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IIBM Patna

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1999 : Dr. Priya Ranjan Trivedi and Dr. Uttam Kumar Singh addressing the Press and Media for highlighting the New Delhi Declaration based on the deliberations of the Millennium Summit on Institution Building.

From Editor's Desk

Dear Readers,

As we close another quarter, it's a pleasure and a privilege to reflect on the incredible journey we've embarked on together over the past three months. Our academic community continues to grow, and our shared writeups, insights, and achievements have made this newsletter a vibrant tapestry of collective wisdom and inspiration.

This quarter holds particular significance as we conclude India's G20 presidency. It has been a time of collaboration, dialogue, and shared commitment to shaping a sustainable and inclusive global future. India's leadership in the G20 has showcased the nation's diplomatic prowess and emphasized the importance of collective action in addressing pressing global challenges. Through this newsletter, we've endeavored to capture the key moments, initiatives, and outcomes of India's G20 presidency. From discussions on economic resilience to efforts toward a greener and more equitable future, the G20 agenda has been the theme of our coverage.

We have worked hard to capture the true essence of our community's spirit. We have showcased the diverse talents and experiences that make us unique. Each page is a testament to the dynamism that defines our shared narrative spotlighting community accomplishments or delving into broader academic trends.

As we navigate the ever-evolving landscape of academics and industry, it's heartening to witness the resilience and innovation demonstrated by our contributors and readers alike.

I want to express my gratitude to our contributors, readers, and supporters for being an integral part of this journey. Your engagement and passion fuel the energy of our community, and together, we continue to drive the narrative of progress and innovation.

As we enter a new year, let's carry forward the spirit of collaboration and collective impact. Your insights and perspectives will continue to shape the narrative of our newsletter, ensuring that we remain at the forefront of meaningful conversations in the coming months.

Thank you for your continued support, and here's to a future filled with shared successes and boundless possibilities.

Wishing you all a fulfilling and successful next quarter.

Sincerely,

Prof. (Dr.) Jyotsna Rai

Associate Professor, IIBM Patna



Founder's Message

Institutional Building is Nation Building

Institutions are identified with a social purpose and permanence, transcending individual human lives and in tensions, and with the making and enforcing of rules governing cooperative human behavior. "Individuals may form communities, but institutions alone can create a nation," observed Benjamin Disraeli.

What makes an institution last? What factors ensure perpetuity? Why connect and collaborate? These are essential questions for building institutions. As Browning said, a leader must understand our aspirations as possibilities.

Institutions need leadership as an obligation. As Peter Drucker noted, non-profits lack the accountability of the bottom line, making management even more important than in businesses.

The way forward would be governed by a shared vision, strong focus on execution, measurable outcomes, accountability, and transparency - paving the way for creating sustained institution-building and enhanced enterprise equity. "A pearl is an oyster's biography," observed Federico Fellini.

A solid constitutional framework, a relevant set of bye-laws, a well-articulated vision document, a transparent value proposition, a robust secretariat to enable efficient execution, and a platform for collaborations and alliances, clear performance measures to achieve the goals are all integral components of what a leader must institutionalize.

An institution's purpose is to contribute collectively to nation-building. It should build its future on its rich past, striving to excel without losing what is essential. Shelley's poem 'Adonis' states that time's splendors may fade but never disappear. An institution's duty is to excel at ordinary tasks and achieve exceptional things.

Institutions must embrace change to remain relevant. Failure to ask "what's right for the enterprise?" guarantees bad decisions. Leaders should renew processes and teamwork. Forming a secretariat is a strategic move. In enlightening research on corporate longevity, titled 'The Living Company', Arie De Geus made a startling observation after studying firms worldwide. The average life expectancy of a company seems to be just a modest twelve and half years, and even much larger entities manage an average life span of around forty to fifty years.

A leader should enable collective responsibility and empower the institution to envision the future. Good governance must be central to the vision, as it fortifies credibility and helps the institutionalization process. The leader is a trustee for the current and future generations.

The leader's quest could encompass the need to enable a virtuous circle of strategy to execution, where one good thing leads to another. Make institution-building and strengthening processes a present-continuous state. This is true, perhaps even for leaders of for-profit organizations, and the commitment to function as

a trustee with openness and transparency while driving desired outcomes, to grow and consolidate will enable the enterprise to be an institution that endures beyond one's own tenure.

With warm regards,

Prof. (Dr.) P.R. Trivedi

Founder,

Indian Institute of Business Management



Group Director's Message

Cyber Security Awareness Month October 2024

In an era where our dependence on technology is constantly escalating, the surge in interconnected devices and applications has given rise to an alarming increase in cyber threats. As our IT needs continue to grow, so does the menace of cybercrimes, making it imperative to raise awareness, particularly among the youth who are at the forefront of this digital revolution. Recognizing this critical need, Dr. Zakir Husain and IIBM Group of Institutions, in collaboration with Cisco Networking Academy, undertook a significant initiative during the month of October 2024 – Cyber Security Awareness Month.



Building on the success of similar efforts in the previous year, our institutions aimed to empower students with essential knowledge and skills to navigate the digital landscape securely. The cornerstone of this initiative was the participation of nearly 200 students from our college in two comprehensive online training programs offered by Cisco Networking Academy: "Introduction to Cyber Security" and "Cyber Security Essentials."

Online training programs gave students a solid awareness of cyber dangers, risk reduction, and proactive cybersecurity. Cisco Networking Academy courses used industry expertise and real-world settings to teach students about cybersecurity. Upon successfully completing the training programs, students were armed with valuable cybersecurity knowledge and were awarded certifications attesting to their proficiency in the subject matter. To further commemorate their achievements and foster a sense of pride in their newfound skills, each student received stylish hoodies sponsored by Dr. Zakir Husain Institute and the Indian Institute of Business Management.

The Cisco Networking Academy partnership helped our Cyber Security Awareness Month succeed. Cisco Systems' global Networking Academy has pioneered networking education and training, including cybersecurity. We delivered high-quality, industry-relevant education that students liked using their experience.

