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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



Prof. (Dr.) A.K. Nayak, Dr. Sameer Singh presenting sampling to Prof. Rohit Singh on 44th Induction Ceremony of 2023 academic batch.

From Editor's Desk

Dear Readers,

I am excited to welcome you to the third issue of the IIBM-Newsletter-Prabodhan. This issue is dedicated to celebrating Hindi Diwas and welcoming new students to our esteemed institution.

As an Indian, September 14th holds a special place in our hearts as it marks the adoption of Hindi as one of the official languages of India. Hindi Diwas serves as a reminder of our nation's rich cultural heritage and linguistic diversity. At our college, we value the importance of languages in education and this event is a testament to our commitment to promoting linguistic diversity and fostering a deep appreciation for Hindi among our academic community.

As we begin a new academic year, we are delighted to welcome the new students who have joined our educational institution. Our institution has a rich legacy of nurturing young minds and providing them with a platform to excel in their chosen fields. To the BBA, BCA, and PGDM batch students, I encourage you to embrace this journey with enthusiasm and dedication. Your time here will be transformative, filled with opportunities for personal and professional growth, and we will support you every step of the way.

In this issue, we reflect on the progress of our institution over the past quarter. We are proud to report remarkable attainments in academics and co-curricular activities. Our dedicated faculty members, passionate students, and diligent staff have worked tirelessly to make our institute a hub of excellence in education in the state. We invite you to explore the articles and events that showcase these achievements and milestones.

I want to thank the entire editorial team for their unwavering commitment and tireless efforts in creating this informative and captivating issue. Also, my sincere appreciation goes to all the contributors and readers who continue to support us, inspiring us to deliver quality content with each edition.

Celebrating Hindi Diwas and welcoming new students, we reaffirm our commitment to academic excellence, cultural diversity, and holistic growth. We will continue to create success stories and shape tomorrow's leaders.

Wishing you all a fruitful and inspiring reading experience.

Warm regards,

Prof. (Dr.) Jyotsna Rai

Associate Professor, IIBM Patna



Founder's Message

Dear Readers,

Uttam Study and Earn Program for our Students: Fostering Excellence and Responsibility

In the ever-evolving landscape of education and economic principles, reciprocity, a delicate balance of giving and taking, has found new meaning and relevance. It's a two-way street where one can reap rewards or recognition. At IIBM and the Dr. Zakir Husain Institute Group of Institutions in Patna, we have taken this principle to heart and implemented the Uttam Study and Earn Reward program. Our primary aim is to encourage and nurture healthy competition among our best-performing students and reward them for their performance.

Merit Scholarship with a Difference

The Uttam Study and Earn Reward program is a unique Merit Scholarship initiative that differentiates it from traditional scholarships. This innovative Program empowers students to earn a Cash Reward upon meeting specific criteria after their term-end semester exams. These criteria are designed to encompass the fundamental responsibilities of a professional student, cultivating well-rounded individuals who excel academically and contribute to our institution's holistic development.

Five Key Criteria for Success

To qualify for the Uttam Study and Earn Reward, students must fulfil five essential criteria:

- 1. Attendance Excellence:** Students must maintain impeccable attendance records each semester. Punctuality and dedication to regular classes are fundamental in shaping disciplined professionals.
- 2. Academic Distinction:** Scoring above distinction marks in their semester exams reflects the commitment to academic excellence. It showcases a deep understanding of the subjects and a thirst for knowledge.
- 3. Active Engagement in Extracurricular Activities:** Holistic development is at the heart of our educational philosophy. Active participation in extracurricular activities fosters leadership skills, teamwork, and personal growth.
- 4. Timely Submission of Library Assignments:** Meeting deadlines and managing responsibilities are vital professional skills. Timely submission of library assignments demonstrates a student's ability to manage their time effectively.
- 5. Facing and Clearing Personal Interview:** A personal interview with the Academic Board is conducted to gauge a student's overall growth and development. This interview allows students to reflect on their journey and showcase their aspirations.

Nurturing a Culture of Excellence

The Uttam Study and Earn Reward program has transformed our students, encouraging healthy competition and a drive to excel in academics and extracurricular activities. For many, it's their first taste of earning, instilling a profound appreciation for the value of money and strengthening their culture of perseverance..

A Beacon of Opportunity

The Uttam Study and Earn Reward program isn't just about financial incentives; it's a beacon of opportunity that guides our students towards a brighter future. It encourages them to become well-rounded professionals who excel in their chosen fields and contribute positively to society.

As we continue to witness the transformation and growth of our students through this Program, we reaffirm our commitment to fostering excellence, responsibility, and holistic development. The Uttam Study and Earn Reward program is a testament to our dedication to shaping future leaders who will make a meaningful impact on the world.

In conclusion, the Uttam Study and Earn Reward program at IIBM and the Dr. Zakir Husain Institute Group of Institutions in Patna are a beacon of hope and opportunity, empowering our students to strive for greatness and embrace their responsibilities as future professionals and leaders. We are proud to nurture talent, inspire excellence, and encourage reciprocity in all its forms as we shape the leaders of tomorrow.

With warm regards,

Prof. (Dr.) P.R. Trivedi

Founder, Indian Institute of Business Management



Director's Message

Dear Readers,

AI has the potential to impact management education in various ways significantly. It can enhance the learning experience, improve decision-making processes, and make teaching more personalized and efficient. The critical roles of AI in today's education are:



- 1. Personalized Learning:** AI can analyze individual students' learning habits and capabilities. This data can create personalized learning paths, suggesting specific resources, assignments, or study materials tailored to each student's needs.
- 2. Adaptive Learning Platforms:** AI-driven adaptive learning systems can assess a student's progress in real time and adjust the curriculum accordingly. This ensures that each student receives the appropriate level of challenge and support.
- 3. Data Analytics and Insights:** AI can analyze large datasets to provide insights into student performance and course effectiveness. This data can help educators identify areas where students may be struggling and make necessary adjustments to the curriculum.
- 4. Virtual Tutors and Chatbots:** AI-powered chatbots and virtual tutors can provide immediate answers to common questions, offering 24/7 support to students. They can assist with coursework, provide explanations, and offer assignment guidance.
- 5. Language Processing:** Natural language processing (NLP) AI can facilitate language learning and comprehension. It can help students improve their communication skills, which is critical in management education, where effective communication is vital.
- 6. Content Recommendation:** AI can recommend relevant articles, books, case studies, and online resources based on a student's current topic of study. This not only enhances the learning experience but also keeps content up-to-date.
- 7. Automated Grading:** AI can be used for grading assignments and exams, saving educators time and ensuring consistent and unbiased grading. Educators can focus more on providing feedback and personalized guidance to students.
- 8. Predictive Analytics:** AI can predict student performance and identify students at risk of dropping out or struggling with coursework. This allows institutions to intervene and provide additional support.
- 9. Simulation and Gamification:** AI-powered simulations and gamification can create interactive learning experiences that simulate real-world management situations, allowing students to apply theoretical knowledge in practical scenarios.
- 10. Efficient Administrative Processes:** AI can streamline administrative tasks, such as scheduling, enrolment, and registration, allowing institutions to operate more efficiently and allocate resources effectively.
- 11. Research Assistance:** AI can help with research tasks, automating literature reviews, analyzing data, and generating insights based on existing research.
- 12. Skill Assessment and Certification:** AI can provide skills assessment and certification, allowing students and professionals to validate their management skills.

