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Dr. R. S. Nirjhar, the then Chairman, AICTE, Govt. of India at IIBM Patna (2002) with our Founder Director Prof (Dr.) Uttam Kumar Singh

From Editor's Desk

Dear Readers,

Welcome to Volume 2, Issue 1 of our newsletter Prabodhan.

As we embark on another exciting journey of sharing news, stories, and achievements from our vibrant

college community, it's a moment of

reflection and celebration. Despite our challenges, our collective spirit and resilience have shone through, illuminating the path forward with hope and determination.

This edition delves deep into the theme of "Green Sustainability: A Well-Being Need for Current and Future Generations." In a world marked by rapid industrialization and population growth, the imperative to prioritize sustainability has never been more pressing. We bring you various articles, interviews, and features that capture the essence of our college life. From insightful student spotlights to faculty achievements, from campus events to community initiatives, there's something everyone can explore and enjoy.

As we navigate through these unprecedented times, let us cherish the moments of connection and learning that define our college experience. Let us celebrate the achievements of our students and faculty, who continue to inspire us with their creativity, dedication, and passion.

I sincerely thank our contributors and readers for their invaluable contributions and support. Together, we continue to uphold the spirit of our college community and strive for excellence in all endeavors.

Thank you for being part of our journey. Here's to a year filled with growth, learning, and endless possibilities.

Sincerely,

Prof. (Dr.) Jyotsna Rai

Associate Professor, IIBM Patna



Founder's Message



The PhD Journey: A Challenge Worth Embracing for IT Project Managers in Academia

Embarking on a PhD journey is a formidable challenge, especially for IT project managers who have transitioned into the academic realm. The path to a doctorate is not just an extension of one's professional experience; it is a profound transformation that demands resilience, dedication, and an unwavering commitment to knowledge. For those who have spent years navigating the complexities of industry projects, the academic pursuit of a PhD can seem both daunting and exhilarating.

Take, for instance, Rohit, a thought leader with over 24 years of firsthand experience in global markets. His career has taken him to diverse locations such as India, the US, the UK, Singapore, Hong Kong, and Malaysia, where he has honed his cross-cultural communication skills. As a diligent learner and trainer at IIBM and Dr. Zakir Husain

Group of Institutions Patna, Rohit has demonstrated a proven record of success leading all phases of diverse, innovative programs. Colleagues describe him as a progressive, go-getter, down-to-earth technical and managerial expert who reliably delivers superior solutions and profitable results on time.

The Steep Learning Curve

For IT project managers like Rohit, the shift from industry to academia involves a significant learning curve. In the corporate world, project management is often about applying established methodologies, meeting deadlines, and solving practical problems with existing tools and technologies. In contrast, academia requires a different mindset. It is about questioning the status quo, exploring uncharted territories, and contributing to the body of knowledge in a unique and meaningful way. This transition requires IT professionals to step out of their comfort zones and immerse themselves in rigorous research methodologies, theoretical frameworks, and scholarly discourse.

Embracing Research Habits

One of the most significant adjustments for IT project managers entering academia is developing deep research habits. In the industry, the focus is often on immediate, tangible outcomes. However, academic research is a slow, meticulous process that demands patience and perseverance. It involves extensive literature reviews, hypothesis formulation, data collection, analysis, and interpretation. While these tasks might seem overwhelming, they are akin to the problem-solving processes familiar to project managers, albeit on a more abstract and theoretical level.

The Joy of Discovery

Despite the challenges, the pursuit of a PhD offers unparalleled rewards. For IT project managers used to delivering projects within set parameters, academia opens the door to boundless possibilities. Here, the goal is not just to solve existing problems but to explore new frontiers and contribute original insights to the field. This intellectual freedom can be incredibly fulfilling, allowing individuals to work on projects that align with their passions and interests. The culmination of this journey is often a unique and novel result that adds value not only to the academic community but also to the industry at large.

Drawing Parallels with Project Management

Interestingly, the skills honed as an IT project manager can be highly beneficial in a PhD program. Project management involves planning, organizing, and overseeing projects to ensure they are completed on time and within budget. Similarly, a PhD requires meticulous planning and time management to meet various milestones and deadlines. Both roles demand problem-solving skills, critical thinking, and the ability to manage multiple tasks simultaneously. The strategic approach to managing projects can be effectively applied to managing research activities, from proposal development to dissertation writing.

Founder's Message

Overcoming Challenges

The PhD journey is fraught with obstacles, from the rigorous demands of coursework and comprehensive exams to the pressures of original research and dissertation writing. For IT project managers, these challenges can be compounded by the need to adapt to a new academic environment. However, the key to overcoming these challenges lies in leveraging their project management skills. Effective time management, setting realistic goals, and maintaining a structured approach to research can significantly ease the transition.

Rohit's Remarkable Achievement

Rohit's journey serves as a remarkable example of overcoming these challenges. He pursued his PhD at The Global Open University, Nagaland, completing his thesis submission within a short span of four years. This impressive feat is a testament to his dedication, efficiency, and ability to integrate his extensive industry experience with academic rigor.

Conclusion

Pursuing a PhD is undeniably a challenging endeavor, particularly for IT project managers who have ventured into academia. However, it is also an incredibly enriching experience that fosters deep intellectual growth and the development of advanced research skills. The journey is arduous, but the rewards—both personal and professional—are immense. By embracing the research process and applying their project management expertise, IT professionals can successfully navigate the academic landscape and emerge as thought leaders in their field.

