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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



Dr. A.P.J. Abdul Kalam, ex-President, Govt. of India at IIBM in the year 2001.

From Editor's Desk

Dear Readers,

As we welcome a new year, it is with great pleasure that I present the final issue of our 2024 newsletter. This quarter has been a remarkable blend of cultural celebrations, academic excellence, and industry engagement, reflecting the dynamic spirit of IIBM.



The festivities began with नृत्योत्सव 2.0, where students celebrated Garba and Navratri through vibrant performances. The Ethical Hacking - Network Scanning Workshop enhanced cybersecurity awareness among BCA students, while the RBI Lokpal Awareness Program educated participants on financial safety in the digital era.

Community engagement took center stage as students spread warmth and kindness at Aashraya Old Age Home. Artistic expression flourished in the All Can Sketch Workshop and Rangoli Competition, while the Street Play on International Girl Child Day delivered a strong message on gender equality.

The Meet the Leader series featured inspiring talks by industry experts such as Mr. Kallappa S.K. from Britannia Industries and Mr. Rahul Prakash from Bare Cove Technology, Hong Kong. Additionally, students gained media industry insights during their visit to Doordarshan Kendra, Patna on World Television Day.

Academia and innovation were highlighted at the One-Day National Seminar on AI Resources and Applications, where experts discussed AI's transformative role across industries. Further, students explored Bihar's economic potential at Bihar Business Connect 2024.

Closing the year on a high note, the Campus Placement Drive for Bajaj Allianz provided PGDM-MBA students with exciting career opportunities, reaffirming IIBM's commitment to student success.

A sincere thanks to our faculty, students, and organizers for their unwavering dedication. As we move forward, let's continue to foster excellence, innovation, and community engagement.

Wishing you all a prosperous and inspiring year ahead!

Warm Regards

Dr. Jyotsna Rai

Associate Professor & Dean (Management)

Director's Message



The Role of Guardians in Shaping Responsible Youth for a Better India

In India, families are vital in determining a child's future. Parents and guardians, as the main caregivers, are tasked with raising accountable, ethical, and skilled young individuals who will aid in the country's advancement. Their role goes beyond merely meeting basic needs; they are responsible for imparting values, discipline, and essential life skills necessary for personal and societal development.

A consistent and supportive environment is vital for a child's growth. In Indian culture, extended families have historically offered emotional safety and ethical direction. Yet, as nuclear families and contemporary lifestyles become more common, parents need to guarantee that their children receive the affection, backing, and moral grounding essential for developing confidence and social skills.

Education serves as a crucial foundation for nurturing capable youth. The competitive academic environment in India often exerts substantial pressure on students; however, parental encouragement and emotional backing can significantly alleviate this stress. Parents need to prioritize holistic education by balancing academics with extracurricular pursuits, creativity, and essential life skills, rather than fixating exclusively on grades and ranks. Participation in school activities and the promotion of curiosity contribute to developing a well-rounded personality.

Moral upbringing is crucial in Indian traditions. Values such as respect for elders, honesty, empathy, and community are integral. Parents must model these behaviors, as children imitate their elders. Teaching cultural values while embracing modern views helps youth stay connected to their heritage and adapt to global changes.

As digital exposure rises, Indian parents must guide their children in responsible technology use. Concerns like social media influence, cyber threats, and screen addiction are growing. Establishing boundaries, monitoring activities, and promoting productive screen time help children navigate the digital landscape safely.

Through emotional support, strong education, ethical direction, and discipline, Indian parents and guardians significantly influence the development of responsible youth who will lead the nation to a brighter future.

Prof. Ganesh Panday

Director



Mr. Rahul Soni invited guest for "All Can Sketch Workshop" being felicitated by Prof. (Dr.) A.K. Nayak, Prof. Ganesh Panday and fellow faculty members.



Mr. Rahul Prakash, Guest for Meet the Tech Leader Program being felicitated by IIBM Family.

Group Director's Message

Established in **1979**, the Indian Institute of Business Management and Dr. Zakir Husain Group of Institutions Patna, founded by Late Prof. (Dr.) Uttam Kumar Singh and Prof. (Dr.) Priya Ranjan Trivedi, is a beacon of educational excellence with a **46-years** legacy in shaping future leaders in Management, Computer Sciences, Paramedical, Journalism, and Mass Communication.

In today's fast-paced business environment, organizations seek adaptable, innovative, and leadership-ready professionals.

Key Challenges Faced by Aspiring Professionals:

- Rapid technological and AI advancements.
- Global competition demanding diverse skills.
- Need for critical thinking and problem-solving.
- Rising demand for industry-relevant knowledge and soft skills.

Challenges in Current College Education:

- **Outdated Curriculum:** Syllabi often misalign with industry trends.
- **Limited Practical Exposure:** Focus on theory underprepares students.
- **Skill Gap:** Graduates lack communication, critical thinking, and leadership skills.

The Solution: IIBM & ZHI Patna's AIM nurtures talent and shapes tomorrow's leaders:

- **Accreditation & Affiliation:** Recognized by Aryabhata Knowledge University, Govt. of Bihar, and AICTE, ensuring high standards.
- **Inclusive Enrolments:** Open to 10+2 pass-outs (BBA, BCA, PGDCA, MLT, Radiology) and graduates (MBA, MAMC) from across India.
- **Mastery & Empowerment:** Add-on courses like Fullstack Development, Digital Marketing, Cyber Security, IoT & Robotics, Generative AI, and Business Simulation Projects equip students with skills and certifications for Day-1 job readiness.
- **Industry Interface:** Programs with leaders via alliances with Amazon Web Services, Cisco, RedHat, Oracle, Google, and others enhance communication and confidence.
- **Leadership and Faculty:** Group Director Dr. Rohit Singh (25+ years globally) leads with Founder Prof. (Dr.) P.R. Trivedi, Dr. Samir Kumar Singh, and 50+ senior faculty.
- **Center for Entrepreneurship Development:** Offers guidance in digital marketing, web/software development, and growth strategies, mentored by faculty and paid student interns.
- **Library and Documentation Center:** Over 2.5 lakh books, 150+ periodicals, including Harvard Business publications.
- **Placement Cell:** Partners with top industries to transform students into confident professionals for premium opportunities.