To conclude management education is an ever-evolving field, where students are expected to learn and adapt to the latest trends and technologies. AI is a powerful tool that can complement the efforts of educators, enhance the learning experience, and help prepare students with the skills and knowledge needed for today's dynamic and data-driven business environments. It is important to ensure that AI is implemented ethically and with a focus on improving education quality. By doing so, we can unlock the full potential of AI and foster a brighter future for generations to come.

Prof. (Dr.) Vinay Kumar Singh

Director, Institute of Business Management



Expert Talk for Techies 2023: Mr. Naveen Kumar, Senior Solution Architect being felicitated by Prof. Ganesh Panday (Director Academics)

Expert Talk for Techies

On July 8, 2023, IIBM graced the presence of Mr. Naveen Kumar, Senior Solutions Architect at Akamai Technologies, Singapore, who shared his inspiring journey at an event attended by BCA students and faculty members, including Prof. Ganesh Panday, Prof. (Dr.) Jyotsna Rai, Prof. Rohit Kumar, and Prof. Shakeb. Mr. Kumar highlighted the importance of perseverance and determination during his speech. Despite facing challenges, he secured stable positions in companies like Cable & Wireless, Vodafone Global, AOL, JPMorgan Chase, and Akamai Technologies. After being laid off from AOL, Naveen persevered and is now actively involved in developing DNS solutions at Akamai Technologies. Students engaged with Mr. Kumar in a session about emerging technology, where he simplified complex concepts, using stories and anecdotes to answer student queries regarding AI, Blockchain, Cyber Security, IoT, and Resource Optimization. Mr. Kumar concluded with a strong belief in India's capabilities and its unique position due to its abundant resources, skilled workforce, rich cultural heritage, and diverse skill set, making it a top choice for global outsourcing.

Akashvani and Doordarshan Patna's G20 Meet

On July 19, 2023, IIBM, Akashvani, and Doordarshan Patna organized a G20 Meet on Women Empowerment through Prevention of Sexual Harassment. Distinguished experts, advocates, and students discussed empowering women and creating a safe environment. Ms. Sunita Agarwal hosted the event, which eminent speakers and dignitaries graced. The event featured speeches by Dr. Raj Kumar Nahar, Prof. (Dr.) Jyotsna Rai and Prof. Rohit Singh. Dr. Raj Kumar Nahar, Director Doordarshan, Bihar delivered a welcome address, while Prof. Rai shared her thoughts on Women's Empowerment and POSH. Prof. Singh discussed the inception of G20 and India's Presidency. The speeches emphasized the nation's commitment to women's empowerment and safety. Ms. Arya Parmar, an active member of the IIBM-PGDM Student Council, highlighted the role of youth in advocating for women's rights and gender equality. Prof. (Dr.) A.K. Nayak, Advisor at IIBM-ZHI Group of Institutions, stressed the importance of collective efforts to ensure a safe environment for women. Mrs. Indira Sharma, a prominent Advocate and Member of the Consumer Forum, delivered a powerful Keynote Speech on sexual harassment. Her impassioned address left a deep impact, inspiring everyone present to promote women's rights and safety.



Prof. (Dr.) A.K. Nayak delivering a speech on Women Empowerment for a Doordarshan and Akshvani Patna's G20 Meet at IIBM.

Induction Program 2023

The IIBM 2023 session began on July 23, 2023, with the BBA and BCA batches. The event started with a tribute to the Founder Director, Dr. Uttam Kumar Singh, followed by speeches from Dr Samir Kumar Singh, Director, SP Singh Institute of Journalism and Dr A. K. Nayak, the Advisor of IIBM and ZHI Group. They introduced the students to the college's rich history and encouraged them to focus on their studies and extracurricular activities. Prof Rohit Singh, the Executive Secretary of IIBM and ZHI Group, hosted the program. The new students who completed the AWS and cybersecurity course before the start of the session received their certificates of completion. The program concluded with a delightful lunch that everyone enjoyed.



Prof. (Dr.) A.K. Nayak, Dr. Sameer Singh, Dr. Vinay Singh, Prof Ganesh Panday, Prof Rohit Singh lighting the lamp with eminent guests to mark the inaugural of Students Induction Program.

Entrepreneurship Program by NCW

The Entrepreneurship Development Institute of India (EDII), Ahmedabad, in collaboration with the National Commission for Women (NCW), has launched a national project to organize 100 Entrepreneurship Awareness Programs (EAPs) for potential women entrepreneurs across the country. The aim is to encourage women to consider entrepreneurship as a career and overcome social, economic, and familial barriers. One of the three planned programs for Bihar took place at the Indian Institute of Business Management, Patna, on July 21, 2023. The program was inaugurated by Prof. (Dr.) A.K. Nayak, Advisor, IIBM & ZHI Group of Institutions, in the presence of distinguished guests such as Smt. Mamta Mehrotra, Educationist; Dr. Santosh Kumar Sinha, Executive Director, BIADA, Government of Bihar; and Sri Rajeev Ranjan Kumar, Delivery Head, Wipro Limited. All the participants received valuable advice and inspiration from the guests and learned about the various Schemes exclusively for women offered by the central government and banking institutions.



BBA (2021-2024) Students on their Academic Industrial visit to Sudha Dairy, Patna.

Sudha Dairy Project Industrial Visit

On August 11, 2023, IIBM BBA students immersed themselves in experiential learning at the Sudha Dairy Project in a pivotal educational endeavor. This insightful visit proved instrumental in broadening their understanding of the intricacies of the dairy industry. Engaging with real-world practices, students garnered invaluable insights that extend beyond textbooks. The experience equips them with practical knowledge and nurturing skills crucial for future entrepreneurial pursuits, particularly within the dairy sector. This hands-on exploration aligns seamlessly with IIBM's commitment to holistic education, ensuring students grasp theoretical concepts and acquire the practical understanding essential for a successful career. The Sudha Dairy visit is a testament to IIBM's dedication to shaping industry-ready professionals.

3rd Punyatithi of Founder Director Dr. U.K. Singh

On July 25, 2023, IIBM-ZHI paid homage to the Founder and Director of IIBM and ZHI group of institutions, the Late Dr. Uttam Kumar Singh. He was a visionary and revolutionized the field of computer science in Bihar. Due to his hard work and determination, IIBM-ZHI Group of Institutions became pioneers of computer education in Bihar. Every year, the staff of both institutions remember him and pay their respects. This year, each IIBM and ZHI family member prayed to the beloved founder director. The students observed a two-minute silence in honor of Uttam Sir, affectionately known as DG Sir, who will always remain in our hearts and prayers.