Rohit's illustrious career serves as an inspiring example. With multiple awards from prestigious organizations like DXC Technology, Vodafone, Cognizant, Citibank Singapore, and Accenture, he has demonstrated excellence in the corporate world. His success story has been featured by EXIN, Netherlands, and he has been an invited speaker at numerous international conferences. An active member of the Association for Computing Machinery, Project Management Institute, and a life member of the Indian Science Congress and Computer Society of India, Rohit continues to excel academically and professionally.

Holding an MBA, a BCA, and multiple global certifications such as PMP, Certified Scrum Master, ITIL Expert, Google Cloud Digital Leader, AWS Solution Architect, MS Azure Solutions Architect Expert, CCNA, and MCSA, Rohit exemplifies how the integration of industry expertise and academic pursuit can lead to groundbreaking contributions in both domains. Ultimately, the pursuit of a PhD is not just about earning a degree; it is about making a lasting contribution to knowledge and advancing the frontiers of technology and innovation.

With warm regards,

Prof. (Dr.) P.R. Trivedi

Founder,

Indian Institute of Business Management



Vishwa Hindi Diwas: Embracing Linguistic Unity

The Centre for Entrepreneurship Development (CED) at IIBM enthusiastically observed Vishwa Hindi Diwas on January 10, 2024. BBA students from CED, including Md. Ehtesham (2023-26), Sanjana (2022-25), Aniket Burnwal, Ashwani, and Shikha (2021-24) respectively, collaborated under the direction of Prof. Amit Choudhary to produce an engaging video that highlighted the profound contributions of renowned Hindi writers such as Bharatendu Harishchandra, Premchand, Munnawar Rana, and Nirmal Verma. Their initiative brought attention to the capacity of Hindi to promote unity in the face of diversity. The significance of language in bridging cultural divides was highlighted by the event. In commemorating the Vishwa Hindi Diwas held at IIBM, we honor the lasting impact of Hindi literature and its capacity to foster unity among heterogeneous communities.



Students of CED Patna celebrating National Girl Child Day in collaboration with ALF.

National Girl Child Day & International Education Day

On January 24, 2024, IIBM-CED and ALF collaborated, to observe International Education Day and National Girl Child Day. Children from rural areas and railway employee families in the vicinity attended the event, where they displayed their extraordinary ingenuity and general knowledge. Under the direction of Aniket Burnwal, BBA (2021-24), the day featured a two-group drawing competition, an engaging quiz session facilitated by Prof. Amit, and enjoyable activities organized by volunteers from CED. The occasion fostered a sense of community and self-empowerment by showcasing the extraordinary abilities of youngsters of every age. The event

culminated in the allocation of prizes, certificates, stationery packages, and snacks, symbolizing the group's combined endeavors to advance education and empower young girls.

Chess Competition: Strategic Brilliance Unleashed

The CED at IIBM Patna and ZHI Patna organized a captivating chess competition on February 3, 2024. Twenty-five competitors participated in the event, which used rapid and classic formats. The chief guest, Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI Group of Institutions commenced the competition by relating enlightening anecdotes from the annals of chess. The tournament reached its peak of intensity during the semifinals, culminating in a ferocious confrontation between the finalists. After a close contest, Atul (BCA 2023-26) emerged as the champion, obtaining the top reward. Samresh (BBA 2023-26) and Noor Alam (BCA 2023-26) finished second and third, respectively. Participants displayed strategic skills on a chess board, creating unity among supporters. Patna's chess enthusiasts enjoyed a stimulating experience, highlighting sportsmanship and strategic thinking. Unique abilities were showcased, emphasizing fair competition.



Students participating in Chess Competition organized for IIBM & ZHI Students by CED Patna

Craft Cinematic Brilliance: Premiere Pro Interface Tutorial

Mohammad Taha (BCA 2023-26), an MT at IIBM Centre for Entrepreneurship Development (CED), will host a Premiere Pro Interface Tutorial on the YouTube channel of IIBM. Investigate the comprehensive toolkit that provides students with the ability to convert concepts into visually stunning compositions. Proficiently navigates the interface of Premiere Pro while revealing the art of storytelling through editing mastery. Behold the convergence of intuition and innovation as monumental tools revolutionize video editing, surpassing limitations in order to enthrall audiences. Gain access to the tutorial through IIBM's YouTube channel, where Premiere Pro serves as the foundation for cinematic aspirations. IIBM and CED are committed to fostering student excellence through the mastery of technological prowess.

Management Games: Fostering Leadership and Management Skills

IIBM organized the Management Games on February 17, 2024, with the objective of refining the aptitudes of its management students in leadership, critical thinking, and decision-making. It was efficiently coordinated with the support of CED members and exemplified IIBM's dedication to comprehensive education. At the event, a variety of activities were presented, such as a treasure hunt in the library, online puzzle solving, a video clip round, a tagline round, and guessing the brand. The Management Games provided students with ample opportunities to apply theoretical knowledge in practical scenarios, thereby enhancing their diverse skill set to tackle real-world challenges. The event underscored IIBM's commitment to nurturing adaptable professionals with critical management skills.