Interactive activities, workshops, and seminars hosted by cybersecurity professionals were held throughout the month. These seminars covered new cyber risks, ethical hacking, and the need to promote cybersecurity in schools and beyond. Student interactions with field practitioners provided valuable insights and views.

The impact of Cyber Security Awareness Month extended beyond the classroom, creating a ripple effect on the broader community. We believe we are contributing to creating a more secure digital future by instilling a sense of responsibility and awareness among the youth.

In conclusion, the collaborative efforts of Dr. Zakir Husain and the IIBM Group of Institutions, along with Cisco Networking Academy, during Cyber Security Awareness Month have proven to be a resounding success. The initiative equipped students with essential cybersecurity skills and fostered a culture of awareness and responsibility. As we continue to navigate the ever-evolving digital landscape, such initiatives become crucial in fortifying the future against the growing menace of cyber threats.



Prof. Rohit Singh

Group Director

Unleashing the Power of Tech Magic: Google Cloud Study Jam Takes Campus by Storm

On October 12, 2023, IIBM hosted the Google Cloud Study Jam Session under the mentorship of Mr. Piyush, Design and Marketing Head for Google Cloud Study. It was an exciting and innovative event for budding technology-oriented students of BCA. It was a technology journey, drawing in many eager students to learn and have fun. Mr. Piyush ensured that every part of the event ran seamlessly, creating an atmosphere of magic and discovery. The dedicated efforts of the GDSC IIBM Core Team also played a significant role in making the event a flawless experience for all participants. The icing on the cake of knowledge was done by the GDSC IIBM Faculty Advisor and Executive Secretary of the Indian Institute of Business Management, Prof. Rohit Singh, who added a touch of wisdom and inspiration to the day. It was not just a session for BCA students; it was an experience that left them motivated and ready to conquer the digital frontier.



Core Team of Google Developer Students Club at IIBM Patna

World Investor Week 2023

On October 13, 2023, IIBM Patna enthusiastically celebrated World Investors Week. The program was inaugurated by Prof. (Dr.) A.K. Nayak, Advisor, IIBM & ZHI Group of Institutions, in the presence of the distinguished speaker, Mr. Gagan Kumar Singh, from the BSE Patna office and faculty members, including Prof. Ganesh Pandey, Prof. (Dr.) Jyotsna Rai, Prof. Rohit Kumar, and Prof. A.L. Jha. Mr. Gagan enlightened students of PGDM and BBA on investment strategies aligned with the International Organization of Securities Commissions (IOSCO). The week-long celebration aimed to increase global investor awareness and was organized by the Securities and Exchange Board of India (SEBI). Activities such as quizzes, contests, and informative sessions were conducted to foster a culture of financial literacy and protection. WIW-2023 provided valuable insights into the dynamic world of investments, empowering IIBM students to make informed financial decisions.



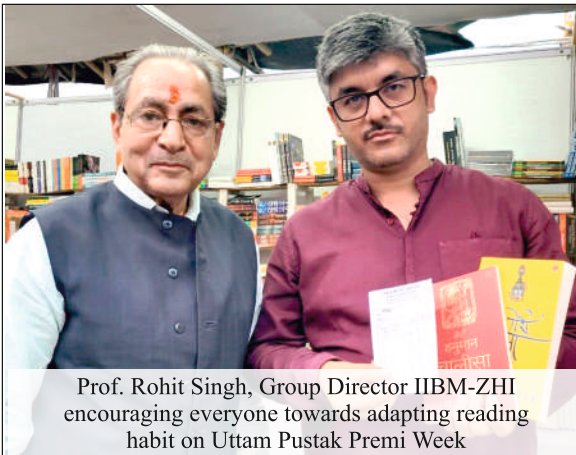
Dr. A.K. Nayak welcoming Mr. Gagan Kumar Singh, from BSE Patna on SEBI's World's Investors Week

Shardeum India Empowers BCA Students with Blockchain & Web3 Knowledge

On October 18, 2023, Mr. Chirag Ravishankar from Shardeum India took the stage at IIBM Patna's Auditorium to unravel the mysteries of Blockchain and Web3 for BCA students. In his exclusive workshop, Mr. Ravishankar showcased the real-world applications of Blockchain and Web3 through practical use cases, making these cutting-edge technologies accessible to all. He shared insights on smart contracts, exploring Web 3, NFT, fungible tokens, etc. The event kicked off with a warm welcome from Dr. Jyotsna Rai, Head of the Marketing Department at IIBM Patna, who emphasized the growing impact of Blockchain on various industries. Ms. Zoya Ghazal (BCA2021-24), the lead of Google Developer Student Club IIBM Patna, thanked Chirag for his insightful insights. The event was a gateway to a world of knowledge, and it showcased the power of teamwork between GDSC IIBM and Shardeum India in unraveling the mysteries of blockchain technology. It marked a pivotal moment in the journey towards a more decentralized, transparent, and efficient future. The insights gained by students and the knowledge shared made this workshop a true milestone for budding technocrats of IIBM-ZHI Patna.



Students of BCA enjoying the Technical Jam Session by Shardeum India on Web 3 & Block Chain



Prof. Rohit Singh, Group Director IIBM-ZHI encouraging everyone towards adapting reading habit on Uttam Pustak Premi Week

Uttam Pustak Premi Week December 2023

Developing a reading habit entails spending time daily, creating a comfortable reading environment, selecting books of interest, and gradually increasing one's reading time. Following the legacy created by the late Founder Director, Prof. (Dr.) Uttam Singh, a passionate reader and educationist, IIBM-ZHI Group of Institutions, under the leadership of Prof. Rohit Singh, Group Director, initiated an activity to encourage vibrant readers in its organization under the Uttam Pustak Premi Recognition. An initiative to inspire the staff and faculties to visit the Book Fair, get a book for personal or professional interest and growth, and get reimbursed.