Times of India Independence Day Celebration

The Times of India Group organized an Independence Day Competition on August 13, 2023. The competition saw enthusiastic participation from renowned colleges in Patna, including NIFT, Patna Women's College, Amity University, L N Mishra Institute, St. Xavier's College, and IIBM Patna. The students from IIBM Patna made the college proud by excelling in various categories. Ms. Aabhya Kumari from the (BBA 2021-24) batch won the coveted 1st Prize for her exceptional storytelling through photos captivating hearts with her visual narrative. Additionally, Ms. Arya Parmar (PGDM 2022-24) and Ms. Aditi Ranjan (BBA 2021-24) secured 2nd Prize in the Group Discussion category. Their remarkable achievements bring immense pride to the college and underscore their unique talents. Let's celebrate their success!

Expert Talk

IIBM College Patna, on August 27, 2023, organized a training session for PGDM, BBA, and Journalism students. Dr. Pawan Kumar Sharma, a Learning and Development Manager for India at Swiggy, led the session. The event offered practical knowledge and inspiration, including discussions on how students can leverage AI tools and identify problems to work towards solving them. The training session was held in the college's state-of-the-art auditorium and focused on enhancing relevant skills for academic, personal, and professional development. The event also included a workshop on leadership challenges in an increasingly digital and interconnected world. The training concluded with a closing ceremony, encouraging attendees to stay connected with the college's ongoing initiatives.

Celebrating Excellence in Education: Guru Shiksha Samman

IIBM and Dr. Zakir Hussain Institute celebrated "Guru Shiksha Samman 2023" on September 4, 2023, marking a milestone in their 44-year history of serving Bihar and Jharkhand. These institutions excel in Management, Computer Science, Paramedical, and Journalism education. Teachers play a vital role in shaping the future of a country and paid tribute to the late Founder, Professor (Dr.) Uttam Kumar Singh. The program began by remembering Dr. S. Radhakrishnan, in whose honor Teacher's Day is celebrated across India. Through virtual program, the Chairman and Founder Prof. (Dr.) Priya Ranjan Trivedi honored teachers from various departments with appreciation mementos. He emphasized the vital role teachers play in shaping the future of society. The program's guests of honor were Dr. Sameer Kumar Singh, Member Legislative Council (MLC) and Prof. (Dr.) A.K. Nayak (Advisor IIBM-ZHI). Teachers and Heads of Departments at IIBM-ZHI have dedicated their lives to nurturing, building, and transforming the lives of thousands of students. Many notable teachers were honored during the ceremony, including Prof. Ganesh Panday, Prof. (Dr.) Vinay Kumar Singh, Prof. Fazal Ahmed, Prof. (Dr.) Jyotsna Rai, Prof. S.N. Pandey, Prof. (Dr.) Neelam Mishra, Prof. (Dr.) Rajesh Ranjan, Prof. S.P. Singh, Prof. Vikas, Prof. Neeraj, Prof. Shivani, Prof. S. Shakeb, Prof. Nirupam, Prof. Rohit Kumar, Prof. Khyati, Prof. Rahul, Prof. Deepak, Prof. Preeti, Prof. Neelu, Prof. Indrajit, and several others. The ceremony recognized their outstanding contributions to the education sector and their respective fields. Celebrating Guru Shiksha Samman 2023 is not just about acknowledging the contributions of the teachers but also emphasizing the significance of education in shaping the future of our nation. It stands as a testament to the unwavering dedication and commitment of the teachers who constantly inspire and empower generations to come.



The Neuro-Link Revolution: Unveiling the Importance of Brain-Machine Interfaces in Medicine

BMIs like NeuroLink have revolutionized medicine by connecting the human brain with external devices, offering hope to patients with neurological disorders. This article explores their significance, originator, and uses.

Understanding Brain-Machine Interfaces

Brain-machine interfaces enable two-way communication between the brain and external devices. NeuroLink, founded by Elon Musk, aims to develop implantable brain-computer interfaces to treat neurological disorders and enhance cognition. It uses electrodes implanted in the brain to interpret and transform neural signals into actionable data for controlling external devices or restoring neural functions.

Medical Applications

NeuroLink aims to improve the lives of individuals with neurological disorders. It offers hope to patients with paralysis or limb loss by enabling control of prosthetic limbs through neural signals. BMIs also show promise in treating Parkinson's epilepsy and can restore vision, improve hearing, and enhance touch for individuals with sensory impairments. BMIs are also being explored to enhance cognitive abilities like memory and attention, paving the way for improved mental performance.

Ethical Considerations and Future Implications

Brain-machine interfaces (BMIs) raise ethical concerns. As technology advances, BMIs will improve, leading to breakthroughs in brain research, neurorehabilitation, and personalized medicine.

Potential Risks

Neuralink is not yet approved for human usage, and its launch date is uncertain. Improper implantation or maintenance of the technology poses potential brain damage and injury risks, leading to lawsuits or regulatory action.

Successful experiment

Since 2017, Neuralink has been testing BCI technology on animals. BCIs have allowed monkeys, pigs, and sheep to control robotic limbs and type with their minds. In 2022, Neuralink got FDA approval for human trials, starting with people with severe paralysis. If successful, BCIs could help a broader range of people. While BCIs have the potential to revolutionize medicine, some are concerned about the risks of hacking or misuse.

Conclusion

Brain-machine interfaces (BMIs) offer bidirectional communication between the brain and devices. They hold promise for treating neurological disorders and enhancing cognition. With responsible deployment, BMIs can transform medicine and empower those with neurological conditions.

(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.)



Soft Skills: Capabilities in Intangible Areas

Soft skills, also known as "people skills," refer to characteristics associated with high emotional intelligence. These skills are transferable from one job to another and are distinct from hard skills, which are focused on a person's technical knowledge and expertise. While complex abilities may help you secure an interview, soft skills will get you hired and help you maintain your employment. Soft skills include effective communication, decision-making, leadership, teamwork, creativity, problem-solving, time management, and working under pressure. Research conducted by the Carnegie Foundation, the Stanford Research Centre, and Harvard University shows that soft, solid skills are crucial for professional success. Most success in one's career can be attributed to soft skills rather than technical skills, accounting only for 15% of the equation.

"Soft skills" was first used in a 1972 US Army training manual. Dr. Whitmore provided a report to clarify the term's meaning to the general public. In January 2017, Seth Godin published an article titled "Let's stop calling them soft skills," emphasizing the importance of these skills for achieving personal and leadership success. Skills like these are not easy to acquire, so they should not be dismissed as "soft." Since then, there has been a movement to rethink the meaning of "soft skills," and alternative names have been proposed.

(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.)