Our blend of real-world insights and academic rigor makes IIBM & ZHI a top Eastern India college, poised to become a university.

Prof. (Dr.) Rohit Singh

Group Director



News & Events @ IIBM

नृत्योत्सव 2.0

On October 3, 2024, the IIBM Cultural Club, in coordination with CED Patna, organized a dance competition celebrating the festival of dance, Garba, and Navratri. The event, held at the IIBM Auditorium, aimed to highlight the cultural diversity of the festival and allowed students to utilize various dance forms to showcase their creativity. The event had Group Director Prof. (Dr.) Rohit Singh, Group Advisor Prof. (Dr.) A. K. Nayak, and Director Academic Prof. Ganesh Panday, as the Chief Guest. The winners in the solo category were Rajshri Sharma, BBA 2023-2026 & Tanya Gupta, BCA 2022-2025. In the team, the winners were Sakshi Kumari & Priyanka Kumari, BCA 2024-2027 & Vijeta Kumari & Shruti Kumari, BBA 2024-2027. With its vibrant theme and gathering of staff, faculty, and students for an afternoon of artistic presentations and celebration, the event truly embodied the spirit of Navratri.



Ethical Hacking

Network Scanning Workshop- On October 18, Prof. (Dr.) Rohit Singh conducted an Ethical Hacking Workshop for BCA students at IIBM. This workshop covered network scanning, an essential phase following reconnaissance, where attackers identify active systems, open ports, services, and OS details to uncover vulnerabilities. It begins with host discovery methods to detect live systems, followed by port and service discovery, OS identification, and advanced scanning techniques that evade IDS and firewalls. The final session concentrated on network diagramming. By the end of the workshop, students gained an understanding of network scanning concepts, utilized various tools, executed host discovery, identified ports, services, and OS, performed stealth scans, and implemented countermeasures to protect networks from malicious scanning attempts.

Reserve Bank of India Lokpal Awareness Program in IIBM

On October 18, 2025, the Reserve Bank of India (RBI) Lokpal Office in Patna conducted a significant Awareness Program at the IIBM Auditorium. This seminar provided education to students, faculty, and staff on strategies to prevent fraud in online monetary transactions, an issue of paramount importance in the contemporary digital era. Sri Kumar Rajesh Ranjan, the Honourable Chief General Manager and Lokpal of RBI Patna, delivered the inaugural address, during which he emphasized the importance of the Lokpal Awareness Program and elaborated on RBI's initiatives aimed at safeguarding customers engaged in digital payment transactions. The first session was conducted by Mr. Varun Upadhyay and Mr. Kanak Agarwal from RBI Patna, focusing on practical techniques to mitigate digital fraud, including safe online payment practices and the risks associated with unauthorized transactions. Prof. (Dr.) A.K. Nayak, Advisor at IIBM Patna, commended RBI Patna for its efforts to enhance awareness regarding this critical issue that impacts numerous online users. His address underscored the necessity of financial literacy and fraud protection within today's interconnected landscape. After the session, Prof. Ganesh Pandey, Director-Academics, expressed sincere gratitude to RBI Patna for their valuable time and insights. Approximately 200 students from MBA, BBA, and BCA programs participated in this awareness program, along with faculty and staff members.



Sri Kumar Rajesh Ranjan, the Honourable Chief General Manager and Lokpal of RBI Patna sharing dais with Prof. (Dr.) A.K. Nayak, Advisor IIBM & Prof. Ganesh Panday, Director Academics.



Students and Faculty Members marking the inauguration of Nirtyaatsava 2.0 with Ganesh Vandana and Lighting of the Lamp.



News & Events @ IIBM



Sharing happiness with Elderly people- Students of NSS Wing, Faculty and Alumni spending their day at Aashraya Old Age Home, Patna

Heartwarming Event at Aashraya Old Age Home

On October 19, 2024, IIBM, CED Patna, under the NSS initiative, hosted a heartfelt event at Aashraya Old Age Home, Patna. Spending time with the elderly and engaging in activities brought joy. The program offered games, storytelling, and personal interactions to connect with residents. The elderly were shared with healthy food gift baskets, which made them happy, and the joy that reflected in their eyes was priceless. The student volunteers worked diligently to ensure the event's success. Student alumni Aniket, Apeksha, Riya, and Sonam



joined, enhancing the warmth of the event. Prof. Kaushambi Kaushal guided the day, while Prof. (Dr.) Rohit Singh, Group Director, and Dr. Jyotsna Rai were great support systems for such activities. Such events that bring society close to youth and build informal love bonds inspire the NSS wing to organize more activities like this. The day ended on a contentment note in students' hearts, giving back to people who have given so much to the world.

“All Can Sketch” Workshop

On October 24, 2024, Mr. Rahul Soni, a well-known mural artist, led the "All Can Sketch" workshop class at IIBM Patna, giving MBA, BBA, and BCA students an immersive and enjoyable sketching experience. The one-day workshop aimed to develop participants' artistic abilities, increase their creativity, and raise their self-esteem. Mr. Soni helped students hone their drawing skills by encouraging them to explore their creative potential through practical exercises and knowledgeable instruction. The class was a memorable and educational experience for everyone engaged because it encouraged self-expression in addition to providing an artistic outlet.