National Seminar on Changing Dimensions of Management Education

On December 24, 2023, IIBM-ZHI orchestrated a captivating One-Day National Seminar in the heart of Patna, meticulously examining the ever-evolving landscape of management education. The distinguished speakers, including Vice Chancellors and Heads of Departments from renowned universities, contributed to an intellectually stimulating environment. Dignitaries present at the event included Chief Guest Prof. (Dr.) Arka Kumar Das Mohapatra is the erudite Vice Chancellor of Odisha State Open University and Guest of Honor Dr. Samir Kumar Singh, an Honorable Legislative Council Member (MLC). The event was presided over by Prof. (Dr.) A.K. Nayak (Advisor, IIBM-ZHI). The seminar provided valuable insights into the latest business trends in the Panel Discussion Session. Notable invited speakers, Prof. (Dr.) Subhash Chandra Yadav, H.o.D (Computer Sc. and Engineering) and Prof. (Dr.) Bhagwan Singh, H.o.D (Commerce and Management) from the Central University of Jharkhand, Ranchi, added depth and perspective to the discussions. The other respective dignitaries were Prof. Rohit Singh, Group Director (IIBM-ZHI Group of Institutions), Prof. Ganesh Panday, Director (Academics), and Prof. (Dr.) Vinay Kumar Singh, Director (ZHI), Prof. (Dr.) Rachna Chauhan (Dean-IIBM) and Prof. (Dr.) Jyotsna Rai, (Head of Department- Marketing, IIBM).

The Technical Session was welcomed and jointly chaired by Prof. (Dr.) A.K. Nayak and (Dr.) Jyotsna Rai and featured compelling presentations from Ph.D. Research Scholars from Mahatma Gandhi Central University-Motihari, PGDM, and BBA students of IIBM added a dynamic layer to the discourse. The rapporteurs of the technical session were Prof. Rohit Kumar and Prof. Amit Choudhary. The seminar unfolded as a triumph, leaving participants both inspired and well-informed about the forefront of contemporary business challenges. As the audience dispersed, the echoes of profound discussions lingered, creating fertile ground for sustained exploration and innovation in the ever-dynamic business domain. IIBM's unwavering commitment to fostering knowledge and collaboration strengthened its standing in academic endeavors.



Dr. Samir Kumar Singh and Prof.(Dr.) A.K. Nayak welcoming and presenting memento to the Chief Guest Prof. (Dr.) A.K. Das Mohapatra, Vice Chancellor- Odisha State Open University.



Prof. Rohit Singh, Group Director IIBM-ZHI warmly welcoming Prof. (Dr.) Subhash Chandra Yadav, H.o.D. Computer Science & Engineering, The Central University of Jharkhand.



Academic Advisory Board Members along with (Prof.) Dr. A.K. Nayak and Dr. Samir Kumar Singh visiting the Multimedia Studio at IIBM Patna.

Faculty & Staff Corner

A Gram-Positive Bacteria: Staphylococcus Aureus

Staphylococcus Aureus are gram-positive bacteria, and they are cocci and arranged in grape-like clusters; these are non-motile, non-spore-forming, and approximately 1 µm in diameter. Cluster formation is due to the sequential division of bacteria in three perpendicular planes with daughter cells remaining close. Staphylococcus Aureus grows on ordinary culture media within the temperature range of 10 to 42°C, but the optimum temperature should be 37°C for proper growth, and pH should be 7.4 to 7.6.

They are aerobes and facultative anaerobes. Different media (e.g., Nutrient agar, MacConky's agar, and Blood agar) are used to culture Staphylococcus Aureus. Still, Mannitol salt agar is both a selective and indicator medium used for isolation and pure culture of Staphylococcus Aureus. Mannitol salt agar contains nutrient agar with 1% mannitol, 7.5% sodium chloride, and phenol red as indicators. Yellow color colonies are seen on this medium due to the fermentation of mannitol by most strains of Staphylococcus Aureus. These bacteria produce many toxins and enzymes, which are virulence factors of the organisms responsible for creating host disease. Staphylococcus Aureus is a crucial pyogenic organism whose infection causes pus, cutaneous and deep infections, food poisoning, nosocomial infections, skin exfoliative disease, toxic shock syndrome, pimples, boils, abscesses, impetigo, osteomyelitis, tonsillitis, pharyngitis, sinusitis, pneumonitis, endocarditis, meningitis, and septicemia.

(Prof. S.N. Pandey is an esteemed educationist and faculty at Dr. Zakir Husain Institute, Patna. He has a rich academic and research experience of 14 years in Life Sciences. To his credit, Prof. Pandey has numerous UGC-listed, National Peer reviewed ICMR & DBT research publications.)



Significance of Library in Our Society

From immemorial, the library has been considered a 'Social Institution.' It has an immense role in modern society and is regarded as the community's 'Gateway of Knowledge.' In today's information age, print and non-print materials are kept in a library. Conventional documents like books, journals, and newspapers, as well as non-conventional documents such as charts, maps, etc., are maintained together in a library.

The word library is derived from the Latin word 'Libraria,' meaning book place.' It originated from 'Liber,' which means 'book.' A library can be considered a room where books are kept, a collection of literacy documents or records maintained for reference or borrowing, a depository built to contain books and other materials, or a building that houses a collection.

Dr. S.R. Ranganthan, the father of library science, describes the library as the public institution charged with the collection of books and the duty of making them accessible to those who are required to use them.

There are different types of libraries, such as Public Libraries, e.g., The National Library of India, Delhi Public Library, etc. Academic libraries, e.g., School Libraries, College Libraries, University Libraries, special libraries e.g., Agricultural research libraries, Libraries of disabled people, etc.

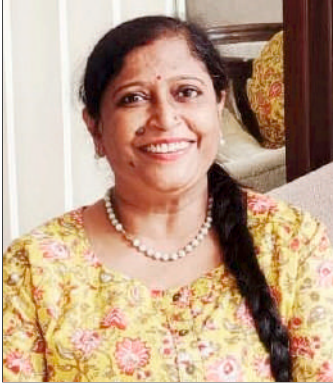
The library provides services like Reference, Circulation, Inter-Library Loans, etc, and performs the functions of educating, disseminating information, promoting culture, preserving knowledge, etc.

The future of libraries is aiding in organizing the universe of knowledge, managing online content, understanding the needs of Library users, developing technical skills, etc.