सिर्फ इच्छा से काम नहीं चलेगा

सिर्फ इच्छा से काम नहीं चलेगा, कदम पर कदम बढ़ाना होगा, संघर्ष पथ पर चलकर, सफलता का गीत गाना होगा
मेहनत ही खोलती है, समृद्धि और सम्पन्नता के द्वार
इसलिए याद रखो, मेहनत का फल, मिलता निरचित रूप से बार बार
मेहनत के पसीनो से, भिंगोना होगा सफलता का सफर
आसमान को छूने के लिए, परिश्रम का जोर लगाना होगा
संघर्ष के बिना कुछ भी पाना है नामुमकिन, सफलता के मंजिल का सफर
होता है मुश्किल भरा, प्रेरित हो साहसी बन कर
संकल्पित हो लक्ष्य भेदने, कर्तव्य पथ पर हसते हस्ते चलना होगा
कोई भी लक्ष्य असाध्य नहीं, कोई भी मंजिल अगम्य नहीं
मन में आशा, साहस दृष्टा भरकर, लक्ष्य की ओख में तीर चलाना होगा
असफलता सफलता की सीढ़ी है, बारम्बार प्रयास परिश्रम जरूरी है
गिर पड़ी तो फिर उठ खड़ा होना होगा, मंजिल की अंतिम पायदान तक दौड़ लगाना होगा
सफलता मांगती है बलिदान, तुम्हारे तात्कालिक सुखों का
मेहनत, लगन, अनुशासन और धैर्य से, लक्ष्य की तरफ कदम बढ़ाना होगा
गर चाहते हो सुख की तरह चमकना, दीपक की तरह सैरानी बन कर जीना
रहे यथा, मान, वैभव, समृद्धि तुम्हारे ओजन में, दीपक और सुरज की तरह जलना होगा
मेहनत से बोया हुआ बीज, एक दिन जमीन फाँड कर निकलता है
हर रोज बिना चूके बिना बिना थके, लक्ष्य पाति तक उसे सींचना होगा
सिर्फ इच्छा से काम नहीं चलेगा, कदम पर कदम बढ़ाना होगा
संघर्ष पथ पर चलकर, सफलता का गीत गाना होगा



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

Theme Articles



किसी भी स्वतंत्र राष्ट्र के लिए राष्ट्रभाषा और राष्ट्र ध्वज अविभाज्य एवं अनिवार्य अंग है। राष्ट्रभाषा के बिना राष्ट्रमूक है और राष्ट्रध्वज के बिना स्वाभिमान शून्य है। भारत की राष्ट्रभाषा हिन्दी है। राष्ट्रभाषा राष्ट्रीय अस्मिता की संवाहिका होती है। इन्हीं माध्यमों से राष्ट्र की वाणी अभिव्यक्त होती है। यह सम्पूर्ण राष्ट्रीय जन या बहुसंख्यक लोक समूह द्वारा बोली, समझी और लिखी जाती है। हिन्दी भारत के सम्पूर्ण भाग में बोली और समझी जाती है।

हिन्दी दिवस

हिन्दी को 14 सितम्बर 1949 ई0 को राष्ट्रभाषा घोषित की गई। तभी से हम प्रतिवर्ष इसतिथि को हिन्दी दिवस के रूप में मनाते आ रहे हैं। परन्तु राजनीतिक दुरभिसंधि के कारण हिन्दी के साथ अंग्रेजी भी पंद्रह वर्षों के लिए सरकारी कामकाज की भाषा मानी गई। 1965 ई0 में पंद्रह वर्षों की अवधि समाप्त हो गई। फिर भी गैर हिन्दी-भाषा-भाषियों के दबाव पर आज तक अंग्रेजी का वर्चस्व बना हुआ है। भारत में बोली जाने वाली समस्त भाषाएँ हिन्दी की बहनें हैं। हिन्दी का उनसे कोई विरोध नहीं है। हिन्दी उनके विकास के मार्ग में

बाधक नहीं है। हिन्दी उनके का एक मात्र विरोध दासता की प्रतीक विदेशी भाषा अंग्रेजी से है। हिन्दी के विरोधी हिन्दी की विपन्नता की चर्चा करते हैं। किन्तु आज दावे के साथ कहा जा सकता है कि हिन्दी वर्तमान समय में उतनी हह समृद्ध भाषा है, जितनी बंगला, तेलुगू, तमिल, मराठी और मलयालम बल्कि सच्चाई तो यह है कि विगत कुछ वर्षों में हिन्दी का जैसा सर्वांगीण विकास हुआ है, उतना अन्य किसी भी भाषा का नहीं। अन्य भाषाएँ तो प्रान्तीय भाषाएँ हैं किन्तु हिन्दी का स्वरूप तो अखिल भारतीय है।

हिन्दी आज दिनानुदिन अन्तर्राष्ट्रीय स्वरूप ग्रहण करती जा रही है। भारत के अतिरिक्त नेपाल मारीसस, फीजी आदि देशों में भी हिन्दी की वाणी गूँज उठी है। हिन्दी भाषी क्षेत्र के नागरिक होने के नाते हिन्दी के सर्वांगीण विकास का दायित्व हमारा ही है।

हिन्दी भाषा की अपनी विशेषता यह रही है रही कि इसने अन्य भाषाओं के शब्दों को अपनाते नहीं किया। विश्व में 420 मिलियन से अधिक लोगो द्वारा इस भाषा को बोली जाती है। हिन्दी को इंडो-आर्यन भाषा का हिस्सा माना गया है। हिन्दी केवल भाषा नहीं है बल्कि संस्कृति व प्रकृति से जुड़ाव भी है। इसकी सरल प्रकृति जनमानस की मनोभावना को प्रभावित करता है जिससे हम सभी अपनी भावना को एक दूसरे तक पहुँचाने का कार्य करते हैं। हिन्दी एक आम भाषा है। इसमें स्थानीय भाषा के साथ-साथ उर्दू व अन्य भाषा भी मिल जाती है। इसके संदर्भ में भारतेन्दु हरिश्चन्द्र ने कहा है –

अंग्रेजी पढ़ के जदपि, सब गुन होत प्रवीन । पै निज भाषा ज्ञान बिन, रहत हीन के हीन ।।

निजभाषा उन्नति अहै, सब उन्नति का मूल । बिन निज भाषा ज्ञान के मिटत न हिय को सूला ।

(प्रो. नीरज कुमार मिश्रा एक शिक्षक हैं और उनके पास २० वर्षों का शैक्षणिक अनुभव है। उनकी मुख्य योग्यता अर्थशास्त्र, गणित और संगठनात्मक व्यवहार में है।)

हिन्दी भाषा भारतीय संस्कृति और संस्कार को प्रतिबिंबित करती है; जीवन-मूल्यों की परिचायक है और विविधता में एकता का प्रतिक है। प्राचीन (1000-1500 ई0) मध्यकालीन (1500-1800 ई0) और आधुनिक (1800 ई0 –अबतक) गौरवमयी हिंदी आज इक्कीसवीं सदी में अनेक चुनौतियों से जद्दोजहद कर रही है। भारतेन्दु हरिश्चंद्र की “निज भाषा उन्नति अहै, सब उन्नति को मूल, बिन निज भाषा ज्ञान के, मिटत न हिय के सूला ।” से पूर्व राष्ट्रपति श्री रामनाथ कोविंद की “हिंदी अनुवाद को नहीं बल्कि, संवाद की भाषा है” का सफर तय करने वाली हिंदी संवैधानिक रूप से राजभाषा का दर्जा प्राप्त करने के बावजूद हर स्तर पर अंग्रेजों के बर्चस्व से त्रस्त है। जबकि भारत के अतिरिक्त मॉरिशस, त्रिनिदाद, गुआना, नेपाल सहित कई अन्य देशों में हिंदी भाषा का प्रचलन है। हम भारतीयों का यह परम सौभाग्य है कि बहुभाषिकता हमें विरासत में मिली है। हिंदी दिवस के अवसर पर आवश्यकता इस बात की है कि राजभाषा हिंदी को उदारमना बनाकर मनसा-वाचा-कर्मणा प्रतिबद्धता प्रदर्शित की जाए ताकि अवरोधों को दूर कर हिंदी भाषा सर्वसुलभ एवं सर्वगाह्य बन सके। इस हेतु अनवरत प्रयास की आवश्यकता है। शायर अनुज अब्र के शब्द में –