Students of NSS Wing IIBM Patna performing a Street Play on International Girl Child Day.

Street Play on International Girl Child Day

On October 26, 2024, IIBM celebrated International Girl Child Day by showing the transforming power of street theatre, intended to highlight the continuous injustice women suffer in society. The play presented numerous situations that depicted the expectations placed on women to limit themselves to housekeeping and caring tasks, highlighting the cultural limitations that frequently limit their ambition. As the story progressed, powerful female characters were included that defied presumptions. It was proved through their tales that women are equally talented as men in all professional disciplines and that they have the freedom to pursue their hobbies without restriction. The performance concluded with a passionate call to action, asking the audience to acknowledge and support girls' rights to choose their paths.



Rangoli Competition

The Rangoli Competition at IIBM, held on October 26, 2024, was a vibrant celebration of colour, creativity, and culture. Thirteen enthusiastic teams came together to craft mesmerizing rangoli designs, each narrating a unique story of tradition and artistic brilliance. With intricate patterns and vivid hues, participants showcased their talent and dedication, transforming the space into a breathtaking tapestry of imagination. Every design reflected a harmonious blend of innovation and cultural heritage, leaving spectators in awe. The event not only highlighted artistic skills but also fostered teamwork and a shared appreciation for India's rich traditions and festive spirit.



IIBM Cultural Club organized Rangoli Competition on the occasion of Deepawali.

News & Events @ IIBM

Children's Day celebration

Children's Day 2024 was celebrated at IIBM Patna in collaboration with CED and was a heartwarming celebration filled with joy, laughter, and creativity. Honouring the innocence, dreams, and potential of every child, the event featured a lively painting competition, engaging fun sessions, and delightful moments shared with students from Shishu Niketan School. The celebration brought together young minds to express their creativity, fostering a spirit of joy and togetherness. From colorful artwork to cheerful interactions, every moment reflected the essence of childhood. The event was a grand success, spreading smiles and making Children's Day truly special for all involved.



Students of IIBM NSS Club organized Children's Day celebration with students of Shishu Niketan School, Patna.



IIBM Patna welcomes Mr. Kallappa S.K., Regional Head Central India, Britannia Industries Pvt. Ltd. at its Management Students Meet the Leader Program.

Meet the Leader

On November 18, 2024, IIBM organised its Meet the Leader program at its state-of-the-art auditorium for its MBA & BBA students. This enlightening event featured Mr. Kallappa S.K., the Regional Head- Central India of Britannia Industries, India Ltd, who shared his invaluable insights and experiences with the aspiring business leaders of tomorrow. The session also marked the presence of former Area Sales Manager Britannia Industries Ltd. Mr. Sitesh Kumar. In his speech, Mr. Kallappa emphasized understanding classroom concepts as foundational for the business world. Sharing experiences from distinguished organizations, he inspired students to value job roles and foster a passion for learning. He noted that sincere, diligent candidates are highly sought after, especially in non-metro areas. He discussed key strategies behind Britannia's success, such as targeting the Bihar consumer market, ensuring sustainability, understanding consumer behavior around the pandemic, and the importance of teamwork in achieving goals. He concluded by encouraging students to realize their potential and contribute positively to industry. Prof.(Dr.) A.K. Nayak, Pro-Chancellor Global Open University & Advisor IIBM Patna, marked the inauguration of the program with a welcome address. Prof. Rohit Kumar, along with Dr. Jyotsna Rai, coordinated the session and expressed gratitude to Mr. Kallappa for taking the time to inspire the next generation of business leaders.

Meet the Leader

On November 21, we were honoured to host Mr. Rahul Prakash, Service Delivery Manager, Bare Cove Technology, Hong Kong, for an enriching 'Meet the Leaders' session at IIBM Patna with BCA, BBA, and PGDM Students. His incredible journey, leadership insights, and strategic wisdom truly resonated with our students. He shared his incredible journey from being a BCA graduate to leading in the dynamic and competitive world of IT services. Rahul emphasised the importance of adapting to the ever-evolving VUCA (Volatile, Uncertain, Complex, Ambiguous) environment of the IT industry and how he navigated these challenges. He credited Global Training & Certifications, such as CCNA and various IT Service Management certifications, as pivotal to his success, highlighting how they helped him build expertise and credibility in a global market. Rahul was also highly appreciative of IIBM Patna for offering in-demand Global Training Programs like AWS Solution Architect, Microsoft Azure Security Engineer, and Certified Ethical Hacker to its BCA students at no cost. He stressed how such initiatives can provide students with a strong foundation to compete on an international level and seize global opportunities. With consistent efforts, a passion for learning, and a commitment to excellence, Rahul demonstrated how these opportunities, combined with resilience and upskilling, can help students thrive in the fast-paced IT industry and cosmopolitans like Hong Kong.



IIBM Patna welcomes Mr. Rahul Prakash, Service Delivery Manager, Bare Cover Technology, Hong Kong at its Computer Students Meet the Leader Program. Mr. Prakash interacting with students post session.

News & Events @ IIBM

World Television Day

Students of the Indian Institute of Business Management (IIBM) visited Doordarshan Kendra, Patna, on November 27, 2024, accompanied by Prof. Kaushambi Kaushal. The visit provided them with valuable insights into television broadcasting, production techniques, and the role of media in communication. Students observed live studio operations, news editing, and technical aspects of program transmission. Experts at Doordarshan guided them through various departments, enhancing their understanding of mass communication and digital media. The visit was an enriching experience, bridging theoretical knowledge with practical exposure and inspiring students to explore careers in media and broadcasting.



