alive.
With Missing those Indelible Moments, my Heart says,
What relaxing!, what Amazing! My College Days.
For The Cultural Events, The High Level of Elation,
When Classmates' Bond Looked as Priceless Relation.
Having Lunch with Special Circle In College Canteen,
On Some Riddles and Some Rumours, we used to Giggles Umpteen.
Disturbing drama of Section Backbenchers,
And Then each Complaint By Class Representations.
Stunning Spirit of Brilliants to Stood First In The Class,
And Some Exceptions, who wanted to be only Pass.
Pressure of Semester Exams,
While Viva, the Art of Keeping Deep Calms.
From the Fun Frolic to Classroom Blush,
The Phase of Friendship & College Crush.
The Life Stage In which Nothing Was Felt Hard To learn,
But regular Attendance was Subject To Concern.
We Created and Fulfilled Hundred of Dreams those days,
Days, Today I Remise My College Days.

Nishant Kumar Mishra, BCA 2021-2024

Airdrop: A Marketing Strategy for Cryptocurrency

An airdrop in cryptocurrency is a marketing technique where a new cryptocurrency project distributes free tokens or coins to the community, typically to holders of a specific cryptocurrency or to users who perform certain actions, such as following the project's social media accounts or completing a survey. Airdrops create awareness of the new cryptocurrency project and incentivise people to participate in its ecosystem.

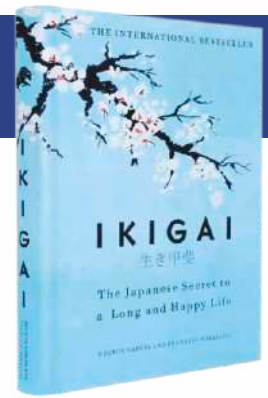
Airdrops can be a great way to get free tokens or coins, but it's vital to be cautious as there are many scams in the crypto space. Some scammers may create fake airdrops to steal people's private keys or cryptocurrency. It's essential to verify the legitimacy of an airdrop before participating by researching the project and ensuring that the official channels of the project are promoting the airdrop.

Additionally, it is essential to note that not all airdrops are worth participating in. Some airdrops may offer only a small amount of tokens or coins with little value, while others may require significant effort. It's essential to assess the potential value of the airdrop before participating to ensure that it's worth the time and effort.

Hrishabh Adarsh, BCA 2021-2024



BOOK REVIEW



IKIGAI

Theme: The Japanese secret to a happy life

Francesc Miralles and Hector Garcia authored this publication. It is one of the best-selling books in the world. Numerous readers have regarded this book as a game-changer in their lives. Ikigai (E-key-gaa-E) translates as "life to be worthwhile" or "purposeful life." Japan has the highest life expectancy globally, and Okinawa has a life expectancy even higher than the national average. The author has identified several factors that contribute to the longevity of Japanese citizens. Among these were healthy nutrition, physical activity, gratitude, a connection to nature, and purposeful life. Essential conclusions from this book include:

- Find an activity you enjoy. Engaging in activities you want is the secret to a long and meaningful existence.
- Closely observe nature. Keep smiling!
- Spend time with loved ones or those who love you.
- Never retire in life, even if you are professionally retired.
- Eat vegetables. One fasting day per week
- Continue to move/exercise & 1 day digital detox (no social media or smartphones)

"Life is not a challenge to be overcome. Just remember to keep yourself occupied with activities that you enjoy. A magnificent thing about the future is that "it comes one day at a time, so enjoy each day." This a gorgeous quote from the book that puts everything up.

Reviewed by Prof. Khyati

CORPORATE CONNECTIONS

Meet The Leader, Mr. M.K. Sinha, Business Head, Canon Bihar

Q1. How necessary do you think leadership skills are for budding managers? Furthermore, which leadership skill do you find most useful?