“एक – दो दिन की बात नहीं है यह बारिश वक्त बहुत लगता बादल होने में ।”

(प्रो. प्रियंका (डॉक्टरेट स्कॉलर) एक अत्यधिक उत्साही और मेहनती पेशेवर हैं जो ज्ञान प्रदान करने के लिए एक ऐसी पद्धति अपनाते पर ध्यान केंद्रित करती हैं जो समाज में बदलाव ला सके। उनकी रुचि के क्षेत्र विपणन प्रबंधन, प्रबंधन के सिद्धांत, रणनीतिक प्रबंधन और मानव संसाधन प्रबंधन हैं।)





“हिन्दी भाषा :- इक्कीसवीं सदी में अनेक भाषाई अवरोधों को पार कर अपना खोया हुआ गौरव पुनः प्राप्त करती।”

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भाषा भावों की अनुगामी होती हैं। आधुनिक भारतीय भाषाओं के उद्भव के साथ ही हिन्दी अधिकतर भारतीयों, खासकर उत्तर भारत के लोगों के भाव अभिव्यक्ति का माध्यम रही है। मध्यकाल एवं आधुनिक काल में विदेशी आक्रमणकारियों के आगमन से हिन्दी का समागम विदेशी भाषाओं से हुआ, जिससे हिन्दी अधिक परिपक्व एवं परिमार्जित हुई एवं आज यह भाषा भारतीय संस्कृति एवं संस्कारों की सच्ची संवाहक, संप्रेषक एवं परिचायक बनी हुई है।

मुगल एवं ब्रिटिश काल में हिन्दी की उपेक्षा की जानें लगी एवं फारसी एवं अंग्रेजी को राजकीय संरक्षण मिला, जिससे हिन्दी साहित्यिक एवं राजकीय कार्यों में उपेक्षित हुई, परंतु जनमानस में हिन्दी का प्रसार लगातार बढ़ता रहा। यहीं कारण हैं कि आजादी के पश्चात् हिन्दी को राष्ट्रभाषा बनाने की माँग की जानें लगी, परंतु गैर हिन्दी भाषी राज्यों ने इस माँग को अपनी भाषायी पहचान पर चोट मानते हुए इसका विरोध किया, फलतः हिन्दी सहित 22 भारतीय भाषाओं को संविधान में आधिकारिक भाषा के रूप में शामिल किया गया।

कालांतर में गैर हिन्दी भाषियों की यह आशंका निर्मूल साबित हुई। आज लगभग सभी क्षेत्रीय भाषाएँ पहले से मजबूत हुई हैं, साथ ही किंचित अपवादों को छोड़कर सभी राज्यों में हिन्दी का प्रयोग सम्पर्क भाषा के रूप में किया जानें लगा है। वर्तमान समय में हिन्दी को सबसे अधिक चुनौती अंग्रेजी भाषा से मिली है। वैश्वीकरण, बाजारीकरण, उदारीकरण एवं देश में तकनीकी और आर्थिक समृद्धि के साथ अंग्रेजी भाषा पूरे देश में हावी होती जा रही है। अंग्रेजी के वैश्विक प्रसार एवं रोजगार देने की क्षमता के कारण आज गाँव-गाँव में अंग्रेजी माध्यम के स्कूलों की भरमार है। सिनेमा, मीडिया, उच्च शिक्षण संस्थानों एवं व्यवसायों में अंग्रेजी का वर्चस्व है।

हालाँकि हिन्दी का व्यावहारिक प्रयोग निरंतर बढ़ रहा है, तथा आज यह विश्व की तीसरी सबसे अधिक बोली जानें वाली भाषा है। परंतु अंग्रेजी भाषा की चुनौती से निपटने के लिए इसके व्यावसायिक प्रासंगिकता को बढ़ाना अनिवार्य है। इस दिशा में अनेक संस्थागत एवं व्यक्तिगत प्रयास किये जा रहें हैं। गूगल हिन्दी ट्रांसलेटर, विश्व हिन्दी कोश, लीला एप जैसे पहल के कारण इंटरनेट पर निरंतर हिन्दी कंटेंट का प्रसार हो रहा है। आज ई.मेल, ई.बुक, ई.कामर्स एवं अन्य ऑनलाइन कार्य हिन्दी में उपलब्ध हैं। हिन्दी के व्यापक प्रसार को देखते हुए मल्टीनेशनल कम्पनियाँ अपने उत्पादों का हिन्दी में प्रचार-प्रसार कर रही हैं, एवं हिन्दी भाषियों को रोजगार का अवसर उपलब्ध करा रही है। विदेशी फिल्मों, टी.वी. सीरियल एवं विदेशी मीडिया की खबरें आज हिन्दी भाषा में उपलब्ध हैं। हिन्दी की बढ़ती लोकप्रियता को देखते हुए संयुक्त राष्ट्र संघ ने अपना ट्विटर एवं फेसबुक अकाउंट हिन्दी में बनाया है, जो हिन्दी के वैश्विक प्रसार का प्रमाण है।

इस प्रकार तमाम भाषायी अवरोधों को पार करते हुए आज हिन्दी वैश्विक भाषा बनने की ओर अग्रसर है।

(प्रो. सृष्टि राँय बीरला इंस्टीट्यूट ऑफ टेक्नोलॉजी, मेसरा से डॉक्टरेट स्कॉलर हैं। प्रोफेसर सृष्टि राँय की गहरी रुचि है डेटा एनालिटिक्स, रिकग्निशन सिस्टम और सिस्टम डिज़ाइन में। उन्होंने राष्ट्रीय और अंतर्राष्ट्रीय पत्रिकाओं के लिए सफलतापूर्वक प्रकाशन किया है।)



हिन्दी हैं हम वतन है

किसी भी देश की पहचान वहाँ की भाषा व उससे जुड़े साहित्य से होती है तथा इस पहचान के सृजन के पीछे एक लंबी कथा छिपी होती है। भाषाई रूप से भारत एक बेहद समृद्ध राष्ट्र है। यहाँ की भाषाएं अलग अलग सामाजिक अस्मिताओं के प्रकटीकरण का माध्यम होने के साथ साथ सांस्कृतिक रूप से भी सभी एक दुसरे की ताकत हैं। भाषाओं के इस विविधता एवं पूर्ण परिवेश में हिन्दी का एक विशिष्ट स्थान है।