Winners of Management Games under the flagship of CED with dignitaries Prof. (Dr.) A.K. Nayak, Prof. Ganesh Panday, Dr. Jyotsna Rai, Prof. Amit Choudhary and Prof. Shahbaz Shakeb

News Analysis Session

IIBM and CED Patna organized a News Analysis Session on February 23, 2024 at the IIBM Auditorium. The session analyzed significant news from The Times Group. BBA and BCA students participated and quizzes were conducted to evaluate their understanding. This initiative aims to enhance the understanding of editorial content among IIBM students. Plans for a mega quiz in collaboration with The Times Group are underway to further develop analytical skills and prepare students for academic and professional success.

Exploring Technological Expertise: ADHIGAM Tech Quiz

On February 24, the "ADHIGAM Tech Quiz" took place at IIBM. The event offered participants a chance to demonstrate their knowledge across various technological domains. Topics included programming languages, emerging technologies, and pivotal developments in the computer industry. Team CED Patna organized the event to ignite interest in technology and foster healthy competition. Highlights included interactive sessions with industry experts and challenging quiz rounds. The Tech Quiz promoted learning, innovation, and camaraderie among participants.



Winners of ADHIGAM Tech Quiz with Prof. (Dr.) A.K. Nayak, Prof. Rohit Kumar, Prof. Shahbaz Shakeb and Prof. Amit Choudhary

VIGYANOTSAV 2024 Celebrates India's Scientific Legacy

IIBM celebrated National Science Day with VIGYANOTSAV 2024. The event aimed to promote innovation and honor India's scientific heritage. Activities included essay writing, experiments, model presentations, PPT presentations, and a science quiz. Prof. (Dr.) A.K. Nayak emphasized scientific inquiry's importance in addressing global challenges. The quiz winners were Simran Kumari, Vishal Kumar, and Sonu Kumar, while Anshu Sinha's "Scamper Fitness Generator" won the Scientific Model Presentation. Vishwash Anand and Aabhya Kumari presented on Raman's Effect and Indigenous Inventions, respectively.



Students in technical session with Advisor IIBM Patna Prof. (Dr.) A.K. Nayak on the occasions of National Science Day with VIGYANOTSAV 2024

Empowering Tomorrow's Voters: Voter Awareness Campaign

IIBM Patna has launched a voter awareness campaign on March 6, 2024, to promote civic engagement and empower young people. Led by student organizations and faculty members, it includes interactive workshops, educational sessions, and social media engagement. The goal is to instill responsibility and agency among students, achieving societal transformation through civic engagement.

CII East India Summit: Insights from Industry Leaders

East India Summit, a prestigious event sponsored by the Confederation of Indian Industry (CII), was attended by CED interns and GDSC IIBM on March 7, 2024. Sri Vijay Kumar Sinha, Dy. Chief Minister, Government of Bihar, was present at the summit, which featured numerous specialists providing industry insights. As a panelist, Prof. (Dr.) Rohit Singh, Group Director IIBM-ZHI Group of Institutions emphasized the significance of taking risks and faltering quickly. He emphasized the Centre for Entrepreneurship Development (CED), an initiative of IIBM aimed at fostering the talent pool in Bihar, and encouraged businesses to utilize CED for web development, digital marketing, and business expansion. The session culminated in the Big FM radio channel capturing impactful audio and video snippets from IIBM students, which effectively presented the viewpoints of both Prof. Amit Kumar and the students regarding a range of Bihar-related issues.



Students of CED Patna and GDSC participating in East India Summit, under the flagship of CII.



Prof. Amit Choudhary facilitating the student winner at CED Patna's Entrepreneurship Development Program at IIBM Auditorium.

Student Innovations Shine at Entrepreneurship Development Program

On March 16, 2024, students from IIBM and ZHI showcased their entrepreneurial ideas at the Entrepreneurship Development Program hosted by the CED at the IIBM Auditorium. The program was called "Biz-War" and was under the guidance of Prof. (Dr.) A.K Nayak, Prof. (Dr.) Jyotsna Rai and Prof. Amit Choudhary. The participants presented innovative startup ideas in various sectors and attended workshops and expert talks on entrepreneurship essentials. The program covered modules on opportunity identification, business planning, marketing, and more. The event concluded with students presenting their visionary concepts, with standout

ideas including Tech Shield's smart helmets for riders, Bizo Great's business solutions for food vendors, and Eco Fab's eco-friendly fabric derived from cactus plants. The Professors expertly guided the students through the program, and a follow-up workshop was planned to further nurture the students' entrepreneurial endeavors.

IIBM Hosts Bihar Diwas Celebration

On March 22, 2024, The Indian Institute of Business Management draped in Bihar's spirit as it hosted a grand celebration on the occasion of "Bihar Diwas: A Celebration of Tradition, Culture, and Progress," the event aimed to honor Bihar's rich heritage. The event marked its inaugural with the key address by Prof. (Dr.) A.K. Nayak, Advisor IIBM-ZHI Group of Institutions, highlighting Bihar's historical significance. Under the guidance of Prof. (Dr.) Jyotsna Rai, Prof. Amit Choudhary, and Prof. Rohit Kumar, the event witnessed a series of engaging activities - speeches, quizzes, essays, poems, folk music, and traditional dance forms presented by students of BBA, BCA & PGDM programs, that allowed everyone to explore and appreciate the cultural heritage of Bihar. The event marked its closing with a vote of thanks from Prof. Ganesh Panday, Director of Academics, and a prize distribution ceremony.



Dignitaries lighting up the lamp to mark the inauguration of Bihar Diwas Celebration by BBA,BCA & PGDM students of IIBM.

