INTERNATIONAL SCHOOL OF MANAGEMENT PATNA

Towards Excellence
ISM Patna **PGDM | MBA | BBA | BCA | BJMC | B.Com (P)**

NEWSLETTER VOL.2

SWAVALAMBAN

(SELF-RELIANCE) 2021-22

3+ ACRES
HI–TECH CAMPUS

Special Issue

Disciplined Mind:
Disciplined World

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SRI SAMRENDRA SINGH

My warmest greetings are extended to all of you on this very occasion of unveiling the second edition of our newsletter, Swavalamban (Self-reliance).

Since its inception, the International School of Management Patna has remained committed to fostering an environment of academic excellence, innovation and personal growth. Swavalamban acts as a medium for us to communicate our combined achievements, significant events, and ambitions. for us to communicate our combined accomplishments, significant events, and ambitions with our diverse community of students, faculty members, staff, alumni and stakeholders.

In this edition, we continue to showcase the remarkable achievements of our students and faculty members, who constantly push boundaries and challenge conventional wisdom. From groundbreaking research endeavours to impactful community programmes, our community's dedication to creating positive change is truly inspiring. I take great pride in every individual who has contributed, as their unwavering commitment to excellence has positioned our institution as a leader in the field of management education.

I would also like to express my sincere gratitude to the editorial team, faculty advisors and all the contributors especially students who have devoted their time and expertise to making this newsletter a reality. Really their time and passion are invaluable in building a thriving intellectual community.

Finally, I encourage all members of our community to engage actively with Swavalamban. Share your insights, experiences, stories and work of art with us. Let us celebrate your achievements and learn from your journeys. Together, we can inspire and empower one another to reach greater heights of success.

Once again, I extend my warmest regards to everyone involved in the publication of this second issue of Swavalamban. I invite you all to explore its pages and embrace the spirit of self-reliance that defines our institution.

Samrendra Singh
Chairman, ISM Patna

Vice-Chairman's Message

SRI DEVAL SINGH

It is our great pleasure that we delve into the vibrant pages of the second edition of "Swavalamban" as we embark on a journey of exploration, inspiration, and empowerment. This newsletter serves as a platform to celebrate our institution's achievements and advancements and foster a sense of self-reliance in all aspects of life.

In these rapidly changing times, the concept of self-reliance has gained newfound significance. We are witnessing a global paradigm shift, where individuals and communities are encouraged to embrace their inherent potential and take charge of their own growth. Our institution has always been at the forefront of promoting such an ideology, empowering our students to become self-reliant leaders in the corporate world.

Through "Swavalamban" we aim to demonstrate the myriad ways in which our institution fosters self-reliance. This brings us the success stories of our alumni, who have embraced the values instilled within them during their time at our reputed institution and significantly impacted their respective fields.

In addition to celebrating our own achievements, this newsletter aims to create a platform for intellectual discourse, providing valuable insights into the broader landscape of self-reliance. We invite thought leaders and distinguished academicians to share their perspectives on cultivating self-reliance in a variety of domains. Their contributions will serve as a beacon of knowledge and inspiration for our readers.

On the occasion of this second issue of "Swavalamban" I would like to encourage you to immerse yourself in the stories, ideas and experiences shared within its pages. Let us harness the power of self-reliance to propel ourselves towards greater heights and embrace the ever-evolving challenges of the future with confidence.

I would like to express my heartfelt appreciation to the entire editorial team for their undulating commitment and dedication to bringing the second volume of the newsletter to fruition. Their efforts serve as a testament to the spirit of collaboration and creativity that underpins our institution.

I extend my sincere gratitude to all our readers for their continued support and engagement with our institution. We will continue to nurture forthcoming leaders who will shape a better future for themselves and society at large.

Wishing you an enlightening and empowering reading experience.

Deval Singh
VICE-CHAIRMAN

Secretary's Message

SRI AMAL SINGH

As we embark on this exciting journey of celebrating Swavalamban (Self-reliance) as its second edition, I am overwhelmed by a deep sense of pride regarding our combined accomplishments and the spirit of empowerment that resonates within our institute. Indeed, the theme of self-reliance embodies the essence of our institution. It is a guiding principle that permeates every aspect of our educational approach, fostering resilience, independence, and resourcefulness in our students.

Hopefully, on the pages of this second issue of Swavalamban, the readers will find inspiring narratives of individuals who have transformed challenges into opportunities, demonstrating unwavering determination and innovative thinking. From our talented faculty members to our diligent staff, each contribution encapsulates the spirit of self-reliance that drives our institution forward. Like the first one, this edition too is to serve as a testament to a nurturing environment of curricular as well as extra-curricular activities provided by our institute, where students are encouraged to take risks, explore their passions, and embrace self-reliance as a catalyst for personal growth and success.

I would like to thank our ISM team for coming up with this present issue of the Newsletter-Swavalamban and wish it a grand success in achieving its goal.

Amal Singh
SECRETARY

Director's Message

"Discipline in education is the refining fire by which talent becomes ability."
-Ravindra Nath Tagore

It gives me great pleasure to put forth this second edition of our newsletter Swavalamban focused on Discipline. Dear readers, as you know discipline is said to be the cornerstone of personal and professional growth. It instils a sense of order, responsibility, and self-control in individuals. It enables them to navigate life's challenges with resilience and determination. At ISM Patna, we recognize the vital role that discipline plays in shaping the lives of our students and preparing them for the dynamic global landscape they are to encounter just after completing their campus life.