Students of BBA & BCA program visiting Doordarshan Kendra Patna, the event was organized under the guidance of Prof. Kaushambi Kaushal.



Prof. (Dr.) A. K. Nayak, Dr. Samir Singh, Prof. Ganesh Panday and Dr. Vinay Singh with esteemed Guests Prof. (Dr.) Durgesh Mishra and Prof. (Dr.) A.K. Das Mahapatra at One Day National Seminar on AI Resources & Applications.

One-day National Seminar on “AI Resources and Applications”

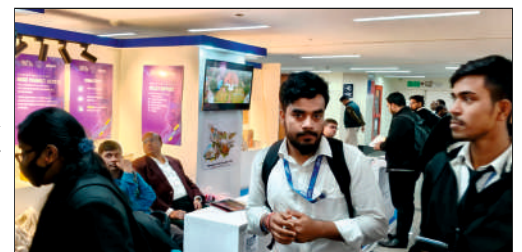
The Indian Institute of Business Management (IIBM) hosted a One-Day National Seminar on AI Resources and Applications in its auditorium on November 30, 2024. The event brought together distinguished academicians and experts to discuss the transformative impact of artificial intelligence across various sectors. The seminar featured prominent speakers, including Prof. (Dr.) A.K. Nayak, Pro-Vice Chancellor of Global Open University, Nagaland, and IIBM and ZHI Group of Institutions, Prof. (Dr.) Rohit Singh, Director of IIBM and ZHI Group of Institutions; Prof. (Dr.) A.K. Das Mahapatra, Former Vice Chancellor of Odisha State Open University; Prof. (Dr.) J.P. Singh, Associate Professor at NIT Patna; Prof. (Dr.) Durgesh Mishra, Director and Professor at Symbiosis University of Applied Science, Indore; and Prof. (Dr.) Shamas Raza, Former Regional Vice President of CSI.



The seminar covered topics such as AI-driven automation, machine learning applications, ethical AI deployment, and future AI trends in business and education. The event was a great success, fostering academic discussions and encouraging research in artificial intelligence, reinforcing IIBM's commitment to technological advancements and innovation.

Bihar Business Connect

Students of the Indian Institute of Business Management (IIBM) from BBA, BCA, and PGDM programs attended Bihar Connect 2024 at Gyan Bhawan, Patna, on December 19, 2024. Prof. Kaushambi Kaushal and Prof. Rishik Kumar accompanied them. The event provided valuable insights into Bihar's economic and business landscape, offering students exposure to industry leaders, entrepreneurs, and policymakers. Through interactive sessions, they gained a deeper understanding of emerging opportunities and challenges in the state. The visit was an enriching experience, fostering learning beyond the classroom and encouraging students to contribute to Bihar's growth and development in the future.



Students of IIBM Patna participating in Bihar Business Connect at Gyan Bhawan Patna

Campus Placement Drive for Bajaj Allianz at Indian Institute of Business Management

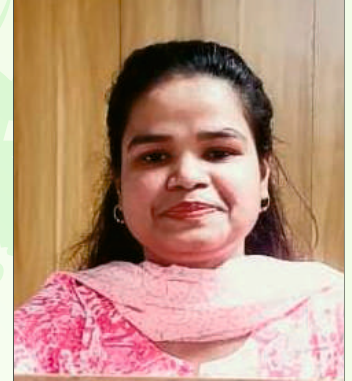
The Indian Institute of Business Management (IIBM) successfully conducted a Campus Placement Drive for PGDM (MBA) 3rd semester students on 27th December 2024, featuring Bajaj Allianz as the key recruiter. The drive offered students exciting career opportunities in the insurance and financial services sector, with roles in sales, marketing, risk management, and customer relations. Candidates underwent group discussions, aptitude tests, and personal interviews. The event witnessed enthusiastic participation, with several students securing internships and full-time offers. IIBM continues to provide industry-aligned training, ensuring its students are well-prepared for dynamic corporate roles.

Theme Articles

Revamping Organizational Environments: The Key to Stability and Growth

In the era of globalization, rapid changes driven by internal and external demands raise quality and standards. However, this can threaten the stability of manufacturers when high performance is expected in challenging environments, a trend also seen in organizations.

The organizational environment encompasses the external factors that influence an organization's operations and performance, including political support, socioeconomic conditions, and resource availability. A positive environment fosters employee engagement, motivation, and job satisfaction, leading to greater productivity and stability. In contrast, a negative environment can lower morale and motivation, resulting in increased attrition and absenteeism.



Factors Influencing Organizational Environment:

1. **Culture:** Values, norms, and beliefs that define the organization's identity.
2. **Leadership:** Style, behavior, and decision-making practices of leaders.
3. **Communication:** Openness, transparency, and effectiveness of communication channels.
4. **Physical Workspace:** Ergonomics, amenities, and ambiance.
5. **Policies and Procedures:** Fairness, clarity, and consistency.
6. **Team Dynamics:** Collaboration, teamwork, and social relationships.
7. **Technology and Resources:** Availability, accessibility, and adequacy.

Examples of negative organizational environment:

1. Uber's toxic work culture, characterized by harassment, discrimination and retaliation, led to low employee satisfaction, high turnover rates, and reputational damage
2. Walmart's low wages, limited benefits, and demanding work environment have led to high turnover rates, low morale, and reputational damage.