Safeguarding Patient Privacy in Radiology : Addressing Cybersecurity Challenges.

The digital age has transformed radiology, boosting diagnostic accuracy and efficiency. However, this progress comes with a critical challenge: protecting patient privacy in an increasingly interconnected landscape.

Sensitive Data, Fragile Security: Radiology departments hold vast troves of information – medical images, personal details, and diagnostic reports. This valuable data attracts cybercriminals seeking financial gain or malicious intent. Robust security measures are crucial to safeguard this information.

Networked Devices, Networked Risks: Devices like PACS and RIS, vital for storing and sharing medical data, pose significant vulnerabilities. Weak security exposes them to unauthorized access, data breaches, or disruption.

Cloud & Telemedicine: Convenience with Caveats: The growing use of cloud storage and telemedicine offers remote access and convenience but introduces new risks. Robust security protocols are essential for providers and healthcare personnel to ensure data confidentiality and integrity.

IoT Devices: Interconnected and Insecure: Due to their interconnected nature, innovative smart medical devices and wearables are susceptible to cyberattacks. Hackers can manipulate data or images, potentially leading to misdiagnoses. Regular firmware updates and network segmentation are vital to mitigate these risks.

Building a Secure Future: To combat these challenges, radiology departments and healthcare institutions must prioritize robust security measures. This includes:

- **Regular vulnerability assessments and penetration testing** to identify and address system weaknesses.
- **Comprehensive cybersecurity training for healthcare professionals** to ensure responsible data handling.
- **Collaboration between radiologists, IT professionals, and cybersecurity experts** to develop effective security strategies.
- **Staying up-to-date with cybersecurity standards and regulations** like HIPAA to ensure compliance and data protection.

By proactively addressing these challenges, we can leverage technology's benefits in radiology while ensuring patients' utmost security and privacy.

(Prof. Fazal Ahamad is an esteemed educator and the Principal at Dr. Zakir Husain Institute, Patna. He has a rich academic experience of 21 years and has a keen interest in Nuclear Medicine and Ultrasonography. He has authored many books and won prestigious awards in his academic area.)



प्रबोधन

अर्जुन बीच युद्ध में भी प्रश्न करता है, अभिमन्यु गर्भ में भी सीखने का यत्न करता है
एकलव्य खुद में ही गुरु उत्पन्न करता है, जीवन का बोध ही बुद्ध का सृजन करता है।
उसे गुरु मानो जो तुम्हारे सपनों की तपन में जलता हो,
उसे गुरु मानो जो सत्य के संहार और सृजन में पलता हो
उसे गुरु मानो तुम्हारी सफलता में जिसकी सफलता हो,
उसे गुरु मानो जो गोविन्द से ज़्यादा तुम्हारे काम आता हो
उसे गुरु मानो जिसके लंबों पर उसके बच्चों से पहले तुम्हारा नाम आता हो।
हमारा और तुम्हारा यहाँ एक साथ आना कुछ तो इशारा करता है,

भगवान जब किसी से मिलता है तो नयी शुरुआत का इशारा करता है

हर मेहनत भरा सवेरा सुकून भरी रात का इशारा करता है, हर एक कतरा समंदर की पूरी औकात का इशारा करता है

Stay Hungry, Stay Foolish, Stay Humble यही आप से निवेदन है,

बुद्ध बनने तक खुद को बुद्ध मान कर सीखते रहने का ही नाम प्रबोधन है।

(Prof. Amit Choudhary is an Assistant Professor of Marketing. He has 15 years of prosperous industry and academic experience and is competent in Brand Management and Project Management.)

Theme Articles



Green Sustainability: A Well-Being Need for Current and Future Generations

In an era of rapid industrialization, technological advancements, and a burgeoning global population, the urgency of adopting sustainable practices has never been more apparent. Green sustainability, the integration of eco-friendly activities into our daily lives, is not a passing trend. It is an urgent necessity for the well-being of both present and future generations. As we grapple with environmental challenges, choosing sustainable living is not just a moral choice but a direct path to a healthier, more prosperous future for all. Green sustainability enhances our quality of life while safeguarding our future ecosystem.

Increasing temperatures, melting ice caps, deforestation, and a significant rise in pollution are all obvious signs of environmental distress. The consequences of these problems go beyond just environmental concerns. They directly affect human well-being. The current state of the

environment poses a substantial threat to the health and happiness of current and future generations. This includes deteriorating air and water quality and loss of biodiversity.

Environmental degradation harms public health. Air pollution from industry and vehicles causes respiratory and cardiovascular problems. Water contamination from waste disposal and industrial runoff spreads waterborne diseases. We can reduce health risks by adopting green practices and creating a healthier environment.

Sustainability means using natural resources responsibly. As the population grows, we need more resources like water, energy, and raw materials. Green sustainability promotes conservation by recycling, reusing, and minimizing waste. Proper resource management ensures availability for future generations and protects the ecosystem.

Implementing green sustainability practices involves more than individual choices; it requires a collective shift in societal values and behavior. Education plays a vital role in this transition by increasing awareness about human well-being and environmental health interdependence. By instilling eco-conscious values in current generations, we can establish a sustainable mindset that future leaders and decision-makers will carry forward.

As society becomes more environmentally conscious, organizations adopt various green initiatives to reduce their negative impact. These include using less plastic, eco-friendly items, and energy-efficient equipment.