14 सितंबर हिन्दी दिवस के रूप में मनाया जाता है यह सर्वविदित है आज हिन्दी हमारी राष्ट्र भाषा ही नहीं राजभाषा भी है। राजभाषा के रूप में हिन्दी को जो मान्यता दी गयी उसमें स्वतंत्रता संग्राम के हमारे राजनेताओं की भूमिका महत्वपूर्ण रही है। राष्ट्रवाद की भावना को संपूर्ण भारत वर्ष के जन जन तक फैलाने में हिन्दी भाषा का योगदान महत्वपूर्ण रहा है क्योंकि एक बहुभाषी क्षेत्र में स्वार्थानता की चेतना को प्रत्येक गाँव और प्रत्येक आदमी – तक पहुँचाने का काम हिन्दी भाषा ने किया है। स्व राज्य हमारा जन्मसिद्ध अधिकार है। जिससे प्राप्त करके रहूंगा का नारा देने वाला बाल गंगाधर तिलक का स्वार्थानता संग्राम के इतिहास में विशिष्ट स्थान है। उनका विचार था कि हिन्दी ही एक मात्र भाषा है जो राष्ट्रभाषा हो सकती है। राष्ट्रीय एकता और राष्ट्र प्रेम को साधने के लिए सुभाषचन्द्र बोस ने भी हिन्दी की भूमिका को रेखांकित इन शब्दों में किया है।

“देश की एकता के लिए एक भाषा का होना आवश्यक है – उससे अधिक आवश्यक है – देश भर के लोगों ने देश के प्रति विशुद्ध प्रेम और अपनापन”।

देश के राष्ट्रीय विचारों को लोग तक पहुँचाने में हिन्दी पत्रकारिता के योगदान को भुलाया नहीं जा सकता। इसी पत्रकारिता के माध्यम से जन-जागृति समाज सुधार, देश भक्ति आदि का कार्य संपन्न हो पाया। आज शिक्षा, प्रशासन, न्याय आदि सभी क्षेत्रों में हिन्दी को लागू करने की मांग जोर पकड़ने लगी है फलस्वरूप अंग्रेजी भाषा और अंग्रेजी शिक्षा विदेशी दासता का प्रतीक मानी जाने लगी तथा हिन्दी हिन्दुस्तान की पहचान और आत्मा के रूप में समझी जाने लगी है – हिन्दी है हम वतन है – पवित्र हिन्दी के प्रति प्रेम, आस्था को व्यक्त करते हैं।

(प्रो. शाहबाज़ शकेब आईआईबीएम के कंप्यूटर विज्ञान विभाग में सहायक प्रोफेसर हैं। उनके पास १० वर्षों का समृद्ध अनुभव है। उनकी विशेषज्ञता जावा, पायथन और सॉफ्टवेयर इंजीनियरिंग में है।)

हिन्दी हैं हम

वतन है हिन्दोस्तां हमारा



Prof. (Dr.) A.K. Nayak, Prof Ganesh Panday along with guest Mr. Saif Akhtar, Head of Products, Panther Protocol, USA distributing software development certificates to students of BCA.



Ms. Arya Parmar (PGDM), member IIBM student council, presenting her speech on Women Empowerment at the Doordarshan and Akashvani, Patna's program at IIBM.

Importance of Financial Literacy Among Youths

Financial literacy refers to the aptitude to comprehend and effectively handle financial matters. The task at hand necessitates a comprehension of fundamental economic principles. A comprehensive grasp of the various categories of financial products and services, including banking, insurance, and retirement planning, is necessary.

Acquiring financial literacy is crucial for individuals to make well-informed financial decisions. Making judgments about money is of great significance. Understanding the principles of budgeting and financial management is critical, as it prevents individuals from assuming excessive debt burdens beyond their capacity to manage. Moreover, an in-depth understanding of the many categories of investment options, with optimal strategies for long-term savings, is vital for ensuring financial stability.

In the contemporary day, possessing financial literacy emerges as a crucial aptitude. A comprehensive comprehension of financial concepts is vital for attaining and maintaining financial stability while also empowering individuals to make well-informed decisions about their financial resources. Hence, it is imperative to guarantee that individuals are provided with the opportunity to acquire the requisite information and skills.

Falak Nausheen, BBA 2023-26

Growing Height of the Tricolor

In recent times, India has had a notable global impact, with individuals worldwide expressing admiration for India's significant contributions across various domains. Whether it is the demonstration of India's space exploration capabilities by the successful landing of Chandrayaan near the lunar south pole, making it the first country to achieve this feat, or the remarkable achievement of reaching Mars on its inaugural attempt with a budget that is lower than that of numerous Hollywood films. Whether it is the prevalence of Indian CEOs in countless multinational corporations or safeguarding civilians from conflict zones solely through the symbolic representation of the Indian tricolor crafted from paper or fabric.

There is a consistent recognition among world leaders of our nation's economic stability and prosperity, especially throughout the global recessionary phase. In addition, our national flag is prominently shown in several sports and games, including cricket, javelin throw, football, and even in the FIDE chess championship.

India is hosting the G20 summit this year under the theme of Vasudhaiva Kutumbakam, which signifies a unified global community sharing a common destiny. This demonstrates that India can achieve what other economies with trillion-dollar GDPs can achieve. If we persist in upholding and enhancing our diligent efforts and integrity, this century belongs to Us!

Divyansh Golwara, BBA 2022-25

Climate Change: A Global Challenge Ahead

Climate change refers to Earth's changing climate, which includes shifts in atmospheric temperature and weather patterns over extended periods, ranging from decades to millions of years. These changes can be triggered by solar activity or massive volcanic eruptions. Unfortunately, the planet is becoming increasingly vulnerable to climate change, which is resulting in significant impacts on the environment and ecosystems. According to a UN report, the global temperature could rise by up to 6°C by the end of this century.

Earth's temperature has risen by 1.1°C since the 1800s, marking the highest in 100,000 years. 2011-2020 was the warmest decade, and the last four were warmer than 1850. Climate change causes more potent storms, rising sea levels, food shortages, health hazards, and displacement.

Human emissions of heat-trapping gases have caused a 2-degree Fahrenheit temperature rise since pre-industrial times. With far-reaching impacts, global temperature will rise more than 1.5 degrees Celsius in the coming decades. Reducing greenhouse gas emissions is required to mitigate climate change.

The urgency of the climate crisis demands immediate action. Human activities are the primary cause of climate change, which has far-reaching and severe consequences. However, there are ways to minimize the impact of climate change. Individuals can contribute by reducing their carbon footprint and supporting the adoption of renewable energy and sustainable policies. By working together, we can effectively combat climate change.

“The published evidence suggests that climate change's net damage costs will be high and rise over time.”- Climate Change Intergovernmental Panel on Climate Change.

Kajal, PGDM 2022-24

The Impact of Technology on Mental and Physical Health

Our globalized world is a closely interconnected village where social media has eliminated communication boundaries. Technology has transformed society, leading to nonstop connectivity and potential negative consequences.