Finally, libraries are essential for the progress of society by promoting education, research, and ethics.

(Mr. Altaf Raja is a Librarian at IIBM, Patna. He has a Master in Arts and a Master in Library Science. Mr. Raja possesses a good command of numerous e-library software and is keenly interested in library science research.)

Faculty Corner



To Teach is to Touch a Life Forever

As we reflect upon our lives, we often find that specific individuals have profoundly impacted our personal growth and development. Among these influential figures, teachers hold a special place. They play a vital role in shaping the minds and futures of students, imparting knowledge, and instilling values that extend far beyond the classroom. So, what makes being a teacher so meaningful for me?

Nurturing a Love for Learning

Teachers can uniquely ignite a passion for learning within their students. When a teacher is enthusiastic and genuinely excited about their subjects, that enthusiasm spreads to every student in the classroom. This contagious love for learning can have a lasting impact on students' lives, both personally and professionally.

Providing Academic Guidance

While teachers have many roles in education, their primary responsibility is to teach the curriculum effectively and transmit knowledge in a way that is easy for students to grasp. Teachers can help students overcome challenges, build confidence, and develop essential skills by tailoring their teaching methods to address individual strengths and weaknesses. They provide valuable feedback, offer constructive criticism, and guide students in their academic journey, ensuring they reach their full potential.

Fostering Personal Growth

Teachers go beyond academic instruction and play a crucial role in their student's personal growth and development. They act as mentors, counselors, and confidants, providing guidance and support during critical stages of life. By creating a safe and nurturing environment, teachers encourage students to express themselves, ask questions, and seek help when needed.

Acting as Role Models

Teachers profoundly influence their students, not only through the knowledge they impart but also through their actions and behavior. They are role models, demonstrating the importance of integrity, dedication, and lifelong learning.

The ability to shape future leaders, provide access to education for students with diverse backgrounds and learning styles, and contribute to the country's economic development by creating a brighter future for all is what makes being a teacher so rewarding for me.

(Prof. Seema Rani is an esteemed educator and expert in Computer Science. Prof. Seema has two decades of rich academic experience, and her areas of interest are Data Structure, Software Engineering, System Analysis Design, and Digital Electronics)

Shifting the Focus from Citizens' Rights to their Duties

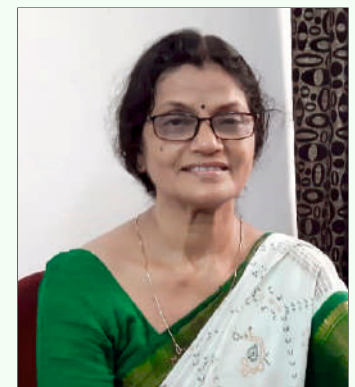
In 2019, during the 70th anniversary of the adoption of the Constitution, the then Honourable President, Sri Ram Nath Kovind, the Honourable Vice-President, Sri Venkaiyah Naidu, the Honourable Prime Minister, Sri Narendra Modi, and the Honourable Speaker, Sri Om Birla, reminded us of the importance of fulfilling the duties enshrined in our Constitution. Citizens' rights have been stressed before, and many have been deprived of justice.

However, we must focus on fulfilling our duties as citizens. The recent incident of a color smoke bomb in Parliament House on December 13, 2023, is disturbing. Still, it is even more disturbing to see the logic and justification given for such a way of expressing grievances. As members of a civilized society, we must ask ourselves if this expression can be accepted.

Rather than indulge in political viewpoints or blame games, we must strive to understand our rights and duties. The visitors' gallery in the Parliament House is a privilege few people can experience. If we are privileged to have this opportunity, we must not misuse it. Doing so would completely breach the government's faith in us. We must cultivate our moral and ethical values before we demand our rights. Any administration, system, police force, or society, in general, can be quickly criticized. However, we must first introspect ourselves.

We can only contribute to our society's growth and development when we are prepared to do our civic duties, not out of obligation but of moral responsibility.

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



Theme Articles



“India's Diplomatic Triumph: G20 Summit 2023 and its Economic Impacts”

In 2023, India hosted the prestigious G20 Summit, marking a significant milestone in the nation's diplomatic endeavors. The summit catalyzed stronger international relations and offered a platform for India to showcase its commitment to global cooperation.

The G20 Summit is a critical forum for the world's major economies, allowing leaders to discuss pressing global issues. By hosting this summit, India has positioned itself as a key player in shaping the global economic and political landscape. The event allowed India to contribute actively to discussions on issues ranging from climate change and sustainable development to trade and economic policies.

One of the primary benefits of hosting the G20 Summit lies in its potential to strengthen diplomatic ties. India's role as the host nation allowed leaders from various countries to engage in open dialogues, fostering mutual understanding and collaboration. Such diplomatic efforts contribute to developing trust and goodwill, laying the foundation for future partnerships.

Furthermore, the G20 Summit offers a unique opportunity for India to showcase its economic prowess on the global stage. As a host, India had the chance to highlight its economic achievements, potential investment opportunities, and commitment to fostering a conducive business environment. This global visibility is instrumental in attracting foreign investments and promoting economic growth.

In conclusion, the G20 Summit 2023 has enhanced India's standing in international diplomacy and opened avenues for economic growth. By actively participating in global discussions and showcasing its capabilities, India has laid the groundwork for building robust international relations and fostering a conducive environment for economic advancement.

(Prof. Rohit Kumar is an Assistant Professor in Finance and Training and Placement in charge at IIBM Patna. Prof. Rohit brings with him an industry and academic experience of 8 years. His subjects of interest are Financial Accounting, Management & Cost Accounting, Corporate Finance, Production & Operations and Managerial Economics.)



Theme Articles



G20 and India's Presidency-2023

The Group of Twenty, the G20, has evolved as a critical global economic policy coordination platform. The G20 is an international organization created in 1999 to provide a forum for central bank governors and finance ministers to discuss global economic and financial issues. The G20, which consists of the world's top economies, has been given the authority to address many global problems, from public health and international security to climate change and sustainable development. The rotating presidency of the G20, an annual post held by member countries, is crucial in creating the topics of debate and defining the agenda for these pressing concerns.