The challenges of green sustainability can only be overcome through a united global effort. It is the shared responsibility of governments, businesses, and communities to collaborate in developing and implementing sustainable practices. International agreements and initiatives focused on environmental conservation, renewable energy, and biodiversity protection are pivotal in fostering a collective commitment to the well-being of the planet and all its inhabitants.

Green sustainability is not a luxury but a fundamental need for our well-being. It goes beyond individual, societal, and global interests. It's a commitment to preserving the delicate balance of our planet and ensuring that the air we breathe, the water we drink, and the resources we rely on remain abundant and healthy. By adopting sustainable practices today, we can create a brighter, healthier future for current and upcoming generations. This collective responsibility transcends borders and ideologies, and we must act now.

(Prof. Akanksha Singh is an Assistant Professor of Finance with a Master's in Commerce. She is keenly interested in academics and passionate about teaching. She specializes in Financial Accounting, Corporate Taxation, and Managerial Accounting.)

Theme Articles

The Imperative of Green Sustainability for Marketers: Bridging the Gap Between Profit and Planet

Amidst environmental issues and increasing consumer awareness, marketers now view green sustainability as essential. The need to prioritize sustainability goes beyond ethical or moral responsibilities; it is increasingly becoming a strategic imperative for firms aiming to succeed in present and future markets. We need to understand the importance of green sustainability for marketers, highlighting its advantages in terms of current profitability and the welfare of future generations.

First and foremost, adopting green sustainability practices improves a business's reputation and sets it apart in a competitive market. Consumers, namely millennials and Gen Z, are actively searching for environmentally conscious products and enterprises. According to a study by Nielsen, a significant majority of worldwide customers, 73%, are inclined to allocate a higher budget for purchasing sustainable goods. Marketers can gain a competitive advantage and build brand loyalty by adopting sustainable practices and targeting the growing market group interested in sustainability.

Sustainability programs drive innovation and create unique products. As customers demand environmentally friendly options, businesses develop products with minimal environmental impact. This fulfills customer expectations and creates new commercial opportunities. Companies like Tesla, Patagonia, and Beyond Meat have used sustainable innovation to disrupt traditional markets and gain a larger market share. Green sustainability saves businesses money and improves operations. Energy efficiency, supply chain optimization, and waste minimization promote environmental stewardship and financial benefits, reducing costs and increasing profitability.

Prioritizing green sustainability helps organizations comply with changing regulations. Governments worldwide are introducing environmental rules and carbon pricing mechanisms to combat climate change and resource depletion. By adopting sustainable practices, marketers can reduce regulatory risks and prevent penalties or reputational damage resulting from non-compliance.

Green sustainability initiatives are essential for businesses to protect against environmental hazards and market uncertainties. Companies that do not integrate sustainability into their plans risk falling behind. Adopting sustainable practices ensures long-term viability, strengthens the ability to overcome challenges, and capitalizes on opportunities in an ever-changing global market. Few examples of green sustainability initiatives are

- IKEA, for instance, had committed to produce as much renewable energy as it consumes by 2024, installing solar panels in many of its stores and investing in wind farms.
- Unilever's "Zero Waste to Landfill" program aims to eliminate waste from its manufacturing processes by finding alternative uses for by-products and improving recycling efforts
- Coca-Cola introduced the "PlantBottle," a partially plant-based PET plastic bottle, reducing reliance on fossil fuels and lowering carbon emissions.

Ultimately, prioritizing green sustainability is of utmost importance for marketers, as it provides numerous advantages for immediate financial gain and the welfare of future cohorts. Incorporating sustainability into marketing is evident, as it may improve brand reputation, foster innovation, reduce costs, and ensure compliance with regulations. By adopting sustainability as a crucial and necessary aspect of their strategy, marketers may not only succeed in the current market but also play a role in creating a future that is both sustainable and fair for future generations.

(Prof. (Dr.) Jyotsna Rai is an Associate Professor in Marketing and has academic and industry experience of 17 years. She is an expert in Consumer Behaviour, Rural Marketing Management, and Services Marketing. She has a keen research interest and has contributed to further research on digital marketing influencing consumer's buying behavior.)



Women's Empowerment- Overcoming Disparity

The statement by Sandra Day O'Connor that "as women attain power, the barriers shall fall" aptly describes the profound and far-reaching consequences of women's empowerment in India. In the historically entrenched gender disparity in India, the ascent of women to positions of authority is a beacon of development. An increasing number of women assuming leadership positions deconstruct the entrenched obstacles that have impeded gender equality for so long. By inspiring other women to pursue their aspirations and challenging societal norms, their success generates a cascading effect of empowerment. This phenomenon is apparent across multiple sectors in India, encompassing business and politics, as women leaders redefine the feasible boundaries. In addition to fostering economic expansion, they actively support policies that advance gender equality. This exemplifies the profound consequences that arise when women attain influential and authoritative roles, deconstructing conventional gender roles and physical constraints.

Malika Handa, an instance of this, was born on March 20, 1995, and she is a deaf professional chess player from India. She won the International Deaf Chess Championship gold medal as the inaugural Indian female participant. Malika's accomplishments include two gold medals at the Asian Women Deaf Championship and World Deaf Open Chess Championship and four silver medals at various international competitions, notwithstanding her 90% hearing impairment. Her trajectory is a testament to perseverance, resolve, and the potential to surpass obstacles by attaining distinction in her selected domain.