Technology is constantly evolving and has become an essential part of our lives. The COVID-19 pandemic has accelerated its use, increasing the number of people adopting it. Mobile phones, tablets, and laptops are commonly used in education. Online payment systems have also become popular, especially in India, even in rural areas where people were previously unfamiliar with them.

Indians are using their internet connection to watch social media videos. In contrast, others generate income by marketing their products on e-commerce platforms and creating content for sites like YouTube, Instagram, and Facebook.

It has been observed that young children have engaged in online gaming activities and undertaken game-related duties that have resulted in instances of suicide within this demographic. It is important to remember that technology is created and operated by humans. Unfortunately, there have been instances where individuals have suffered significant financial losses, amounting to millions of rupees, due to their participation in online gambling activities. Tragically, one male individual even took his own life as a result. It is crucial to exercise caution when utilizing technology and remember our actions' potential consequences.

Samiksha Ranjan, BJMC 2021-24

Traditional Job vs. Start-Up

When it comes to choosing a career path, particularly for management students, one of the most debated and intriguing decisions often involves choosing between working for a start-up or opting for a more conventional job. Both options have their advantages and disadvantages, and making the right decision requires a thorough understanding of personal objectives, risk appetite, and the professional environment.

Startups are known for innovation, dynamism, and disruption. Employees have opportunities for growth and learning.

Although start-ups offer exciting opportunities, they also come with inherent challenges. Start-ups operate in a volatile ecosystem, where job security might be compromised due to the higher risk of failure. Economic downturns or market shifts can significantly impact the stability of a start-up.

Conventional jobs offer stability, revenue, security, predictable promotions, and salary increments. Traditional jobs may not provide individual impact or growth opportunities, leading to monotony.

In conclusion, deciding between starting a business or taking a job is a personal decision that requires self-reflection and honest evaluation of one's abilities.

Farhan Ahmad, BBA 2021-24

Coffee: From Ethiopia to Flavor Worldwide

Coffee's fascinating history spans centuries, from its Ethiopian origins to becoming a worldwide cultural phenomenon that kickstarts the day for millions.

Legend has it that a shepherd named Kaldi discovered coffee when he noticed his goats became energetic after eating berries from a tree. Today, 2 billion cups of coffee are consumed daily with various fermentation techniques to suit different tastes.

Coffee in India has colonial roots. Baba Budai, a Sufi saint, planted seven beans from Mecca in Chikmagalur. Thirteen regions produce exquisite coffee with unique flavors like spicy notes and mild acidity.

Coffee's popularity has led to an ever-evolving culture of experimentation. Today, enthusiasts can choose from several brewing methods like cold brew, drip, percolator, and espresso. Various coffee beverages can also be prepared, like cappuccinos, Americanos, macchiatos, mazagrans, and Vietnamese coffee.

Popular flavored coffees include vanilla, chocolate, cinnamon, and nutmeg. Coffee is a versatile drink, enjoyed in many ways. Its caffeine content can energize the day, making it a guilty pleasure for some and a daily necessity for others.

Coffee's journey from Ethiopia to a worldwide phenomenon is remarkable. Its rich history and diverse flavors make it beloved globally. Exciting to see its future.

Bhargavi Vedagarbha, BBA 2023-26

Lack of Mental Resilience Among Generation Z

The increasing trend of anxiety and lack of focus among Generation Z has become a significant concern in recent years. While Generation Z are praised for their tech-savviness and adaptability, there is a growing issue about the lack of mental resilience among most of them, making them prone to anxiety and depression.

In today's world, technology has revolutionized our way of living and the pressure to excel in every aspect of life has become higher than ever. As a result, mental wellness has become a crucial aspect of our lives, particularly for the younger generation. The behavior of avoiding challenges and being unwilling to learn from setbacks has contributed significantly to this growing concern. It's important that we address these issues and strive to create a healthier and more positive mindset. Another factor that stands out is the effect of the digital age on the minds that we have grown up in. Our lives are entwined with phone screens and social media, causing instant gratification, leading to the lack of patience and perseverance to work hard on a goal for a long.

All of this leads to a number of mental issues among Generation Z, such as isolation, anxiety, stress, addiction, depression, sleeping disorders, and so on. It not only affects one mentally but also wrecks the overall personality of an individual. This generation has become mentally weaker and emotionally hollower when compared to the previous one.

Adaptability, open-mindedness, and inclination to challenge societal norms can serve as a foundation for building mental resilience. Embracing the ability to learn and evolve in a rapidly changing world can empower one to face difficulties with a more balanced perspective.

In the end, we can only work towards nurturing mental well-being in ourselves and those around us by fostering open conversations, cultivating a sense of community, practicing self-care, and seeking professional guidance.

Utkarsh Bhushan, BBA 2023-26

Redefining the Education System- New Education Policy

The Government of India introduced the New Education Policy (NEP) in July 2020 to reform the education system. The NEP covers all stages of education, from early childhood to higher education, and aims to bring about meaningful change. Here are some of the key highlights of the policy:

- **Early Childhood Education:** Acknowledging the importance of early childhood education, the NEP emphasizes establishing early childhood care and education centers for children aged 3-6 years.
- **School Education:** The policy proposes a 5+3+3+4 model for schools, where the first five years focus on the foundational stage, followed by three years of the foundation stage, three years of the middle stage, and four years of the secondary phase.
- **Multidisciplinary Approach:** The NEP promotes an interdisciplinary approach to education, aiming to break down barriers between arts and sciences, curricular and extracurricular activities, and vocational and academic streams. Students are encouraged to choose subjects of their interest from a wide range of options.
- **Vocational Education:** The policy emphasizes the integration of vocational education into the mainstream curriculum from the secondary school level. It aims to equip students with practical skills and an introduction to various vocational areas to enhance employability.
- **Technology Integration:** The NEP emphasizes the use of technology in education and encourages the addition of digital and online learning platforms. It proposes the creation of a National Educational Technology Forum to promote the use of technology in education.

Tushar Raj, PGDM 2022-24

I Wish I Could Pause the Play !

A Childhood filled with sorrow and shame
The hope of getting liked and named,
Where happiness lies in narrow aim,
Why didn't I let her explain?
Every day seems the same.

Ocean eyes filled with glaze,
Wanting to get every fame,
Can't get out of the never-ending maze.
Hearing voices now and then
Trying to make everything the same,
Hiding every ounce of pain,

Hoping he would never come.
I regret the choices I made
I wish I could change the game,
Maybe I could've stayed,
Now, there is no one to blame.

Aabhya Kumari, BBA 2021-24

Book Review

Energize Your Mind by Gaur Gopal Das - A Thoughtful Guide to Personal Growth

Energize Your Mind by Gaur Gopal Das is a captivating self-help book that provides practical advice and inspiration for personal growth. The

author, a renowned monk and motivational speaker draws from his wisdom and experiences to guide readers towards a more fulfilling life.