Examples of positive organizational environment:

1. Amazon's leadership principles, such as "Have Backbone: Disagree and Commit", foster a culture of open communication, accountability, and ownership. This environment promotes employee engagement, motivation, and productivity.
2. REI's outdoor-inspired work environment and employee benefits, such as "Yay Day" (a paid off to enjoy the outdoors), promote work-life balance, employee well-being, and productivity.

Case Highlight- The "Google-esque" Office Redesign: A mid-sized marketing firm, "Creative Spark," wanted to boost employee productivity and morale. They decided to redesign their office space to resemble Google's innovative and playful work environment.

Before: - Cubicles with dull gray walls - Fluorescent lighting
- Limited natural light - Stiff, formal atmosphere

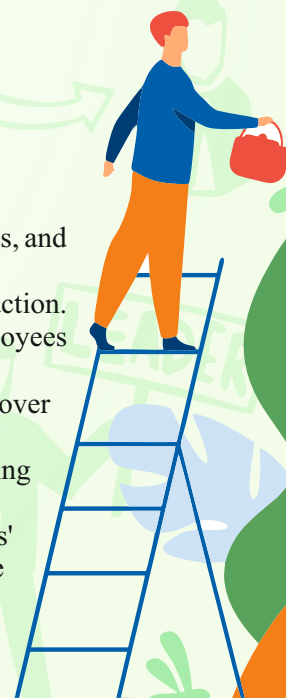
After: - Open workspaces with colorful murals - Ergonomic furniture and standing desks
- Abundant natural light and plants - Game room, meditation room, and snack bar
- Flexible work arrangements and remote work options

Results:

1. Increased collaboration: Employees from different departments began working together, sharing ideas, and innovating.
2. Improved morale: Employees felt more relaxed, happy, and motivated, leading to increased job satisfaction.
3. Boosted productivity: With flexible work arrangements and a comfortable work environment, employees were more focused and productive.
4. Reduced turnover: Employees felt valued and supported, leading to a significant decrease in turnover rates.
5. Increased creativity: The playful and innovative environment sparked new ideas and solutions, driving business growth.

This example illustrates how a well-designed organizational environment can positively impact employees' productivity, stability and overall well-being. Thus, revamping the organizational environment can revamp the whole organization in terms of value and volume.

(Prof. Ritika Singh, Assistant Professor of Human Resources at IIBM, holds an MBA and is UGC NET qualified. Passionate about education, she specializes in Human Resource Management, Business Law and Industrial Relations. With her expertise and commitment, she bridges theory and practice, inspiring students to excel in their professional journeys).



Theme Articles

The Impact of Work Environment on Employee Productivity

The work environment is an important area of management research. An organization's environment has an important role to play in employee productivity, morale, and engagement. The impact can be both – positive and negative. So organizations must be built on such work environments that are conducive, dynamic, and employee support.

The environment literally means the surroundings that influence human beings during their lifetime. The organizational environment is the physical location where the employees perform their tasks to achieve the goals of the organization.

In general, it involves factors relating to the place of employment, such as – air quality, noise level, and additional perks and benefits of employment. An effective work environment includes an attractive, creative, comfortable, satisfactory, and motivating environment for the employees so that they are more engaged, stable, and productive towards the organization.

An organizational environment is created through management practices, policies, rules, and reward systems, which can increase the employee's productivity in general.

Employee productivity is a measure of how well an employee or group of employees contribute to an organizational goal. It's a key performance indicator that assesses how effectively and efficiently employees produce work. No organization willing to make its employees more productive and stable can ignore to –

- (a) Improve a company's bottom line
- (b) Increase employee engagement and job satisfaction.
- (c) Increase employee retention rates
- (d) Help businesses meet their objectives and stay competitive

A conceptual model of organization's work environment factors affecting employee productivity

Some ways to improve employee productivity –

1. Provide a flexible work schedule.
2. Provide leadership training
3. Encourage transparent communication.

Elements of Environment organizations with excellent environments have both physical and non-physical elements that can offer the impression of being friendly, safe, serene, and so on. It consists of all material conditions in and around the workplace that can impact the employees directly or indirectly. A non-physical corporate setting is a friendship with co-workers, supervisors, and others.

Any business should be concerned about maintaining a healthy organizational atmosphere so that workers can avoid unnecessary distractions that can hurt morale and impede employee efficiency. Environmental cleanliness should be a joint duty of all employees who are required to keep their environment clean.

Benefits: A strong organizational environment can be seen as an improved and more productive workforce –

1. Improved employee's health and well-being.
2. Increased customer satisfaction.
3. Higher levels of innovation
4. Reduced absenteeism and turnover rates.
5. Increased communication levels between Management, Employees, and customers.

(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 area of interest are Industrial Relations, Labor & Business Law, and Organizational Behaviour.)



- Performance & Feed-Back
- Workplace Incentive
- Supervisor Support
- Goal Setting
- Employee Productivity
- Environmental Factors
- Social Factors
- Physical Factors
- Defined Process

Organisational Environment

Faculty Corner



How the Workplace Environment Affects Employee Productivity and Well-Being

The organizational environment is vital for an organization's success, affecting employee productivity, job satisfaction, and stability. It includes physical elements, like office design, and social factors, such as culture and leadership. A positive environment fosters a motivated and loyal workforce, leading to better performance and reduced turnover.

A toxic or poorly structured environment can lead to disengagement, reduced productivity, and higher employee turnover. Understanding how the organizational environment affects employee outcomes is crucial for optimizing performance and fostering a thriving workplace. This article highlights the key factors that contribute to a healthy and productive work environment.