In 2023, India was elected as the President of the G20, and this was a moment of pride for many people. India's status as the largest democracy, most extended history, and fastest-growing economy made it an ideal candidate for this position. The eighteenth G20 summit was held in

New Delhi, with Indian Prime Minister Narendra Modi presiding over the meeting. This summit was a significant event for India, bringing together countries contributing to 85% of the global GDP, 75% of international trade, and two-thirds of the world's population. The summit focused on finding practical solutions that benefit everyone, guided by the “Vasudhaiva Kutumbakam” principle, which emphasizes that all individuals are members of one family. This approach highlights the importance of working together to achieve common goals and finding solutions that benefit everyone.

The timing of India's chairmanship in the G20 was impeccable as it altered the world's perception of India. The country's confidence has increased, a testament to India's rise from being the tenth-largest economy to the fifth. India has reached an alluring growth stage and performs better than most other countries.

To advance socio-economically, India's G20 prioritizes public infrastructure, technology transformation, climate change, climate financing inclusive growth, digital economy, and women's empowerment reforms. All these efforts are being taken to accelerate progress toward sustainable development goals and provide a better future for future generations.

The G20-2023 Action Plan to Accelerate Progress on the SDGs will be implemented through cultural infrastructure, tourism, and data digitization; it will also support UN initiatives on the subject and give developing countries enough support to implement it. Additionally, it demonstrates a dedication to climate finance and the development of intelligent and climate-resilient agriculture to eradicate hunger and malnutrition. It's crucial for South Asian nations struggling with severe food security concerns, including Afghanistan, Bangladesh, Pakistan, and India.

The critical lesson to learn from this is the significance of global collaboration in tackling complex, cross-border issues. India's leadership continues to impact international discussions and the future course of global governance following its G20 presidency.

(Prof. Akanksha Singh, an Assistant Professor at IIBM-ZHI Group of Institutions, is a Master in Commerce and is keenly interested in academics and passionate about teaching. She specializes in Financial Accounting, Corporate Taxation and Managerial Accounting.)



Future with Artificial Intelligence

Artificial Intelligence is a rapidly evolving technology that enables machines to think and behave like humans. Its goal is to identify and define human intelligence features that machines can mimic. AI has been applied in various industries, including finance, healthcare, education, transportation, and robots. The future of AI is expected to bring high levels of dependency on machines and significant changes in our future. In healthcare, AI will help identify diseases quickly and monitor patients, while in transportation, AI security tools will enhance data security. In education, AI will impact educational content, training strategies, financial monitoring, and investment strategies.

Nishant Kumar Mishra, BCA 2021-24

World Behind Dreams- Lucid Dreams

Lucid dreams are a unique experience where one becomes aware of their dream while still in it, allowing them to actively participate, make decisions, and manipulate the dream environment. This state of consciousness will enable individuals to change their response to a dream that they dislike, empowering them in real time. To improve endurance, individuals can set an intention to squat during lucid dreaming, which can increase heart rate like exercising in real life.

Approximately fifty percent of individuals may have experienced at least one lucid dream, but it is not frequent and usually occurs only a few times yearly. Lucid dreaming allows individuals to unleash their creativity and explore their imagination in previously impossible ways. It can also be a potential treatment for psychological illnesses such as clinical depression and post-traumatic stress disorder.

However, achieving consistent lucid dreaming can be challenging, requiring time and practice. Additionally, the excitement of lucid dreaming can disrupt sleep patterns, and some people may face sleep paralysis or difficulty distinguishing between dreams. Despite these challenges, lucid dreaming remains an exciting way to explore one's imagination and have a unique experience.

Riya Jha, BBA 2022-25



Ms. Zoya Ghazal, GDSC IIBM Patna Lead from BCA 2024 Batch



Dr. Samir Kumar Singh, Dr. A. K. Das Mohapatra in the presence of Dr. Bhgwan Singh, Dr. Vinay Singh and Dr. Jyotsna Rai presenting the letter of appointment as Management Intern with Center for Entrepreneurship Development (CED) Patna to Md. Ehtasham student of BBA (2023-26).

The Psychology of Procrastination: Strategies for Overcoming it!!

Procrastination, or the art of delaying gratification, affects everyone. While little delays are tolerable, chronic procrastinators endure stalled ambitions, worry, and anxiety. But don't worry; understanding the psychology of procrastination will help you overcome it.

Fear of failure and perfectionism can undermine our drive by making us feel inadequate or overwhelmed by the immensity of the task. We feel overwhelmed by deadlines or lack intrinsic motivation, which exacerbates procrastination. The continual buzz of notifications and social media become seductive distractions, taking away our focus.

But there is hope! By employing efficient tactics, we can reclaim control of our time and become productivity powerhouses. Breaking down enormous projects into manageable steps makes them seem less daunting. Prioritizing and arranging our time allows us to focus on the most critical priorities. Eliminating distractions by turning off notifications and choosing quiet places encourages focused work hours. Rewarding oneself for completing tasks increases motivation, whereas mindfulness activities such as meditation help us manage stress and focus.

Remember that transformation needs constant effort. Understanding the core reasons for our procrastination and implementing these tactics will allow us to attain our goals, have peace of mind, and celebrate each step toward a productive and fulfilled future. It is vital to make progress rather than seek perfection. Continue pushing forward!