As an educational institution, our mission extends beyond imparting knowledge; we aim to foster holistic development, where discipline serves as a guiding force. Through discipline, we cultivate habits of time management, punctuality, consistency, perseverance, self-introspection, and focus traits that are essential for achieving success in both academic and professional pursuits. By emphasizing discipline, we equip our students with the skills needed to thrive in a rapidly changing world.

Discipline is not merely a set of rules to follow; rather it is an attitude, a mindset that ignites individuals towards greatness. It encompasses self-motivation, determination, and the willingness to make sacrifices for long-term goals. By embodying discipline, one achieves personal growth and contributes to the betterment of one's community and society as a whole.

In this issue of Swavalamban multifaceted dimensions of discipline have been explored. From time management techniques to self-discipline strategies, our erudite faculty members aim to provide practical insights that will assist students in cultivating discipline in their lives. Our earnest students are encouraged to explore the contents of this newsletter, embrace the wisdom shared, and reflect on how discipline can be harnessed to achieve self-reliance in all aspects of life.

I would like to owe my heartfelt gratitude to the intellectual contributors and publication cell for bringing this second issue of Swavalamban to fruition. Your dedication and commitment are greatly appreciated. May this edition spark conversations, ignite passions, and empower each one of us to embrace discipline as a guiding principle for self-reliance!

With best wishes!

DIRECTOR
ISM PATNA

From Director's Desk

Unleashing Potential

"The moment you doubt whether you can fly, you cease forever to be able to do it.
- J.M. Barrie, Peter Pan

PROF. (DR) R. K. SINGH
DIRECTOR, ISM PATNA

The unleashing potential is concerned with overcoming self-doubt and building self-confidence. Self-doubt can be a paralysing force to be self-reliant. It holds us back from reaching our true potential. It starts whispering in our ears, questioning our abilities and undermining our self-belief. Yet there lies within us immense strength and untapped potential. Unleashing potential by overcoming self-doubt and self-confidence is not an overnight transformation. But it is rather a journey of self-discovery and growth. Dear students, by recognising the power of our thoughts, embracing challenges and nurturing a positive mindset, we can break all the shackles of self-doubt and breathe new air to unleash our true capabilities. It is possible if we abide by habituating some ubiquitous rules of self-introspection step by step:

Initially, it is essential to acknowledge the exceptional power and traits that define a unique individuality. Rather than engaging in comparisons with others, one's attention should be directed towards comprehending one's own capabilities and innate competencies. By appreciating and highlighting what distinguishes us from others, we can establish a strong sense of self-assurance. Embracing our distinctiveness not only fosters self-acceptance but also inspires others to recognise and appreciate our distinct perspectives.

Additionally, it is important for us to acquire the skill of confronting pessimistic ideas. Actually, self-doubt often stems from negative thoughts and inner criticism. It starts by identifying self-limiting beliefs and questioning one's own validity. By transforming negative thoughts into positive ones, one can change one's perspective and create a more empowering narrative. By transforming negative thoughts into positive ones, you can change your perspective and construct a more empowering story. It is notable that one's identity is not determined by one's past or the mistakes one has made; but by one's ability to shape one's own destiny.

Feelings of both endowed unique features and purified self-esteem drive us to set realistic and achievable goals in building self-confidence. It should be kept in mind that one's success is not measured solely by the end result, but by the effort and growth, one puts into the process in a disciplined and organized manner. Our larger objectives should be broken down into smaller, manageable tasks, and each milestone should be

celebrated along the way. In reality, acknowledging progress reinforces one's belief in one's abilities and boosts one's confidence.

To foster personal growth and develop self-confidence, it is remarkable to venture beyond the boundaries of one's comfort zone. Despite the initial discomfort or fear it may provoke, confronting challenges enables us to unravel one's genuine potential. During the process of shaping, one's personality embracing calculated risks, exploring uncharted territories, and perceiving failures as valuable chances for learning and progress should be realised. Every endeavour that takes us beyond our comfort zone will enhance our confidence and unveil our untapped competencies.

In summary, the process of becoming self-reliant involves continuously working on self-assurance and building self-confidence. This journey requires perseverance, introspection, determination and self-discipline. By embracing one's individuality, questioning negative thoughts, setting realistic goals and stepping outside the comfort zone it is possible to be liberated from the constraints of self-doubt and unleash one's true potential.

Self-Introspection

Disciplined Mind: Disciplined World

NEERU KUMARI
ADMIN, ISM PATNA

Nikhil, a student of mine, was completely annoyed when I informed his Parents about his naughty behaviour and mischievous act, often humiliating teachers in front of his classmates. According to him, it is his nature to have fun and be jestful. Well, as his teacher, I know exactly the problem with Nikhil. Probably, the problem that I sense is faced by almost all the teachers. The students of millennials do not know the true definition of 'discipline.' Oxford Dictionary defines it as the practice of training people to obey rules and orders and punishing them if they do not; the controlled behaviour or situation results from this training.

Now the question is who should provide the training and at what age one should be trained? The answer to this is, the first teacher of a child is their parents, who should start mentoring and teaching their kids right from the tender age of three. It will help the child to adapt to the desirable manners, learn basic etiquette and develop their personality. On entering school, the responsibility is equally shared by the parents and teachers. When the child enters his teens, the responsibility is further bifurcated among parents, teachers and the child himself. Of course, the more tender you are, it becomes easy to shape up your actions and work out your behaviour. As time passes by, due to multiple occupancies and the impact of others' actions, make shaken your thought process.