To increase employee productivity and stability, organizations can implement several strategies that focus on creating a positive, supportive environment. Such as:

- Offer flexible hours or remote work options to help employees balance personal and professional responsibilities, reducing stress and improving job satisfaction.
- Encourage regular breaks and vacations to enhance focus and productivity.
- Develop leaders who are empathetic, communicative, and supportive.
- Give employees more control over their tasks and decision-making which boosts their sense of ownership and accountability, leading to greater innovation and job satisfaction.
- Provide ergonomic furniture and equipment to ensure comfort and reduce physical strain, helping employees focus on their work.
- Foster a safe environment for employees to share ideas and feedback, as open communication builds trust and aligns with organizational goals..
- Involve employees in decision-making processes, particularly those that affect their work. Feeling valued and included helps increase engagement and loyalty.
- Ensure job security by offering stable contracts, competitive salaries and a clear long-term vision. Employees who feel secure in their roles are more likely to stay committed to the organization and perform well.

In conclusion, the organizational environment plays a crucial role in employee productivity and stability. A workplace that ensures physical comfort, promotes psychological well-being, encourages work-life balance, and facilitates effective communication can motivate employees to perform well and remain loyal. Companies that prioritize a positive environment are more likely to see increased engagement, reduced turnover, and better overall performance. By understanding this impact, organizations can foster a workplace that supports individual and collective success.

Prof. Khushboo Ranjan

(Prof. Khushboo Ranjan, is an Assistant Professor at Dr. Zakir Husain Institute. Prof. Khushboo is a MBA and a passionate academician. Her subjects of interest are Marketing Management and Consumer Behaviour.)

Student Corner



The Bamboo and the Oak

In a vibrant forest, a majestic oak tree and a slender bamboo grew side by side. The oak, proud of its massive branches and sturdy trunk, considered itself the epitome of strength. The bamboo, tall and pliable, gracefully swayed with each gentle breeze. One day, the oak bragged to the bamboo about its durability, declaring, "I stand tall and firm, unyielding against the fiercest winds. You bend with every gust. How can you claim to be strong when you sway so easily?" The wise and humble bamboo responded that true strength lies in both steadfastness and adaptability, emphasizing that flexibility does not indicate weakness but rather demonstrates resilience. As seasons shifted, a fierce storm eventually hit the area one night. The oak resolutely held its position, refusing to yield, while the bamboo bent and danced with the wind, enduring the tempest without breaking. When

dawn broke, the forest lay in ruins. The once-mighty oak had been uprooted and shattered, yet the bamboo remained upright and intact. The bamboo turned towards the fallen oak and softly remarked, "True strength is not merely about standing rigidly, but about the ability to adapt to change."

Takeaways:

1. The ability to adapt to changing circumstances is crucial. Flexible leaders navigate challenges more effectively than those who cling rigidly to old ways.
2. Setbacks are inevitable in life. Developing resilience enables managers to bounce back from failures and keep moving forward.
3. Flexibility should not be mistaken for weakness. People who adjust their strategies in response to new information or unexpected events are better equipped to lead their others through turbulent times.
4. Change is a constant in life. Embracing change allows for growth and innovation. One should view change as an opportunity rather than a threat.
5. While stability is essential, it should not come at the expense of adaptability. Successful life involves balancing core values with openness to new ideas and practices.

In conclusion, the story of the bamboo and the oak teaches that true strength lies in flexibility and resilience. People who embrace these qualities will be better equipped to lead their teams through challenges and seize new opportunities.

Nidhi Tarun, PGDM 2023-2025

The Social Aspects of College, Including Friendships, Roommates, and Finding Your Tribe

College is promoted as a place where lifelong friendships are created, yet many students find finding their "tribe" daunting. Building lasting relationships takes time and effort between academic expectations and a new social landscape. Roommates are often the first step in creating a social circle for students. Living with a flatmate, whether a stranger or someone with similar interests, has pros and cons. Differences in lifestyle and customs can cause awkward moments, yet excellent flatmate relationships can lead to lifelong friendships. Open communication and clear boundaries are essential for this living arrangement. College offers many opportunities to meet new individuals beyond roommates. Clubs, student organisations, and campus activities allow you to meet like-minded people. Joining sports teams, social mixers, or intellectual clubs might help you find your specialty. Despite being shy or introverted, attending events can foster unexpected friendships and a sense of belonging. College socialising can be difficult. Freshmen and people far from home often battle with loneliness and homesickness. Make an effort, embrace new experiences, and accept failures as part of the journey. Overall, college is about the people you meet and the lessons you learn. Find your tribe and make lasting experiences with patience and courage.



Ayush Kumar Singh, BBA 2023-2026

Student Corner



"The Ethical Dilemma of Modernization: Balancing Progress with Human Values and Nature

Modernization has a global impact on human values, redefining ethics and morality while altering the 'life-sea.' Greed is becoming the driving force behind economic growth, preventing us from creating a shared system. Qualities that discourage greed-driven excess and irresponsibility are lacking. Has the global income and wealth imbalance changed our lives and morals? Clearly, global power elites control governments, which, in turn, limit our choices. Modernization has led us to view things as resources rather than as natural gifts. All these industries—why? Smoking with resentment injects poison into the air. Where does the demand for "Artificial Intelligence" arise when natural intellect is not fully utilized? I find it ironic that people praise the creation of a monster to replace them. Modernization has influenced us to be nasty, pompous, and violent, to avoid family and friends, indulge in strangers, and create a cocoon called "home" instead of taking responsibility. Without values, humans become zombies. Modernization devalues the beauty of values that enrich our lives. If we lose human values through mechanization, machines will take over our lives. Humans live in modernization, but birds and animals thrive on nature. Civilization relies on nature, which humans have ignored for millennia. The loss of cultural identity due to the neglect of civilizational history raises concerns about the impact of modernization on future generations. Will they recognize their land and language, or will they succumb to westernized modernism like many others? I think today's choices provide the answer. I firmly believe that humanity and morals are our primary mission, and anything that hinders them is absolutely wicked.