Aditya Kumar, BBA 2022-25

Need for Preserving Human Rights

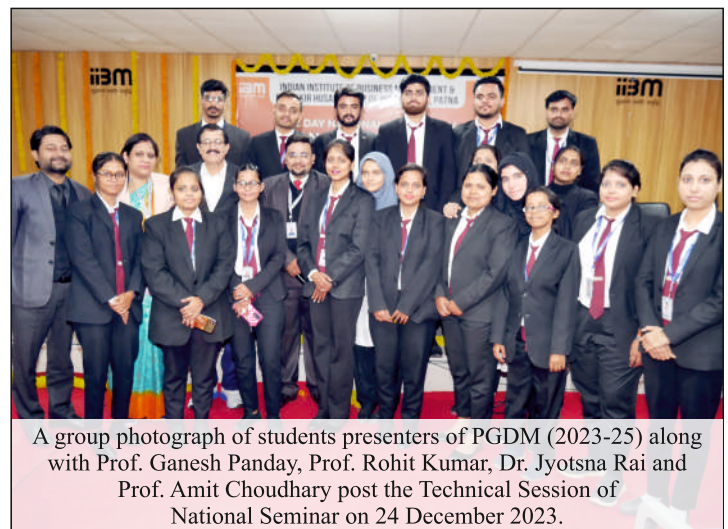
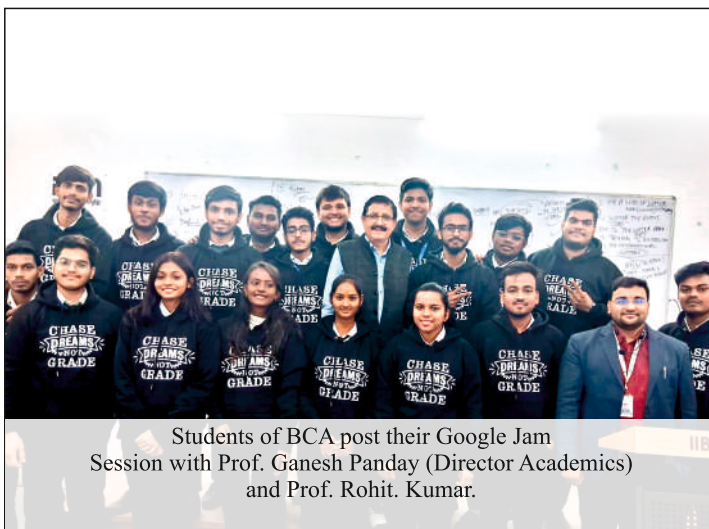
Preserving human rights remains crucial, especially in the face of the current world crisis. As nations grapple with unprecedented challenges such as global health emergencies, economic downturns, and political instability, safeguarding human rights becomes paramount for several reasons.

Human rights provide a moral compass that guides societies towards equitable and just solutions. Upholding individual freedoms, dignity, and equality fosters a sense of justice and fairness, essential elements for navigating crises. In times of uncertainty, respecting human rights ensures that responses to crises are transparent, accountable, and considerate of the needs and vulnerabilities of all individuals.

Protecting human rights fosters social cohesion and resilience during crises. Human rights principles encourage diverse populations to cooperate and empathize, promoting unity. Prioritizing human rights builds trust between governments and citizens. Open communication, non-discrimination, and access to information promote transparency. Governments that prioritize human rights garner public support and collaboration, vital for effective crisis management..

Preserving human rights is critical during the current crisis. It provides a moral framework and strengthens social bonds, fostering resilience and enhancing crisis responses. Safeguarding human rights remains a cornerstone for creating a more just and sustainable future.

Ramya Kumari, BBA 2023-26



Just Because I'm a Girl

Just because I'm a girl
I can play sports
I can play with trucks
And can get dirty outside
Just because I'm a girl
I don't have to be in the kitchen cooking
Or cleaning up after someone's mess
Or be afraid of bugs
Just because I'm a girl
I don't have to wear dresses
I don't have to wear skirts
I don't have to wear heels
Just because I'm a girl
I don't always need to be saved
I can handle myself
I can be the hero
Just because I'm a girl
Why should I have to act a certain way?
Why do I have to dress a certain way?
What would the world be without girls?
Just because I'm a girl!

Nupur Kumari, BBA 2022-25

बुढ़ापा और उम्मीदें

चारों तरफ से एक ही शोर आपने मेरे लिए किया क्या है?
जिसने खुद की ख्वाइशों का गला घोटकर परिवार की खुशियों का ख्याल रखा, सच में उन्होंने किया क्या है?
जिसने खुद की जवानी को खतम होने से पहले ही उसपे पर्दा डाल दिया ताकि बच्चों का बचपन बचा रहे, सच में उन्होंने किया क्या है?
जिसने खुद भूखे पेट रहकर परिवार के भूख का ख्याल रखा, सच में उन्होंने किया क्या है?
जिसने खुद को जोखिम में डालकर परिवार के आगे आए मुस्किलों का डट कर सामना किया, सच में उसने किया क्या है?
जिसने त्योहारों में सबके लिए नए कपड़े खरीदे खुद फटी हुई गंजी के साथ त्योहार मना लिए, सच में उन्होंने किया क्या है?
और तो और परिवार को सवारते संवारते उन्हें ये भी नहीं पता चला कब ये सर के काले बाल उजले हो गए, सच में उन्होंने किया क्या है?
अब तो ना जवानी रही और नाही दौलत, अगर है तो सिर्फ चंद सांसे जो पता नहीं कब साथ छोड़ दे, पर फिर भी उन्होंने किया क्या है? उन्होंने किया क्या है???

Harshita Singh, PGDM 2022-24

Viksit Bharat 2047 Mission

In 2047, the year that India will celebrate its centenary of independence, the government has set a goal—Viksit Bharat@2047—to become a developed nation. Good governance, environmental sustainability, social advancement, and economic growth are all part of the vision for development.

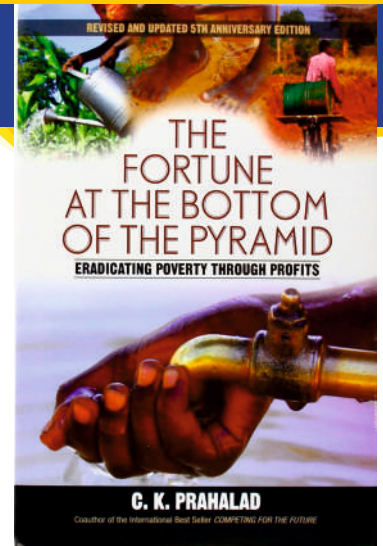
By 2047, according to the Indian government, the country's economy will have grown to become one of the world's two most enormous. According to India's Minister of Commerce and Industry, the country's GDP would reach \$35 trillion by 2047. Honorable Prime Minister Narendra Modi used videoconferencing to launch 'Developed India@2047: Voice of Youth' on December 11, 2023. Contributions to a Developed India@2047 provide a vibrant forum for a shared goal of constructing this kind of India. Students are encouraged and can access the Developing India Counselling area through the MyGov portal (mygov.in).