Discipline is the refining fire by which talent becomes ability, says Roy L. Smith. What a powerful statement! I think Nikhil needs to realize that even playing pranks or being jestful can hurt the emotions of others. But, I can't leave Nikhil to develop this as his habit. I thought the best thing that I could do is, let Nikhil step in the shoes of his teachers for a few days. I appointed him as a mentor wherein he was asked to guide a few students who were shaky with their confidence level due to poor communication skills. During the remedial sessions, initially, his juniors hardly paid heed to him. Nikhil was striving hard to gain respect from his subordinates. At times he lost his temper. Meanwhile, he understood the importance of discipline and started training his mentees. He realized that by adhering to discipline, one could set goals, and through hard work, one can certainly achieve your dreams.

While training others, Nikhil knew that this experiment was not meant for others; rather, it was for him to identify the significance of discipline.

I am glad to see the positive change developed by Nikhil. If you are reading this, be cautious and try to note, are you a disciplined person?

I hope each of you can follow discipline to lead a remarkable life.

Obstacles to Disciplining the Mind and Body

Dr. D. N. Singh
Assistant Professor
ISM Patna

Here are some common obstacles encountered as challenging endeavours to discipline mind and body:

1. Lack of Motivation:
   - Sustaining discipline requires consistent motivation;
   - Staying committed to the process of disciplining the mind and body requires a strong purpose and lucid goals;
2. Procrastination:
   - Procrastination is a distracted mental state prioritising short-term gratification over long-term goals;
   - The frequent habit of procrastination makes one unable to establish disciplined habits
3. Lack of time management:
   - Disciplining the mind and body often necessitates dedicated time for activities such as exercise, meditation, or learning;
   - Poor time management leads to negating these essential practices hindering blissful progress.
4. External distractions:
   - Living in a virtual world filled with distracting sources like social media, notifications and constant connectivity appears to be challenging to focus on disciplining the mind and body;

Challenging endeavours to discipline mind and body
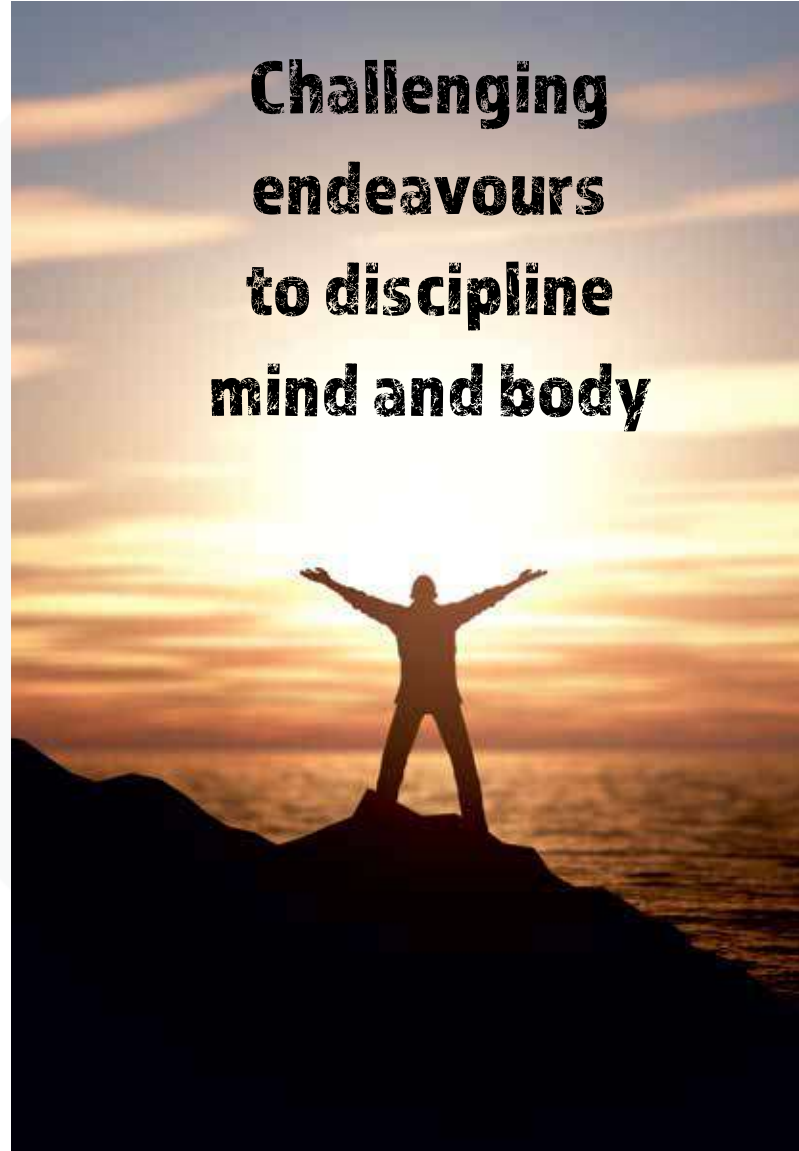
   - These external distractions can interrupt efforts and divert attention away from goals.
5. Auto-suggestive doubt and talk:
   - Auto-suggested self-doubt and negative self-talk undermine the mental state of sustaining discipline;
   - Consistent doubt about one's abilities and frequent self-criticism makes it harder to maintain the discipline required for personal growth.
6. Overwhelming goals:
   - Setting unrealistic or overly ambitious goals generally leads to aberration, frustration and burnout;
   - It is significant to rationalise the goals and break down objectives into manageable steps to maintain motivation and discipline.
7. Physical and mental fatigue:
   - Fatigue can make it becomes challenging to sustain discipline.
   - In case of an exhausted and depleted mind, it becomes harder to engage in activities that require concentration and exertion.
8. Lack of support:
   - Staying disciplined becomes more challenging when there is no supportive atmosphere and an absence of a sense of accountability.
   - Chances of achieving success and happiness are increased significantly if the doer is surrounded by people who comprehend and encourage his/her aspirations.