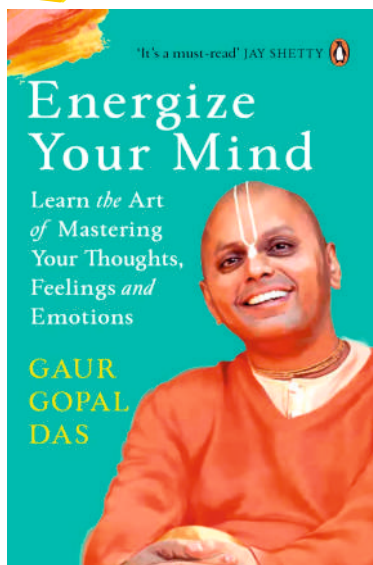
The book covers several chapters on personal development and self-improvement, including managing stress, finding inner peace, building relationships, and discovering life's purpose. Gaur Gopal Das blends ancient wisdom with modern challenges, adding a personal touch to his teachings.

"Energize Your Mind" is a book that puts a strong emphasis on mindfulness and meditation. In this book, Gaur Gopal Das provides readers with an introduction to the numerous benefits of meditation and offers guidance on how to incorporate it into their daily routines. The practical exercises provided in the book can be transformative for those who are seeking inner peace and mental clarity.

The book emphasizes spiritual and philosophical concepts, which may not appeal to all readers. Additionally, it may not offer new ideas for those familiar with self-help literature.

To sum it up, "Energize Your Mind" by Gaur Gopal Das is an assured and practical guide to personal growth and well-being. It provides valuable advice and exercises to strengthen our mental and emotional state, blending ancient wisdom with contemporary insights. Although it may not offer entirely new perspectives to seasoned self-help enthusiasts, it is an empowering read for anyone on a journey of self-discovery and self-improvement.

Reviewed By: Dr. Jyotsna Rai



Dr. Nitu Navgeet ji, Brand Ambassador Swachta Abhiyaan, Patna Municipal Corporation motivating students at IIBM to make Patna Cleaner and Greener.



Lighting of the lamp by eminent guests at the Inaugural session of Entrepreneurship Awareness Program at IIBM by EDII & NCW.



Prof. (Dr.) A.K. Nayak, Prof. Rohit Singh, Dr. Vinay Singh along with faculties and staff members hosting the flag and marking the celebration of Independence Day.



Students enjoying Stand up comedy event organized by Red FM with artist Nil Tiwari

Invited Talks/National Level Events/ Felicitation/Awards

- Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI, participated in the computer lab inauguration at the Government High School at Kandap village of Patna District as the guest of honor on July 22, 2023. The Laptops were donated by Wipro Ltd. through the Computer Society of India Patna Chapter by the initiation of Prof. A. K. Nayak, Former National President of CSI & Advisor IIBM Group, Patna, and Mr. Rajeev Ranjan Kumar Wipro VDI Head, Europe operation Wipro Ltd.
- Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI, participated in the Laptop donation program at the Aghore Kamini Shilpalaya, Patna, as the Chief Guest on July 29, 2023. The Laptops were donated by Wipro Ltd. through the Computer Society of India Patna Chapter by the initiation of Prof. A. K. Nayak, Former National President of CSI & Advisor IIBM Group, Patna, and Mr. Rajeev Ranjan Kumar Wipro VDI Head, Europe operation Wipro Ltd.
- Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI, inaugurated the 2-day International Conference on the Theme of the Role of Artificial Intelligence in Re-shaping the Multi-Disciplinary Research organized by YBN University Ranchi on August 26th & 27th, 2023. Prof. Nayak delivered the Inaugural address as the Chief Guest.
- Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI, participated in the Laptop donation program at the Birla Open Minds Pre School Sri Krishna Nagar Patna as the Chief Guest on September 06, 2023. The Laptops were donated by Wipro Ltd. through the Computer Society of India Patna Chapter by the initiation of Prof. A. K. Nayak, Former National President of CSI & Advisor IIBM Group, Patna, and Mr. Rajeev Ranjan Kumar Wipro VDI Head, Europe operation Wipro Ltd.
- Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI, participated in the Certificate Distribution function of Baitulmal Vocational Training Centre, Patna, on September 9, 2023, as the Chief Guest. In the identical program, Laptops were donated by Wipro Ltd. through the Computer Society of India Patna Chapter by the initiation of Prof. A. K. Nayak, Former National President of CSI & Advisor IIBM Group, Patna, and Mr. Rajeev Ranjan Kumar Wipro VDI Head, Europe operation Wipro Ltd.
- Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI, was felicitated by Prof. (Dr.) Gopal Krishna Pal, Hon'ble Director of All India Institute of Medical Sciences (AIIMS) Patna, on September 20, 2023, at AIIMS Auditorium on the occasion of a social function organized by Odiya Samaj AIIMS, Patna.
- Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI, delivered the keynotes address in a webinar on the theme Recent Trends in Computing and Informatics organized by Odisha State Open University on 25th September 2023 to the students and faculty members of all the study centers of the university throughout the Odisha State. Prof. Nayak also planted a mango tree on the university's new campus, which is under construction.
- Prof. (Dr.) Jyotsna Rai, Associate Professor, IIBM- had a research article published in the national peer-reviewed journal "Journal of Global Information and Business Strategy (JGIBS)" indexed by Google Scholar /IndianJournals.com. Rai, J, Yadav, R.K. & Shakeel M (2022) "A Study of Factors that Affect the Online Impulse Buying Behaviour of Young Customers in Patna," Volume-14, Issue-1, January-December 2022. ISSN '0976-4925. DOI: <https://doi.org/10.5958/2582-6115.2022.00010.8>

Summer Internship Program @IIBM Patna

During the summer of 2023, our PGDM 2022-24 students had the privilege of interning at well-known establishments such as Hotel Patliputra Continental, SBI Life, Jai Prabha Medanta Hospital, Kuber Capital, ITC, and many others. These internships provided human resources (HR), marketing, and finance opportunities, enabling students to gain a well-rounded education. Thanks to this experience, students could apply their practical knowledge and expertise to their final placements, setting them up for success.



Finance Guess the Terms?

1. What is the term for studying how individuals and societies allocate resources?
2. What is the total value of all final goods and services produced within a country in a specific period?
3. What is the term for measuring how quickly prices for goods and services rise over time?
4. What is the amount of money borrowed or invested, typically expecting to generate a profit or interest, called?
5. What is the rate at which one currency can be exchanged for another currency called?
6. What is the term for the money earned from work or investments
7. What is the total value of all goods and services a company produces in a specific period called?
8. What is the term for excess government spending over government revenue called?
9. What is the average prices of goods and services in an economy called?
10. What is the term for the total amount of money borrowed by an individual or organization?

Answers: Scan the QR code to verify



Students sharing dais with esteem panel post certificate distribution for their AWS and Cyber security course at 44th Induction program.



Lion's Club, Patna organized a District Blood Donation Camp at IIBM, Citizens, Staff and Students participating is the socio-voluntary activity



Students displaying their gratitude towards their mentor's on the occasion of Teacher's Day at IIBM Campus.



Students actively listening to the event organized by IIBM, Doordarshan and Akashvani Patna on Women Empowerment and Prevention against Sexual Harassment



Management of IIBM-ZHI Group of Institutions felicitating its faculties with Guru Sikshsha Samman on occasion of Teacher's Day



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