Guidelines for students while submitting their Feedback on the portal:

Step 1: Visit the MyGov Portal (mygov.in) and proceed to the Viksit Bharat Consultation section. Step 2: Answer the following questions sequentially on the Portal: What should a Viksit Bharat look like in 2047 in different aspects? – What do we need to do to reach this goal? Step 3: Provide the idea for the Viksit Bharat @ 2047 and mention your role/ contribution towards making India a developed nation. Step 4: Submit the form along with your email ID and download the Certificate from your email. Step 5: Share your experience, thoughts, and pictures with certificates on social media with #Ideas4ViksitBharat. Students are to upload the Selfie with the specific background/ Viksit Bharat@ 2047 banner showing participation in the initiative on their Facebook or Instagram account, tagging #Ideas4ViksitBharat

Jagriti Kumari, BBA 2023-26

Book Review



The Fortune at the Bottom of the Pyramid by C.K. Prahalad

The book's central theme revolves around the idea that there is a massive, untapped market among the world's poorest people, often referred to as the "bottom of the pyramid" (BOP). Instead of viewing these individuals solely as aid recipients, Prahalad argues that businesses can find sustainable opportunities for growth and profit by addressing this large consumer base's unique needs and preferences. The key takeaways from this book are:

1. **Untapped Market Potential** - Prahalad says the world's poorest, known as the "bottom of the pyramid," make a vastly untapped market with significant purchasing power.
2. **Active Consumers** - Prahalad suggests viewing the poor as active consumers. Businesses can develop products and services that cater to this market by recognizing their needs and preferences.
3. **Innovative Business Models** - The book examines innovative business models to serve low-income communities by creating scalable and affordable solutions.
4. **Win-Win Solutions** - Prahalad advocates for creating win-win situations where businesses can profit while alleviating poverty and promoting socio-economic development. Sustainable business practices can benefit both companies and communities.
5. **Examples of Success** - The book shares success stories of companies that entered and thrived in the BOP market. The case studies highlight how businesses can modify their strategies to cater to low-income consumers.
6. **Importance of Collaboration** - Collaboration among businesses, governments, and NGOs is crucial to creating inclusive and sustainable solutions for the BOP market.
7. **Social Impact** - The book focuses on business and economic opportunities and highlights the potential for positive social impact. By providing essential goods and services to low-income communities, companies can improve education, healthcare, and overall quality of life.

Overall, "The Fortune at the Bottom of the Pyramid" encourages a shift in perspective, urging businesses to see poverty not just as a problem but as an opportunity for inclusive and responsible entrepreneurship.

Reviewed By: Dr. Jyotsna Rai

Alumnus Corner

Let's Inspire with their Journey - Alumni Inspiration

"I graduated from IIBM Patna with my PGDM in 1989 and began my career as a Sales Executive at Bus Body Building Company in Gramiah, Jamshedpur, Jharkhand. Through my dedication, honesty, and sincerity, I worked my way up from Sales Executive to COO to Director of a Group of Companies.

Over the course of my career, I have worked for nearly 15 multinational companies in India, Bhutan, Oman, Kuwait, Qatar, Bahrain, and the UAE. I am proud to say that I am a self-made man, and I have accomplished this position in life without anyone's assistance. This is one of my most significant achievements, and it shows that with hard work and determination, anything is possible."

Arun Aich, PGDM (1987-89)



Invited Talks/National Level Events/Facilitation/Awards

- **Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI**, Inaugurated the Two-day National Conference on ICT in Multidisciplinary Research on 09-10 October 2023 at C. M. Science College, Darbhanga, Bihar, as the Chief Guest. He also delivered the keynote address.
- **Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI**, a Former National President of CSI & Advisor IIBM-ZHI Group, Patna, participated as the Guest of Honor in the Inaugural Function of the Two days International Conference on Data Science, Computation and Security organized by the Christ University, Bangalore, from 02-04 November 2023.
- **Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI**, was invited to participate in the Lucky Draw as Chief Guest at the Dainik Bhaskar Newspaper office on 28 November 2023. He also presented the gifts to the prize winners of the last Lucky Draw.
- **Prof. (Dr.) A. K. Nayak, Advisor IIBM-ZHI & Former National President of CSI** participated as the Guest of Honor in the Inaugural Function and Chief Guest in the Valedictory Function in the two-day International Conference on the theme “ICT in Business, Industries and Government” organized by Symbiosis University of Applied Sciences, Indore, M.P. on 08-09 December 2023.
- **Prof. (Dr.) Jyotsna Rai, Associate Professor, IIBM**, presented her research paper titled “*Using Theory of Planned Behaviour to Analyze Online Customer Intentions and Buying Behaviour*” at the Two-day 4th International Conference on “The Role of Innovation, Entrepreneurship and Management for Sustainable Development” Organized by School of Management, OP Jindal University, Raigarh, Chattisgarh on 03-04 November 2023.
- **Prof. (Dr.) Jyotsna Rai, Associate Professor, IIBM**, presented her research paper titled “*Exploring the Factors that Influence Working Women Consumer's Propensity to Make Impulsive Online Apparel Buying*” at a Two-day National E-Conference on “Challenges and Prospects in Sustainable Business Development” Organized by Chhatrapati Shahu Ji Maharaj University, Kanpur, U.P. on 21-22 November 2023. The paper is in consideration for an edited book with an ISSN Number.
- **Prof. (Dr.) Jyotsna Rai, Associate Professor, IIBM**, presented her research paper titled “*India's Presidency of G20: An Opportunity for Tourism to Achieve Global Sustainable Development*” at ICSSR sponsored Two-day National Seminar on “Prospects of India towards Economic Integrity of G20: Current Landscape & Future Possibilities” Organized by IFTM University, Moradabad, U.P. on 8-9 December 2023. The paper is in consideration for an edited book with ISSN Number.