Successfully navigating through these challenges necessitates a combination of self-awareness, effective goal-setting, planning and perseverance. It may prove beneficial to devise approaches such as regular routine, collaborating with a reliable companion for mutual accountability, practising self-compassion, and seeking support when needed. In fact, discipline is a skill that can be cultivated over time with consistent effort and a resilient mindset.

Academia

CCTV Surveillance & its Ethical Implications

Rajeshwar Dayal
Assistant Professor
ISM, Patna.

Surveillance – 'a watch' kept over someone or something, originated from the French word – "looking upon", the term encompasses not only visual observation but also the scrutiny of speech, actions and behavioural aspects.

The surveillance may be consequential or deontological. In my view, CCTV surveillance, which has now become a necessity, lends itself to a consequential. Those who have done nothing wrong, and have no intention to do wrong wishes for surveillance. CCTV brings in detecting the wrongdoers and punishes them to justify the surveillance by all.

The differences between deontologists and consequentialists emerge in contradiction. Deontologist's surveillance is less acceptable owing to individual's certain rights violations such as the right to privacy. By contrast, consequentialists are more optimistic about concerns with individual rights in favour of overall benefits to society. If a particular instance of surveillance can be shown to improve the well-being of society, albeit at the cost of the privacy of a few individuals, then consequentialists are less likely to see this as problematic than deontologists.

There are Six ethical principles for judging conduct include- the Golden Rule, Immanuel Kant's Categorical Imperative, Descartes' Rule of change, the Utilitarian Principle, the Risk Aversion Principle, and the ethical "no free lunch" Rule. These principles should be used in conjunction with an ethical analysis.

The first ethical principle popularly known as Golden Rule: "Do unto others as you would have them do unto you" – Putting yourself into the place of others, and thinking of yourself as the object of the decision, can help you think about fairness in decision making i.e., would those responsible for the surveillance (both the decision to apply it and its actual application) agree to be its subjects under the conditions in which they apply it to others.

Researches show that a number of ethical and moral issues still need to be addressed and the regulatory organisations, and other bodies, whilst performing their duties, to ensure that the performance of those duties does not contravene the ethical and moral rights of the individual.

In general, it is felt that CCTV surveillance can be ethical in having grievance redressal procedures – if any individual has been treated unfairly by violating procedures, there must be appropriate means to redress. There should be means for discovering violations and penalties to encourage responsible surveillant behaviour, and there have to exist reasonable, publicly accessible records and accountability for those approving and performing the surveillance in question.

Stress Management Skill

Pooja Dubey
Assistant Professor
ISM Patna

Day by day challenges for human beings are increasing in many different fields. The changes in working conditions are also taking place and still these changes are in progress. Because of these changes, the number of illnesses has increased which can be quoted as "Illness of the century". In our day-to-day lives, we get to hear the word stress as an expression of frustration, anxiety, nervousness, irritation etc. It is a response which causes due to non-fulfilment of any requirement. In general, it indicated the deviation from the normal functioning of the body and mind. If it is limited then is beneficial to employees and the organization both as well but if in excess quantity then can cause adverse effects in many ways.

The relevance of studying and understanding stress is important because the frequency of its manifestations in the workplace is constantly increasing. These issues are especially relevant and the HR managers need to form and implement policies to protect the employees' well-being along with the general working conditions. It is important to identify the factors underlying the occurrence of stress and employees' potential responses.

If the degree of stress exceeds from a certain level, it will cause serious consequences for employees. Due to the potentially negative impact on the employee's well-being and productivity, stress at the workplace becomes one of the most difficult problems for the organization's operation. It needs consideration in identifying the reasons for stress, identifying ways to minimize it, resolving conflict and developing proposals and recommendations for reducing stress.

The causes of stress vary from personal problems to work overload, physical working atmosphere, situations, conflicts etc. Many employees struggle with stress and if unable to cope then it leads to uncertainties and severe impairments on health and their work performance. The adverse effect generates when it is uncontrollable.

Based on its impact on the body, mind and performance, stress can be categorized into two types. Eu-stress is just an even-handed amount of stress that an individual can take which has positive after-effects. Eustress can create a passion for work. It may be able to aggravate hidden abilities and talents and inspires humans to take on new roles and responsibilities whereas distress is an excessive quantity of stress. This amount of stress is harmful to the individual. It can cause negative effects on the body and mind of individual.

Numerous organizations have implemented worksite stress-management interventions to mitigate the adverse impact of stress on their employees. Thus, it is recommended that employees should exhibit self-control and good self-esteem; engage themselves in continuous professional development on skills for better organization, integration of work within specified project constraints and delegation of assignments, authority and break work into manageable parts so as to be able to cope with stress.

Stress is an important factor for employees in any organization. Within a specific limit, it helps to achieve the desired goal but if stress exceeds more than a particular limit then it shows its harmful effects on the body, mind and behaviour. Now, the ways to cope with the stress include adequate sleep, sports, networking talk, relaxation habits and quitting addictive products and many more. Workplace stress plays a significant role in the physiological and psychological well-being of employees. It also affects the productivity and performance of organizations. The various results of workplace stress like physical problems, mental disturbances, emotional imbalance, lifestyle disturbances and behavioural problems lead to disturbing the climate of the organisation. These issues create interpersonal conflicts, decreased productivity, low organisational commitment, increased absenteeism and more attrition etc. By facilitating the employees with effective training, the management can provide them with a platform to solve their stress-related problems. Yoga, meditation, exercise and recreational activities can provide a better environment to control stress. Even time management skills help to manage stress in an effective manner. These simple but useful steps can pave the path for improved efficiency of employees and increased productivity of the organisation.