Ans: Leadership quality is an essential skill; it is above managing skills. Anybody can be a manager, but not everybody can be a good leader. Leadership is quality, and one should possess good leadership qualities to be a good manager. I find it most important to manage the whole team together as a leader because a manager must analyse the strengths and weaknesses of every team member.

Q2. How do you define your leadership style?

Ans: So, if I talk about my leadership style, I have developed it over time, I have been working for 37 years now, and whatever skills I have developed it is a result of my experience. We all make mistakes, and we learn from our mistakes. I focus on team building, time management, constant motivation, and guidance. Agreement to disagreement is also essential when handling a team, proper SWOT analysis of team members, and work assignments. I believe leadership is not rocket science. If one has skills, one can polish it with time.

Q3. How do students decide our goals, and how can we cultivate goal-oriented leadership skills?

Ans: As a student, setting clear and achievable goals is essential to help you develop your leadership skills. Without goals, you can not achieve anything in your life. Setting goals is continuous and requires commitment, effort, and discipline. If the vision is clear toward a goal, you are dedicated to your path; you achieve your desired goals effectively and efficiently.

Q4. How have you handled the disagreements in your team?

Ans: As I shared earlier, it's ok to have disagreements, and it is a normal part of a team's behaviour. And can often lead to better solutions. Disagreements should be handled constructively and respectfully. You can build stronger relationships and create a more effective team. My job is to make everyone productive, which is the flavour of success in a team.

Q5. Finally, What is your success mantra, and what tips do you want to share with our young entrepreneurs?

Ans: Success is incomplete without hard work and honesty. There are no shortcuts to success, be it a daily life or being an entrepreneur. A hardworking and honest attitude towards responsibility is key to success, and success doesn't come in a single day. It takes lots of effort, persistence, and time. To be successful in business, always think beyond customers and competitors and go for new and innovative ideas to grab customers.

Interviewed by Suraj Kumar & Arya Parmar, PGDM 2024



INVITED TALK | NATIONAL LEVEL EVENTS

- Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI- delivered the invited talk on ICT for rural governance at the 109th Indian Science Congress, held from 3rd January to 8th January 2023 at Nagpur University, Maharashtra.
- Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI- delivered the inaugural address on Digital Governance through IoT Solutions on 07th January 2023 at the National Conference on Digital Governance organised by CSI - Lucknow Chapter.
- IIBM Patna given Times Icon of Bihar Award by Shri. Samir Kumar Mahaseth, (MOI) Govt. of Bihar on 20th January 2023 at Ravindra Bhawan, Patna.
- Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI- Inaugurated Computer Society of India Students Branch and delivered the inaugural address at Avantika University, Ujjain, M.P. on 30th January 2023.
- Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI - delivered an invited lecture at the Workshop for Director of RSETIs/RUDSETIs of "Financial Inclusion and Development Department" of Reserve Bank of India on 13th February 2023 at Patna.
- Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI - received The Bihar Bharti Award by Bihar Kalashri Puraskar Parishad at Patna on 20th February 2023.
- Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI – Inaugurated the Fifth Foundation day of Bihar Pravasi Association at Patna on 23rd February 2023.
- Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI – delivered the keynote address on "Transforming Bihar for Strengthening Investment Climate" at the Confederation of Indian Industries (CII) Council Annual Meeting 2023 on 27th February 2023 at Hotel Lemon Tree, Patna.
- Dr. Jyotsna Rai, Assistant Professor, IIBM - Participated and presented a research paper on "A Study on Antecedents that Affect the Online Impulse Buying Behaviour of Female Apparel Buyers in Patna" at the ICSSR Sponsored International Conference on Inclusion & Sustainability: Building Self-Reliant India organised by U.P. Rajarshi Tandon Open University, Prayagraj, U.P on 13th-14th March 2023.
- Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI – inaugurated and delivered the keynote address at the one-week faculty development program on Recent Trends in Cognitive Science & Its Applications, organised jointly by VNR Vignana Jyothi Institute of Engineering & Technology, Hyderabad, Vikram University M.P., Oriental University, and IPS Academy Indore from 13th to 18th March 2023.
- Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI – delivered the keynote address on "Computing for Sustainable Global Development" at the 17th India Com International Conference organised by Bharati Vidyapeeth Institute of Computer Applications & Management, New Delhi, on 15th March 2023.
- Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI – delivered the keynote address on "ICT for Sustainable Global Development" at the International Conference on Emerging Trends in Multidisciplinary Research jointly organised by Patna Women's College, Patna University, Patna and Mount Carmel College, Bengaluru, Karnataka on 24th-25th March 2023.