Corporate Connections

Meet the Leader, Mr. Mritunjay Kumar, State Coordinator Mahindra Pride Classroom-Naandi Foundation, Bihar & Jharkhand

Theme: Relevance of Skill-based training for youths.

Ques: As a professional with years of experience, may we ask for your insights on skills-based training for youth?

Ans Skills are crucial for youths as they give confidence and are necessary to meet demands in various aspects. The unemployment rate of skilled workers is 6%, while that of graduate youths is 19%. There are three types of skills - cognitive, vocational, professional, and soft skills. Every student should focus on developing these skills to meet the job market's demands.

Ques: Why is this training women-centric?

Ans: Gender equality is a priority for the government and business enterprises. The corporate sector is actively involved in addressing issues related to female representation in the workforce and creating a better work environment. Increasing the ratio of employed women is crucial for the nation's economic growth and building a gender-neutral workforce. As a responsible CSR initiative, we focus on upskilling women to work seamlessly in any reputed organization.

Ques: Can you provide insights on the Mahindra Pride Skill-based domain?

Ans: Mahindra Pride Classroom offers training in various domains, with a significant focus on employability skills such as soft skills, communication skills, and presentation skills. We also provide Python coding and Digital Marketing Training (40 hours) in collaboration with Some Bangalore-based companies, helping women become competent for tech companies. The employability-based training is conducted offline, while the tech trainings are provided online.

Ques: Training should reflect one's job position and be practical for the job. How do you justify this skill-based training in this context?

Ans: Employability skills are essential for any graduate. These skills include cognitive, vocational, and soft skills. Good communication, problem-solving, and analytical thinking are necessary for any job. We focus on polishing these skills in trainees to prepare them for employment.

Interviewed by: Ms. Arya Parmar & Mr. Suraj Kumar (PGDM, 2024)

Training & Campus Placement Drive @ IIBM

Empowering Dreams: Mahindra Pride Classroom

Transforms Bihar's Educational Landscape

The Mahindra Pride Classroom (MPC) is a significant initiative in India's educational landscape. Launched in 2016 by the Naandi Foundation, it has been providing hope and skills to students across 19 states, including Bihar. As the traditional focus on education evolves, the Indian Institute of Business Management and Dr. Zakir Husain Institution in Patna have joined hands with MPC to offer a curriculum that goes beyond job training. They aim to nurture communication skills and ethical expression in their BBA, BCA, and PGDM students. In a state like Bihar, where the demand for education often exceeds its availability, a seven-day course has become a vital bridge to professionalism. Not only does it equip students with the skills they need to secure employment, but it also hosts a Job Utsav, where a plethora of opportunities are presented to them. Bihar, which was once a mere onlooker, now actively participates in the symphony of skilling education. This ensures that its students can not only earn a living but also confidently articulate their aspirations.



Prof. Nirupam Thakur, a Professional Trainer with MPC taking the sessions with students of IIBM & ZHI.



Mr. Mritunjay Kumar in conversation with Student Interviewers Ms. Arya Parmar & Mr. Suraj Kumar PGDM (2022-24)

Campus Placement Drive @ IIBM

The Indian Institute of Business Management in Patna is scheduled to begin its campus placement drives in December 2023 for BBA, BCA, and PGDM students. The placement sessions will continue into the following months, with top companies such as Ujjivan Small Finance Bank, IndusInd Bank, HDFC Bank, ITC, IndiaMART, Simpolo, Canon, and Swatantra Microfinance conducting the sessions. Prof. Rohit Kumar, the Training and Placements Officer at IIBM, Patna, stresses the institute's commitment to connecting students with diverse opportunities and fostering their professional growth. The presence of these well-known companies highlights the institution's dedication to successfully supporting students in launching their careers.



IndusInd Bank

Canon

UJJIVAN
UJJIVAN SMALL FINANCE BANK

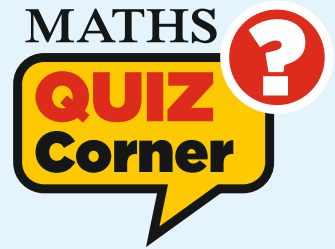
svatantra

Simpolo
ceramics

ITC
ITC Limited

ICICI Bank

- Which of the following is not greater than $7/16$?
- The value of $\tan 1^\circ \tan 2^\circ \tan 3^\circ \dots \tan 89^\circ$ is _____
- A square's each side is increased by x units; then, its perimeter is increased by how many units?
- The value of $10C4 \times 8C3$ is _____
- The Sum of numbers from 250 to 1000, which are divisible by 3, is?
- A function whose range consists of just one element is called _____
- $\cos(-435^\circ) = ?$
- The chance of India winning the toss is $3/4$. If it wins the toss, then its chance of victory is $4/5$; otherwise, it is only $1/2$. Then, the chance of India's victory is _____
- A box contains 2 black, 4 white, and 3 red balls. One ball is drawn at random from the box and kept aside. Another ball is drawn randomly from the remaining balls in the box and kept aside from the first. This process is repeated till all the balls are drawn from the box. The probability that the balls drawn are in the sequence of 2 black, 4 white, and 3 red is?
- A person standing on the bank of the river observes that the angle subtended by a tree on the opposite bank is 60° . When he retires 40m from the bank, he finds the angle to be 30° . The breadth of the river is _____
- Two lines are said to be parallel if the difference in their slope is _____
- Find K if $\log_2 64 = K$



Answers: Scan the QR code to verify

- "Don't judge each day by the harvest you reap but by the seeds that you plant." -Robert Louis Stevenson
- "You will face many defeats in life, but never let yourself be defeated." - Maya Angelou
- "The only impossible journey is the one you never begin." -Tony Robbins
- "Many of life's failures are people who did not realize how close they were to success when they gave up." -Thomas A. Edison
- "Success usually comes to those who are too busy to be looking for it". -Henry David Thoreau



Students in session on World Investors Week 2023.

45
YEARS

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