Impact of Mobile Computing on Business

Business communication has evolved greatly over the previous couple of years. This has been created attainable by the quick integration of various technological tools with machine-driven tasks and made the business processes easier and a lot of economical.

The enhancement in the field of technology has increased the opportunities for business organizations to have a competitive edge in the global market. Earlier, organizations used different web-based applications to maintain their business process. However, the increased use of Smartphones brings the use of mobile technology into their business operations.

Mobile computing is human-computer interaction in which a computer is expected to be transported during normal usage, which allows for the transmission of data, voice, and video. Mobile computing involves mobile communication, mobile hardware, and mobile software.

Jaya Kumari
Assistant Professor
ISM Patna

Mobile computing comes with various principles. Shiraz et al. (2014) said that one of them is portability. That signifies the fact that the devices that are connected to the mobile computing system have the feature of mobility. Along with that, connectivity is another fact that comes under consideration. It mainly defines the quality of the service regarding network connectivity. Every mobile computing environment needs to have high network connectivity in order to maintain the smoothness in their processing. In addition to that, the nodes that are connected to the mobile computing environment should have the feature of interactivity. That means they need to communicate with each other and can have an effective communication process by maintaining a healthy transmission of the data set. According to Kim et al. (2013), the mobile computing environment also needs to have a feature regarding individuality. The system should be able to grasp the technology in order to meet individual needs.

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Mobile technology and property are dynamic in the approach we tend to communicate with one another and therefore the application of business communication. The most recent developments have created communication fast and permitted professionals to figure outside of the normal workplace atmosphere.

The growth of digital technology and its impact on the movable business has resulted in the evolution of business ways in recent years. Dynamic mobile technologies have created amendments in business ways attainable, therefore creating business-related processes economical and easier.

How mobile technology is dynamic business?

Recent developments in mobile communication technology have generated huge enhancements in varied business areas. Widespread adoption of mobile technology has additionally had vital effects on how businesses communicate, and dynamically the approach they handle shoppers, stakeholders and third parties. Here I've listed a few ways that mobile technology is reworking the business.

Project management systems

Thanks to the implementation of project management systems, employees not got to be in the same workplace to share their concepts. Whether or not at the company headquarters or acting from home, you and your team will produce checklists, appoint tasks, set goals and monitor progress, bushed one application. Businesses that are utilizing project management software are more likely to be efficient and can save time and resources.

Better client expertise

As mobile devices continue to gain significance, companies are constantly seeking innovative methods to enhance their customer's overall satisfaction. Businesses can now effectively reach customers through mobile apps in various locations. Client service standards have increased a good deal due to mobile technology. The business will instantly answer customers' doubts and requests. Such interactive ways facilitate maintaining transparent communication. Higher interactions have interaction with users that's why mobile app developers square measure making internet interfaces supported anticipated users' behaviour.

Enhanced collaboration at intervals at the geographic point

Mobile technology has additionally enabled firms to expand their men to a worldwide network. Mobile devices take away communication barriers; as a result, it permits employers to collaborate from any place in the world. Sensible mobile devices created it attainable to hold out teleconferences, online conferences and video calls thus employees from totally different locations will participate in the discussion as if they were physical gifts. Where the members of a team will currently exchange their viewpoints as if they were physically gifted at the workplace. This capability offered by mobile phones facilitates higher collaboration among all the staff and additionally facilitates their productivity.

Optimised business operations

The mobile trend has increased efficient business operations, rushing up processes and increasing accuracy and quality. Mobile technology has made tasks such as email exchange, invoice sending and receiving, expense tracking, and file sharing more convenient. Additionally, it has significantly accelerated production and distribution processes, leading to greater efficiency and cost-effectiveness.

Better selling ways
The increased adoption of mobile phones has prompted businesses to create more streamlined methods of selling. Many of them have integrated the use of beacons into their everyday operations to ensure that customers can receive personalized information about products and promotions on their mobile devices. These enhanced selling methods allow businesses to track their customer's journeys and devise strategies that boost leads and sales.
The advancements in mobile technology have introduced fresh avenues for selling and promoting products and services, and it is crucial for businesses to leverage this technology in order to stay competitive. In essence, mobile technology has fostered and enhanced business communication by enabling companies to monitor trends and outcomes, which can assist them in refining their communication strategies and boosting productivity.

Entrepreneurship Development: A Way to Prosperous India

SHILPI KAVITA
ASSIT. PROFESSOR, ISM PATNA

Under the aegis of globalisation, in recent years, entrepreneurship has gained significant momentum in India. As the nation strives for economic growth and development realised as a 5 trillion economy in the world, entrepreneurship has emerged as a powerful catalyst for change. Having the potential to drive innovation, create employment opportunities, and contribute to the overall prosperity of the country, India can harness the full potential of entrepreneurship for a brighter future.

Entrepreneurship is not just about starting a business; it is a mindset that embodies the willingness to take risks, identify opportunities, and transform ideas into reality. It encourages individuals to think creatively, challenge the status quo and pursue their passions. By nurturing and promoting entrepreneurship culture and spirit, India can tap into the latent talent and unleash the entrepreneurial energy of its citizens.

As India grapples with the challenge of unemployment and only a job-oriented psyche, fostering a culture of entrepreneurship can provide a solution. Startups and small businesses have the potential to generate a significant number of jobs, particularly in sectors like technology, manufacturing and services. By encouraging aspiring entrepreneurs and providing them with the necessary support, India can address the issue of unemployment and promote inclusive growth.