There are numerous accounts of women's empowerment pioneers besides her, including that of Arunima Sinha, the first female amputee to scale Mount Everest. Shila Dawre defied the status quo by becoming India's first female auto-rickshaw driver in 1988. The Missile Women of India, led by Dr. Tessy Thomas, was involved in developing the Agni series of ballistic missile systems, including the Agni IV and Agni-V. And numerous others to mention.

Women's empowerment is not solely a catchphrase. It is a prerequisite for optimal capacity for the holistic development of a family, society, nation, and sustainable world. Within the Indian context, O'Connor's words hold profound significance, as every empowered woman establishes a precedent that facilitates the flourishing of subsequent generations in a society marked by greater equity. The explicitness of her message is that the advancement of society as a whole and not solely individual success are at stake in women's empowerment.

Shivam Bharti, PGDM 2023-25



Students enjoying Bihar Diwas cultural celebration at IIBM

Student Corner

Empowering Education: The Importance of Parental Involvement

Parental involvement is truly essential to children's educational experiences. Nevertheless, many schools observe a visible absence of parental involvement. It is not uncommon to encounter parents who arrive only infrequently because they believe that a single interaction during enrolment is adequate. Furthermore, conferences between teachers and parents are usually handled casually, resulting in missed opportunities for significant relationships.

To address this issue, it is of the utmost importance to educate parents, particularly those who come from economically challenged households, about the fact that active participation in their children's education has a considerable impact. There is potential for success in spreading awareness through the use of social media platforms and activities sponsored by the government. A supportive learning environment is created when parents are encouraged to participate actively in their children's academic lives. This, in turn, enables each child to realize their full potential and realize their full potential.

Alok Ranjan, BBA 2023-26



CED Interns with Chess Competition participants and winners



PGDM Student's cultural performance on the occasion of Bihar Diwas at IIBM Patna

Indian Staple Diet: Healthiest in the World

When considering healthful eating, we calculate the calorie content of the foods we intend to consume before consuming them. Due to the global impact of Western research and culture, we have neglected that the cuisine we have been consuming for centuries as Indians is healthier than that of Italy, Lebanon, China, and Thailand. The traditional Indian diet comprises a remarkable assortment of whole cereals, legumes, fruits, vegetables, and spices, all of which are known to provide substantial health advantages.

Not many are aware that 'Khichdi', our national dish of rice and lentils cooked in a saucepan, serves as a complete protein meal and facilitates digestion. Additionally, traditional culinary methods in Indian cuisine are renowned for enhancing ingredients' flavors while preserving their nutritional value. Smoking, slow simmering, fermentation, and sprouting are all methods that contribute in their distinct ways to improve the nutritional value of foods.

Slow cooking preserves most nutrients, intensifies the flavor and facilitates digestion. Fermentation, which prepares culinary creations such as 'Dhokla' and 'Dosa', generates probiotics. These probiotics, for instance, advocate for the growth of beneficial bacteria within the gastrointestinal microbiome. The antinutrients found in cereals and legumes are degraded during sprouting, making the nutrients more readily absorbable and digestible. This process is particularly advantageous for individuals with sensitive stomachs or digestive disorders.

Furthermore, "Spices," among the numerous factors that drew East India companies to India, are unquestionably the stars illuminating Indian cuisine's splendor. The traditional Indian diet places significant emphasis on incorporating all six tastes—sweet, acidic, salty, bitter, pungent, and astringent—per the principles of Ayurveda.

Divyansh Golwara, BBA 2022-25

Student Corner

Let No-One Steal Your Dreams

Let no-one steal your dreams
let no-one tear apart
that burning of ambition
that fires the drive inside your heart
Let no-one steal your dreams
let no-one tell you that you can't
let no-one hold you back
let no-one tell you that you won't
Set your sights and keep them fixed
set your sights on high
let no-one steal your dreams
your only limit is the sky
Let no-one steal your dreams
follow your heart
follow your soul
for only when you follow them
will you feel truly whole
Set your sights and keep them fixed
set your sights on high
let no-one
steal your dreams
Your only limit is the sky.
Nupur Kumari, BBA 2022-25

WINNERS v/s LOSERS

When a winner makes a mistake, he says, "I was wrong."
When a Loser makes a mistake, he says, "It wasn't my fault."
The Winner says, "It may be difficult, but it is possible";
The Loser says, "It may be possible, but it is too difficult."
The Winner sees an answer of every problem;
The Loser sees a problem for every answer.
The Winner is always part of the answer;
The Loser is always part of the problem.
A Winner makes commitments;
A Loser makes promises.
The Winner always has a program;
The Loser always has an excuse.
Winners see possibilities; Losers see problems.
Winners see the gain; Losers see the pain.
Winners see the potential; Losers see the past.
Himanshu Kumar, BCA 2023-26



The team of IIBM CED-Patna Management and Technical Interns .



Students in management games activity - finding clues related to their management puzzles.