Aditi Bharti, BBA 2024-2027

Creating a Culture of Peace: The Essential Journey of Inner Transformation

Peace is not merely the absence of violence; it is the establishment of a culture of peace that is actively engaged. For years, we have been generating justifications for conflict. World peace discussions are merely another form of entertainment if we fail to advocate for our personal growth. Attempting to effect change in the world without first confronting individual human beings always results in more significant issues. The existence of a peaceful planet is contingent upon the presence of peaceful humanity. The economy is currently the focus of global attention. War is inevitable due to the finite nature of the world's resources and the economic activity that sustains our existence. Peace will continue to be a fantasy unless the softer aspects of existence are prioritised. The devastation of life for purposes other than survival is the definition of violence. Quarrelling and religion are mutually exclusive. An inner voyage is the essence of genuine religion. In the present day, the primary concern is membership in one of the various groups. This has only led to the division of individuals, conflicts, and rivalry. All violence would simply cease from the world if individuals could simply learn to be completely motionless with great enthusiasm. The world will not be brought to peace through slogans and speeches; instead, it will require a lifetime of dedication to the development of tranquil individuals. Peace is not merely the absence of violence; it is also the establishment of a culture of peace that is actively promoted worldwide.

Alok Ranjan, BBA 2023-2026



Student Corner

Cyber Safety 101: Staying Secure Online

Online safety is increasingly important in today's digital world, as cyberattacks often target specific individuals and organizations. Protecting personal data and privacy is essential for everyone. To enhance data security, adopt simple habits like using complex, unique passwords. Avoid common passwords like "123456" or "password," and instead, create passwords with at least 12 characters that include a mix of uppercase and lowercase letters, numbers, and special characters. Steer clear of personal information like names or birthdays. If managing passwords is difficult, consider using a password manager to help you create and store them securely. Most phishing attempts utilize fake emails or messages to steal critical information, so click links carefully. Before clicking a link, check the email sender and look for generic greetings or suspicious URLs. Moving your cursor over a link typically reveals its destination, helping you decide if clicking is safe.



Outdated software can make you vulnerable to cybercrime, so keep your operating system, browser, and apps updated. Regularly update your antivirus to recognize new threats. Public Wi-Fi is convenient but unsafe, as hackers can intercept data. Use a VPN for encryption, and avoid important transactions like online banking or shopping on public networks. Prioritize cyber safety on social media as well. Sharing updates and images is fun, but oversharing makes you vulnerable to cyberattacks. Review your privacy settings often and think hard before broadcasting your location or trip data. Less information means more security. Staying aware of current cybersecurity trends is vital for reducing risks. Trust reputable online sources and attend seminars to enhance your knowledge. With the right information, you can navigate the digital landscape safely. Online security doesn't have to be complex; simple measures and a cautious mindset can help you feel secure. Cyber safety is about protecting not just yourself, but the entire digital community. Stay vigilant, be smart, and prioritize safety.

Anandita Das, BCA 2022-25



Initiating New Businesses by Students: Innovators Among Us

Countless ideas are running in the minds of young students, among which some students are transforming those ideas into very promising startups. Whether it is an idea based on a socio-economic issue or an application of cutting-edge technology, these blooming entrepreneurs are leading the way towards change. Here are some energizing new startups generated by students.

1. Students from IIT Madras founded Solar GridX, a blockchain-based platform that is transforming renewable energy through peer-to-peer energy trading, enhancing accessibility and transparency around solar energy. Although still in its early stages, Solar GridX is gaining recognition for its innovative approach to sustainability.

2. Treasure to Trash is a UK firm established by a group of environmental science students that converts non-recyclable waste into affordable building materials. Small towns striving to address the housing issue sustainably have already embraced their main product, eco-bricks made from used plastics.

3. MedLink, founded by students at Johns Hopkins University, seeks to improve patient access to healthcare in rural areas. MedLink employs mobile clinics for diagnostics and telemedicine to connect patients with specialists. It has recently launched a pilot program in underserved regions of the United States.

4. FreshSpire aims to bridge the skills gap in digital technology by equipping students in disadvantaged areas with programming skills to enhance their employment opportunities. Founded by students at North Carolina State University, FreshSpire addresses food waste by creating an online marketplace for surplus food. The network connects grocery stores with customers looking for discounts on products nearing their expiration dates.

5. Codify, developed by high school and college students in Indonesia, offers coding boot camps for young people in remote areas. Its mission is to close the skills gap in digital technology and provide students in underprivileged regions with programming skills to pursue better job opportunities.

Divyansh Golwara, BBA (2022-2025)

Health & Wellness Corner

Health and fitness often take a back seat in today's busy world. Finding balance between one's physical, mental, and spiritual health is the key to real success. Sharing the insights of the motivational and spiritual speaker from the Brahma Kumaris, BK Shivani suggests on how to find harmony by being aware and changing yourself.

Redefining Health and Wellness

BK Shivani stresses that health is more than just a healthy body. It also includes a clear mind and stable emotions. Her words, "a calm and focused mind leads to a healthy body," show that health starts in the mind. Anger, jealousy, and anxiety are all bad feelings that can throw off this balance. We can improve our physical health by controlling our emotions and thinking good thoughts.

The Role of Meditation

BK Shivani says that meditation is the "powerhouse" for healing and staying strong. It's not enough to just sit in quiet; you have to connect with yourself and the Supreme. Meditation helps clear the mind, which lets you act consciously instead of automatically. Regular exercise helps you deal with stress, concentrate, and find inner peace, which is good for your health and your relationships.