The Union and state governments of India have introduced some significant entrepreneurship development schemes to nurture an entrepreneurship ecology, foster a culture of creativity and enhance the competitiveness of Indian businesses on a global scale. Some of the central schemes are- Pradhan Mantri Mudra Yojana (PMMY), Stand-Up India Scheme, Pradhan Mantri Employment Generation Programme (PMEGP), Startup India, Atal Innovation Mission (AIM), Make in India, Skill India Mission, Credit Guarantee Fund Scheme for Micro and Small Enterprises (CGTMSE), National Small Industries Corporation (NSIC) Scheme etc.

By disseminating innovative ideas and benefits of these schemes among the youth fresh perspectives on business models challenging traditional mindsets can be introduced. In turn, this fresh culture of entrepreneurship development can contribute to regional development and reduce regional disparities. By encouraging entrepreneurship in rural areas and economically disadvantaged regions, India can promote inclusive growth and reduce the urban-rural divide. It can empower individuals, create local employment opportunities, and stimulate economic activity in these areas leading to achieving a more balanced and sustainable development.

To get an optimum output of the potential of entrepreneurship, India needs a comprehensive approach to robust entrepreneur education and training programmes. By equipping individuals with the necessary skills, knowledge and mindset, India can create a pool of capable and confident entrepreneurs. Educational institutions should focus on promoting entrepreneurial thinking, teaching fundamentals and providing practical exposure to real-world challenges. There is a need to be collaboration between academia, industry and the startup ecosystem. To create an entrepreneurship culture society should recognise and appreciate the contributions of entrepreneurs. Role models and success stories should be highlighted to inspire aspiring entrepreneurs. Entrepreneurship should be promoted as a viable career option and not just a backup plan. By changing societal attitudes and perceptions towards entrepreneurship, India can create an environment where risk-taking and innovation are embraced.

Concludingly it can be said that entrepreneurship development holds immense potential for India's prosperity. By fostering a culture of entrepreneurship, India can unleash the creative energy of its citizens, drive innovation, create employment opportunities, and promote inclusive sustainable growth.

Exploring Opportunities in Financial Informatics

Any informed borrower is simply less vulnerable to fraud and abuse.
-Alan Greenspan

Rahul Kumar Sinha
Assistant Professor
ISM Patna

Financial informatics, also referred to as financial information, encompasses the arrangement and functioning of systems designed to store, process, and transmit financial data. In light of the ever-changing nature of the market and the competitive business environment, having access to information is crucial for survival. Consequently, financial informatics assumes a significant role in embracing and adapting to these changes.

Financial informatics is a method of addressing uncertainties through a systematic analytical approach. These uncertainties can be attributed to various factors, including (a) fluctuations in financial markets caused by the statistical volatility of security prices and returns, (b) political risks like alterations in regulations or market structure impacting strategic priorities, and (c) technological risks such as advancements in product innovation, as well as model risks associated with novel mathematical techniques or software implementations.

Financial and business systems consist of various agents, including both humans and machines, and they operate within dynamic and noisy environments. These systems undergo continuous changes, exhibiting cyclic patterns, regressions, growth (either real or perceived), and decay over time. They have the ability to be influenced and display indications of self-organization and learning.

As stated by the International Monetary Fund, the ever-changing nature of the workplace and the financial industry requires individuals to engage in continuous learning throughout their lives. The future of finance holds abundant prospects for those who are eager to actively pursue and generate fresh opportunities for personal growth and success. Here are a few strategies that young professionals aiming to excel in the field of finance can employ to acquire practical experience and bolster their resumes:

1. Start Early. ...
2. Hone In On Your Passion. ...
3. Seek Out Education Beyond the Classroom. ...
4. Diversify Your Internships Early. ...
5. Make Key Contacts. ...
6. Pay Attention to the Intangibles. ...
7. Prove you're a Professional.

The field of Finance offers a promising and profitable future for those with an MBA, making it an excellent career choice for individuals possessing the necessary skill sets. If you excel in numerical analysis, possess strong analytical thinking skills, and demonstrate logical reasoning abilities, pursuing a career in Finance is the ideal path for you.

Career Options for Finance Majors
- Financial Planner.
- Financial Analyst.
- Investor Relations Associate.
- Budget Analyst.
- Actuary.
- Accountant.
- Credit Analyst.
- Attorney.

Financial literacy is an issue that should command our attention because many Americans are not adequately organizing finances for their education, healthcare, and retirement.
- Ron Lewis

In general, finance can be defined as the handling of money, while accounting involves the monitoring of financial matters. Studying finance equips students with knowledge in areas like economics, essential business principles, and market risk to comprehend the environment in which financial choices are made. Accounting programs may also cover these subjects, but their main emphasis lies in developing practical abilities that enable individuals to oversee the financial transactions conducted by organizations. Coursework in accounting often covers statistics, tax accounting, and fraud investigation.

Thriving in the Digital Era:
Essential Skills for Industry 4.0

Arindam Roy
Assistant Professor
ISM Patna

Industry 4.0, also known as I4.0, refers to the Fourth Industrial Revolution. It is distinguished by the extensive utilization of internet-connected technologies such as the Internet of Things (IoT), machine-to-machine communication, artificial intelligence, augmented reality, collaborative robotics (COBOTS), automation, and additive manufacturing (3D printers), among others, in the production and distribution of goods and services.