Prof. Amit Choudhary with winners of Tech Quiz VIGYANOTSAV at the Selfie stand

Book Review

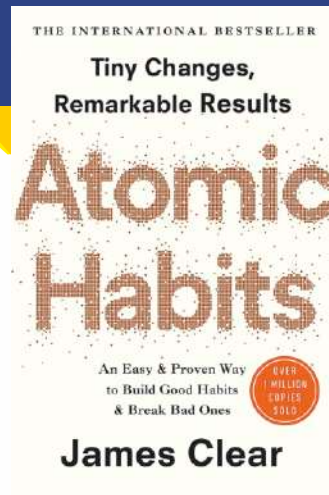
Atomic Habits- Tiny Changes Remarkable Results

James Clear's book Atomic Habits delves into the power of small habits and their remarkable impact on our lives over time, utilizing the concept of compounding. This book provides scientifically backed research, real-life examples, and attainable steps to help readers understand the psychology behind habit formation and how to apply it to improve themselves.

1. **The compound effect:** small changes over time compound into tremendous growth or consequences.
2. **Habit loop:** The cycle of habit formation includes the cue, craving, response, and reward. Understanding the loop gives us the control to break bad habits and build good ones.
3. **Make it obvious:** The first step in building a new habit involves creating cues or triggers that remind you to take action (a new habit).
4. **Make it attractive:** The second step is to pair up the habit you wish to build with something enjoyable or satisfying.
5. **Make it easy:** To maintain a habit, one must reduce friction and increase the likelihood of following through.
6. **Make it satisfying:** The final step is to satisfy your new habit by rewarding yourself and celebrating small, significant milestones.
7. **Habit stacking:** When incorporating a new behavior, it is simple to stack or attach it to your pre-existing habit.
8. **Identity change:** The only way to achieve lasting behavioral changes is to change your self-image and align your habits with those you aspire to be.

Remember, the key is to start small, make the habit as easy and enjoyable as possible, and gradually build it over time. But for this to happen, one first needs to accept oneself with all its flaws. It all begins with accepting one's flaws and desiring change.

Reviewed by: Utkarsh Bhushan (BBA 2023–26)



Faculties trying their strategic skills- Prof. Rohit and Prof. Amit in a friendly Chess match



PGDM Students promoting the Vote Awareness Campaign motivating the youths to celebrate the Festival of Democracy



Prof. Amit Choudhary with CED Interns & ALF promoting recreational activities on National Girl Child Day and International Educational Day with children of near by slums and railway colonies.



IIBM organized Students Awareness Campaign on Voting. Motivating students to come forward and vote.

Invited Talks/National Level Events/Facilitation/Awards

- **Prof. (Dr.) Jyotsna Rai, Associate Professor, IIBM**, Paper titled “ Investigating the Online Customer Buying Behaviour Regarding Fashion Apparel Using the Theory of Planned Behavior” at Two-day International Conference 2024 on “Recent Developments in Commerce, Business Management, Technology & Social Innovations” Organized by F.C.B.M, Saral Birla University, Ranchi, Jharkhand, on 4-5 January 2024.
- **Prof. (Dr.) Jyotsna Rai, Associate Professor, IIBM**, Paper titled “Exploring the Effectiveness of Ad Personalization on Working Women's Online Buying Behavior in the Regional Unit of Patna” at a three days 9th PAN IIM World Management Conference on “Entrepreneurial Innovation and Digital Governance for Inclusive and Sustainable Growth” Organized by Indian Institute of Management, Sambalpur, Odisha, on 22-24 January 2024.
- **Prof. (Dr.) Jyotsna Rai, Associate Professor, IIBM**, presented her research paper titled “Exploring the Online Shopping Behavior of Female Consumers in the Regional Unit of Bihar using TBP & TAM” at three days at the 2nd International Conference on Women in Multifaceted Research (ICEMR-2024) organized by Gopal Narayan Singh University, Rohtas, Bihar, on 10-12 March 2024.
- **Prof. (Dr.) Jyotsna Rai, Associate Professor, IIBM**, had a research article, “Exploring the Factors that Influence Working Women Consumer's Propensity to Make Impulsive Online Apparel Buying,” published in an edited book, Sustainable Business Practices in Finance & Human Resource Management, 1st Edition, Red Unicorn Publishing Pvt. Ltd, February 2024, ISBN 978-93-5809-855-6, doi: 10.25215/9358098554
- **Prof. (Dr.) Jyotsna Rai, Associate Professor, IIBM**, had a research article, “Exploring the Factors that Influence Working Women Consumer's Propensity to Make Impulsive Online Apparel Buying,” published in a national peer-reviewed journal Manthan SBU Journal of Commerce, Management & Humanities, Volume IV Issue I, January- June 2024, ISSN 2582-8517

Alumnus Corner

Let's Inspire with their Journey - Alumni Inspiration

“I graduated from IIBM in 2000. My college experience was a transformative journey filled with challenges, self-discovery, and purpose. Presently, I am associated with the Principal Product Manager position at F5, USA. I remember the rainy day in Patna when I first stepped onto the college campus for admission. As I embarked on my Journey away from home to join the second batch of BCA at IIBM, I was filled with doubts and apprehension. However, little did I know that the days spent at IIBM would be more than just academics.” I have learned five crucial life lessons that have shaped my future.

Lesson 1: The Power of Curiosity I explored graphics and multimedia in the library due to my interest in game development. It expanded my horizons and gave me an advantage. Learning beyond the classroom has been a guiding principle in my career.

Lesson 2: Embracing Challenges Living in a new city away from my family presented numerous challenges during college. However, these situations helped me to test my commitment and build my personality. I learned to effectively manage my time and money, say 'no' when necessary, and stay consistent. These experiences laid the foundation for a more confident and disciplined version of myself.