TRAINING & PLACEMENT DIARY

Mahindra Pride Classroom (Naandi Foundation) - Training

The Mahindra Pride Classroom (MPC), affiliated with the Naandi Foundation and launched in 2016 as the Mahindra Pride School Program, has begun its journey in several Indian states. This training is intended for students enrolled in government or government-aided vocational colleges and institutes, and it improves life, language, and aptitude abilities. In this training program, universities provide the MPC team space and 40 or 36 hours of their academic calendar to teach vital skills to improve students' career prospects. This program operates in 19 states, including Bihar, and has trained over 392,360 pupils.

Bihar also requires this knowledge; we often consider education necessary, but education alone is insufficient. Now that skilled-based education is required throughout the country, the Indian Institute of Business Management and Dr. Zakir Husain Institution, Patna, has taken the initiative to start skilling education under one roof, in which students from various streams such as BBA, BCA, PGDM, BJMC, MAMC, BVMLT, and BVRMIT participated enthusiastically. The IIBM and ZHI Groups of



institutions partnered with MPC to mold their students not just for the job but also to make them communicative enough to communicate their opinions ethically, while Bihar students lag. This seven-day course also reflects our responsibility to make our pupils aware of professionalism. After completing the course, students are eligible for employability skill training certification and the Job Utsav, which the Mahindra Pride Classroom also holds.

Placements Drive Where a business school stand is vitally decided by the final placements of its management graduates. The institute solicits the participation of corporates to invite them to campus tours and encourage them to recruit the most qualified candidates for their respective requirements. The initial breakthrough results from the business acumen and experience of the graduating management students. If given the chance and associated challenges, the decidedly trained PGDM/BBA/BCA graduates of IIBM will demonstrate their talent, sincerity, and competence with excellence. Under the guidance of Prof. Rohit Kumar- Placement officer, IIBM Patna, the placement cell began this year's placement drive in mid-January for Marketing/ Human Resource/ Finance specialisation.

Placement Drive @ IIBM



Marketing Guess the Names?

1. In 1932 JRD Tata founded it as Tata Airlines. What is it presently known as?
2. Which bank offers a virtual credit card called "NetSafe" for online purchases?
3. Name the beauty brand launched in the U.S. in 2021 by celebrity Priyanka Chopra Jonas.
4. Phiroze Jeejeebhoy Towers in Mumbai is popularly known as.
5. Name the famous American comic book founded in 1939 and now the Walt Disney Company's property.

Guess the Brands from these taglines?

6. "Think Different"
7. "Innovation & You"
8. "The ultimate driving machine"
9. "Men Will Be Men"
10. "Delighting You Always"

Answers: Scan the QR code to verify



1. The greatest glory in living lies not in never falling but in rising every time we fall. -Nelson Mandela
2. If you look at what you have in life, you'll always have more. If you look at what you don't have in life, you'll never have enough.- Oprah Winfrey
3. To speak gratitude is courteous and pleasant, but to live gratitude is to touch heaven. – Johannes A. Gaertner
4. I understand once again that the greatness of God always reveals itself in the simple things." – Paulo Coelho
5. The future belongs to those who believe in the beauty of their dreams- Eleanor Roosevelt
6. Tell me, and I'll forget. Teach me, and I remember. Involve me, and I learn.- Benjamin Franklin



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