Industries such as manufacturing, hospitality and food services, retail, mining, construction, utilities, finance and insurance, transportation, and warehousing are heavily reliant on operational activities and offer significant opportunities for automation. The ongoing digital revolution is poised to transform the entire process of value creation and delivery within organizations, thereby impacting and reshaping the socio-economic landscape of our country. The following sectors will experience substantial transformations: Manufacturing Operations (Smart Factories)

A. Profitability of the organization (Efficiency in operations)
B. Nature of employment and required skills
C. Overall Competitiveness of Organisation and Nation

Implementation of Industry 4.0 in India:

As per the information provided on the official website of the Department for Promotion of Industry and Internal Trade (DPIIT) at https://dpiit.gov.in/, the National Manufacturing Policy-2011 aimed to increase the contribution of manufacturing to the Gross Domestic Product (GDP) to 25% and generate 100 million job opportunities by the year 2022. However, the current manufacturing share stands at approximately 17%, falling short of the target. To address this, the country is progressively implementing significant transformations to embrace Industry 4.0 and uplift its manufacturing contribution.

Essential Skills for Industry 4.0 Transformation

If we examine the significant aspects of this stage of the industrial revolution, it becomes apparent that the skills that were once valuable in the workforce will no longer be adequate. In fact, some of these skills will gradually become less necessary. Instead, new competencies will be essential to effectively handle the demands of modern operations. The following are the crucial skills needed for the fourth industrial revolution (I4.0)

1. **Technical competencies**
   a. Updated technical knowledge will be required to manage new-age job responsibilities
   b. Comprehensive Knowledge of Technology will be required for strategic roles
   c. Deeper & broader Process understanding will be required to manage higher complexity in operations
   d. Smart Media skills will be required for effective communication between virtual teams
   e. Programming & Coding skills will be needed to manage the growth of digitized processes & automation
   f. Understanding of IT security

2. **Methodological competencies to handle VUCA (Volatile, Uncertain, Complex, and Ambiguous) Environment**
   a. Creativity & innovativeness in the development of products, processes, and solutions,
   b. Entrepreneurial ownership to take responsibility,
   c. Problem-solving Orientation,
   d. Conflict & Crisis Management skills,
   e. Quick Decision-making ability,
   f. Analytical skills,
   g. Research & exploratory skills and
   h. Proficiency in Time management.

3. **Social & Cultural competencies**
   a. Intercultural skill to understand, accommodate and manage globally diversified teams.
   b. Language and Communication skills fitting local & global requirements
   c. Networking skills
   d. Team Spirit
   e. Accommodative and Cooperative disposition
   f. Ability to transfer skills and knowledge to others

4. **Personal Competencies**
   a. Flexibility with job requirements & responsibilities
   b. High tolerance for changes and situations
   c. Willingness to learn new things and ability to learn fast.
   d. Ability to handle pressure related to performance
   e. Professionalism & work ethics
   f. Emotional Intelligence

Now the next pertinent question is - How can we gain the competencies mentioned above?

Suggestions

1. Keep on learning new things, at least one new thing a day.
2. Be friendly with technology and gain knowledge in emerging areas.
3. Enrolment in add-on courses in related areas is always helpful. Try to attend webinars, conferences, workshops, etc.
4. Learn the art of time management and use your free time wisely and constructively.
5. Fix a small and realistic target to do your level best to achieve it.

The Need for an Inclusive Appraisal System

Prabhakar Kumar
Assistant Professor
ISM Patna

This article mainly emphasizes the different methods that have been applied for making the appraisal system more transparent but even after that till now, no methodology has been developed in such a way that can be said "an appraisal system purely transparent and 100% perfect". As this appraisal system is totally linked with human beings and their performances so analysing that performance without any biases is a big challenge for any management to tackle with. No doubt, presently, we talk a lot about paperless appraisal systems and fully techno-based appraisal systems but we must not forget that these machines, records, and mails are handled by human beings only. Our **AI (Artificial Intelligence)** has not been so developed that can analyse each and every moment of work in a quantified manner. So, this article is based on a theoretical perspective of different traditional and modern methods as well as the recommendations through which we can minimize the biases to a lower level because when human beings are working in an operative manner in any establishment, quantification of any work with their mental anxieties and emotions, their efforts towards the attainment of the task with a positive or negative approach, is not at all possible. No mechanism can be established which can make the entire system free from any kind of biasedness.

In every organization, there remain always two layers through which the establishment runs in a positive manner and those two layers are employees and employers. The employer always takes care of the organization in view of earning maximum profit from it whereas employees try to collect the maximum basic amenities from the employer. The actual friction arises between both and when an appraisal system is introduced, the employee always tries to show the maximum side output from their side whereas the employer always tries to accept the minimum side of the efforts made by them and this creates a barrier to the appraisal system.

The basic fact is that it can't be ignored at any cost because the employees who are putting positive efforts towards their work assignments must be rewarded to keep them motivated whereas the employees who are non-performers must be segmented to take proper calls on them for improving their productivity. This makes the entire monitoring system very vigilant and in case of any mistake, if a person gets appraised in a wrong manner means if a deserving employee is appraised as a nonperformer and an undeserving employee gets a good appraisal it will make the entire system dejected and demotivated.

Recommendations and conclusions:

As here it seems, quite impossible to create an unbiased appraisal system but if we would be instilling and promote human values into the mind of employees and try to create a transparent atmosphere where true and fair leaders can be made accountable then a positive vibe may bring the situation of barrier-free appraisal system. Although it seems a bit hypothetical situation, in many companies, it has become a prime target of the HR Dept. and Management to achieve the goal of a Barrier Free Appraisal System.

The following remedies can be made for achieving a barrier-free appraisal system:
1. Work quantification must be analysed by experts with 100% perfection.
2. Employees also be made very much aware of all the practices and set standards.
3. Role of Team leaders is very much important in judging the performances of the employees so they must be trained and examined properly for the same.
4. A transparent update of the performances should be made and shared with the employees frequently with the opportunity to react and become expressive in this regard.
5. Decisions on the grievances related to appraisals should be made carefully and with proper explanation by the other parties, not by imposing the decisions on them.