The Power of Positive Thinking

Through a "thought diet," which means being selective about the thoughts we let into our minds, BK Shivani stresses how important it is to think positively. "Every thought is energy," she says, emphasizing that positive and helpful thoughts can have a positive effect on our actions and choices. This exercise is good for your mental health and makes you more positive and caring about other people.

Balancing Relationships and Responsibilities

BK Shivani emphasizes that harmonious relationships are key to wellness. She advocates for empathy, patience, and forgiveness as essential for building meaningful connections and letting go of past grievances. According to her, "Every relationship is an exchange of energy," and radiating positivity can inspire others.

The Spiritual Dimension

BK Shivani says that faith is the basis of health that looks at the whole person. We can get rid of material needs and the need for outside approval if we see ourselves as beings of peace and light. Spirituality helps us understand our purpose and deal with problems in a healthy way, which makes us happier in both our personal and work lives.

Practical Steps to Begin Today

- 1. Start your day with gratitude:** Acknowledge the blessings in your life.
- 2. Practice mindful breathing:** Spend a few minutes each day focusing on your breath to calm your mind.
- 3. Detox from digital overload:** Allocate specific times for technology use to avoid burnout.
- 4. Prioritize self-care:** Nourish your body with healthy food, exercise, and sufficient rest.
- 5. Adopt meditation:** Dedicate at least 15 minutes daily to meditate and connect with your inner self.

In the busy world of college, embracing wellness practices can help students and teachers find a calm place to be. It's smart to remember that "taking care of ourselves gives us the strength to care for the world." For a better tomorrow, let's promise to take care of our minds, bodies, and hearts.

Adapted by: BK Shivani, a motivational speaker and spiritual mentor representing the Brahma Kumaris World Spiritual Organization.

Re- Written by **Dr. Jyotsna Rai**

Testimonials @ IIBM



Students Testimonials @2024

“Studying at IIBM was a valuable experience. The dedicated teachers and comprehensive programs equipped me with essential skills for my career. I appreciated the hands-on learning and mentor support, which helped me secure a placement at Ujjivan Small Finance Bank. I will always cherish the memories from my time at IIBM”.

Arya Parmar, PGDM (MBA) : 2022-2024, Placed In: Ujjivan Small Finance Bank

“I am pleased to share my positive experiences as a student at the Indian Institute of Business Management (IIBM) in Patna. Over the past two years, I have gained valuable knowledge and skills, thanks to the supportive faculty and excellent trainers. Their assistance helped me secure a position at IndiaMart. If you're pursuing a career in management, I highly recommend IIBM in Patna.”

Saurabh Kumar, PGDM (MBA), 2022-2024, Placed in: IndiaMart



"My time at IIBM has been exceptional. I've gained valuable skills and had many opportunities to showcase my talents. The college emphasizes not only academics but also skill and personality development. The supportive faculty and staff have inspired us to engage in extracurricular activities, significantly contributing to my growth. IIBM feels like my second family, and I will always cherish my time here. Thank you, IIBM, for your unwavering support. I will miss you all."

Apeksha Sinha, BBA Batch 2021-2024 (Preparing for CAT/XAT)

My experience at IIBM was unforgettable. The institution promoted both intellectual and personal growth, connecting me with a diverse group of individuals from around the world. I'm grateful to the instructors and the Placement Cell for helping me secure positions at Indiamart and Ujjivan Small Finance Bank. Overall, I highly recommend IIBM Patna to anyone pursuing a career in management.”

Suraj Kumar, PGDM (MBA), 2022-2024, Placed In : Ujjivan Small Finance Bank & IndiaMart



I feel a sense of pride being a BCA graduate of the IIBM Patna. My time here has been exceptional, thanks to the support of dedicated faculty members. This institution has significantly contributed to my personal growth and self-confidence. A highlight of my experience was leading the Google Developer Student Club (GDSC), where I gained invaluable skills while organizing various events. I am especially grateful to our Director, Rohit Singh, for his continuous support. My journey at IIBM has been transformative, filled with cherished memories and lasting friendships. Thank you, IIBM, for being such an important part of my life.!

Zoya Ghazal, BCA Batch 2021-2024 (Pursuing MCA at Manipal University)

I would like to thank IIBM for an incredible journey during my graduation. The faculty played a vital role in my academic growth, providing support and guidance. I am also grateful for my experiences with the Centre for Entrepreneurship Development (CED), which strengthened my skills and offered valuable industry insights. My college experience was enjoyable and meaningful, and the memories and knowledge I gained will always hold a special place in my heart.

Aniket Burnwal, BBA, Batch 2024, working with Chitrakaya Adtech Solution LLP, Patna



2024 AT A GLANCE



Prof. (Dr.) Rohit Singh, Group Director IIBM addressing audience on the 4th Puniyithi of Founder Director U. K. Singh



Prof. Ganesh Panday along with Prof. G. S. Panday and Dr. Jyotsna Rai, felicitating Ms. Aditi Ranjan BBA 2021-2024 Session for her Academic Excellence.



NSS Cub Students sharing light momnets with Cancer Patients at Mahavir Cancer Sansthan, Patna



Sports Club IIBM organized Inter Class Carom Competition.



Delighted MBA Students (2022-2024) post their selection in Ujjivan Bank, Bihar



IIBM CED conducting Inter-college Management Games with BBA & BCA Students



NSS Club Patna conducting a Girl Education Awareness Program at near by slums.



Guru Siksha Samman for esteemed faculties of IIBM & Dr. Zakir Husain Group of Institutions.



Winners of Inter Program Chess Competition

45
YEARS

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