Lesson 3: Building Lifelong Friendships- Moved to Pune with seven friends for college—new language/culture. Friends made college/city life fun and supported me. Their influence shaped my dreams/principles/career. Surrounding oneself with like-minded individuals is crucial for success. Lesson 4: Discovering Passion and Purpose- My love for computers and programming

began in eighth grade when I discovered the magic of bytes that brought games to life. However, it wasn't until I saw my siblings struggling in their careers that I realized the actual value of my passion and found a greater purpose in life. By embracing my passion and living a life with meaning, I was able to break free from the rat race and enrich my Journey.

Lesson 5: Embracing Failure and Learning from Mistakes - I did not prioritize getting top grades in college. Instead, I valued the lessons learned from my failures. Seeking help from my professors and classmates helped me learn faster and gave me different perspectives. These failures kept me humble and motivated me to keep growing, learning, and striving to improve myself. In conclusion, my college days at IIBM-ZHI, CDAC, and IIM Bangalore laid the foundation for my professional life. It has been an incredible journey of self-discovery, learning, and growth. I encourage every college student to approach their Journey with an open heart and curious mind. Embrace challenges, surround yourself with supportive friends, discover your passions, and learn from your failures.

Remember, college is not just about getting a degree; it's about transforming into the person you aspire to be. May your Journey be filled with inspiration, passion, and unwavering determination. Good luck!

Ritesh Kumar (1997-2000)

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Training Programs



Training Programs : Mahindra Pride Classroom (Naandi Foundation)

Launched in 2016 as the Mahindra Pride School Programme, the Mahindra Pride Classroom (MPC), a Naandi Foundation initiative, operates in multiple Indian states. This training enhances aptitude, language, and life skills and is designed for students enrolled in government or government-aided vocational colleges and institutes.

Universities offer the MPC team space and forty or thirty-six hours of their academic calendar for this training program, which teaches essential skills to enhance students' job opportunities. Operating in 19 states, including Bihar, this program has educated more than 392,360 students.

Bihar also necessitates this knowledge; we frequently regard education as essential but inadequate. In response to the nationwide requirement for skilled-based education, the Indian Institute of Business Management and Dr. Zakir Husain Institution in Patna have provided comprehensive skilling education. This initiative has attracted enthusiastic participation from students pursuing various streams such as BBA, BCA, PGDM, BJMC, MAMC, BVMLT, and BVRMIT. The IIBM and ZHI institutions collaborated with MPC to shape their students for employment purposes and to enhance their communication skills in expressing their thoughts ethically. However, students from Bihar are falling behind in this aspect. This seven-day course also demonstrates our obligation to ensure that our students are aware of professionalism. Upon completing the course, students become eligible to get certification in employability skill training and participate in the Job Utsav event, organized by the Mahindra Pride Classroom.

Placement Drive @ IIBM

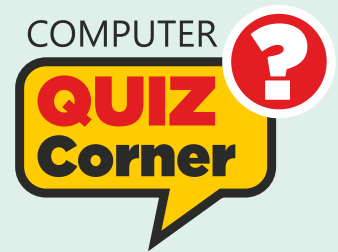
Campus Placement Drive @ IIBM

What matters most for a business school is how its management graduates fare in the real world. The institute solicits corporate engagement by inviting corporates to campus tours and encouraging them to recruit the best competent candidates for their respective requirements. The business savvy and expertise of the graduating management students are the driving force behind the first breakthrough. The highly-trained PGDM/BBA/BCA grads of IIBM will show their competence, honesty, and talent to the fullest if given the opportunity and related difficulties.

The dedication to student success was further demonstrated in the first quarter of the year by the abundance of campus placement initiatives at IIBM Patna. Ujjivan Small Finance Bank stood out among the others; they offered attractive deals to seven PGDM students. Reputable companies that provided jobs to PGDM and BBA students, such as IndiaMart, ALPRO PANELS, Aakash Institute, Tent Studio, JMD Services, and many more, boosted the trend. Prof. Rohit Kumar, the devoted Training and Placements Head at IIBM Patna, shared this illuminating experience and ensured his students were ready for these promising future paths. Continuing to foster talent and set the road for bright futures, IIBM leverages its dynamic industrial relationships.



- 1) Which character is used in Python to make a single-line comment?
- 2) Who developed the Python language?
- 3) which access modifier in Java helps to access the variable outside the package?
- 4) Which loop in C Language to construct that will always be executed once?
- 5) Java applets can not be written in any programming language
- 6) What is ?: operator called in C++?
- 7) Which operator has the highest precedence in C++?
- 8) How can we restrict a class's dynamic allocation of objects using new ones?
- 9) Can the implementation class become an abstract class?
- 10) Linear search < jump search < binary search increases the order of performance of the searching algorithms.



Answers: Scan the QR code to verify

- 1 Management is doing things right; leadership is doing the right things" – Peter Drucker
- 2 "We all need people who will give us feedback. That's how we improve" – Bill Gates
- 3 "If you can laugh together, you can work together" – Robert Orben
- 4 "One of the true tests of leadership is the ability to recognize a problem before it becomes an emergency" – Arnold Glasow
- 5 Effective leadership is putting first things first. Effective management is discipline, carrying it out" – Stephen Covey



Participants and Winners of Cultural Activities on the occasion of Bihar Diwas 2024 with the esteemed dignitaries and faculties.

45
YEARS

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