शिक्षकेत्तर कर्मचारियों की कलम से

मातृभमि के वीर सपूत

वीरों के प्रहार से अहंकार भी खंडित होता है,
गर हो उद्देश्य सत्य की लौह जलाने की,
तो वीरत्व की शाम बेला में यश का गुणगान होता है।
वीरों के प्रहार से अहंकार भी खंडित होता है ।।

मृत्यु के मुख मंडल में जाकर, स्वयं के बलपुंज से अब तुम श्रृंगार करो
घिर जाओ जब विपदा में भी तो, बनकर अभिमन्यु तुम हुंकार भरो
वसुंधरा के सपूतों का ऐसे ही महिमा मंडित होता है
वीरों के प्रहार से अहंकार भी खंडित होता है...

निर्भीक रहे गगन तेरा, कल्पित धरा को कामार्त लहू पीला दे तू
जनमत रहे जन जन के मन में,अब कुछ ऐसी संवेदना जगा दे तू
असत्य के शंखनाद में भी सत्य यथार्थ होता है
वीरों के प्रहार से अहंकार भी खंडित होता है...

अमृत से निर्मित पर्वत हिमालय, ऐ मातृभूमि के वीर सपूतों अब तुम्हें समर्पित करता हूं
कश्मीर से कन्याकुमारी तक, वीरों के पग पग पर अभिनंदन पुष्प अर्पित करता हूं
ऐसे ही अप्रतिम संग्रामी, कर्ण का मस्तक मंडित होता है
वीरों के प्रहार से अहंकार भी खंडित होता है...

SUJEET KUMAR SHARMA
LAB INSTRUCTOR, ISM PATNA

Students' Edge

Disciplining Mind and Body

Discipline is the practice of training the mind to obey rules or codes of behaviour. The word 'discipline' is derived from the Latin word 'DISCIPULUS' which means 'disciple'. It has also another Latin origin 'DISCERE' which means 'to learn'. Discipline is very important in our life. It is something that keeps each person in control and motivates the person to progress in life and achieve success. The role of discipline in our life is to set orderliness, efficiency, punctuality and focus on our tasks. A society without discipline is like a ship without a rudder. Therefore, the importance of discipline in life just cannot be ignored. If we look at history, we learn that mankind has been successful many times only because of discipline. Many people failed due to the lack of discipline only. History is an open example of the discipline. Even the independence of our motherland was only due to the discipline and sincere efforts of our great leaders. That's why it is always said discipline is the key to success. Everything in this world is interdependent on discipline. We can observe this truth in the timely rise and set of the Sun, of days and nights, of seasons and in birth and death. Discipline is not the solution to every problem, but there is definitely a solution to some problems. Discipline is a trait of paramount importance. According to the holy book, The Bible - For the moment all discipline seems painful rather than pleasant, but later it yields the peaceful fruit of righteousness to those who have been trained by it. A man without self-discipline is like a city broken into and left without walls. Discipline is not a denial of liberty. In fact, discipline and liberty go hand in hand. Discipline brings a lot of respect for an individual from others. He/she is looked upon as a role model and mentor. Through discipline, they worked hard and achieve their goals which made them a respectful figure in the eyes of others. It generates a positive attitude towards society and creates confidence and eagerness to do something great.

Self-discipline begins with the mastery of your thoughts. If you don't control what you think, you can't control what you do. There is a well said – Motivation gets you going but discipline keeps you growing.

Self-discipline is a form of self-love. A disciplined mind and body help people to build an attitude that becomes the key to becoming successful.

-Dheeraj Kumar
ISM Patna

Globalizing UPI with Blockchain: Empowering Financial Inclusion

In the ever-evolving landscape of digital transactions, Unified Payments Interface (UPI) has emerged as a game-changer, revolutionizing the way Indians transfer funds. However, as the world becomes increasingly interconnected, there is a growing need to globalize UPI and make it accessible to a wider audience. Blockchain technology presents a powerful solution to this challenge, enabling the expansion of UPI's reach on a global scale. In this article, we explore the fusion of UPI with blockchain and the transformative impact it can have on financial inclusion.

The Potential of UPI and Blockchain Integration: UPI has already proven its efficacy in enabling seamless and instant peer-to-peer transactions within India. By integrating UPI with blockchain technology, we can extend its capabilities beyond borders, facilitating secure and efficient cross-border transactions. Blockchain's decentralized nature ensures transparency, immutability, and tamper-proof records, enhancing the trust and security of global UPI transactions.

Enhancing Financial Inclusion: The integration of UPI with blockchain can help bridge the financial inclusion gap, especially in regions with limited banking infrastructure. Blockchain-powered UPI can provide individuals without traditional bank accounts access to a secure and decentralized digital payment ecosystem. This empowers them to participate in the global economy, transact with ease, and unlock opportunities for economic growth.

Reducing Intermediaries and Transaction Costs: Blockchain-based UPI eliminates the need for intermediaries in cross-border transactions. By leveraging blockchain's smart contracts, transactions can be executed directly between parties, bypassing intermediaries and reducing costs significantly. This streamlined process enhances financial efficiency and makes transactions more accessible to all.

Ensuring Security and Privacy: Blockchain's inherent security features, such as encryption and consensus mechanisms, enhance the privacy and integrity of UPI transactions. Personal information and transaction details are securely stored and cryptographically protected, mitigating the risks associated with data breaches and fraudulent activities. This instils confidence in users and promotes the widespread adoption of global UPI.

Conclusion: Globalizing UPI through blockchain integration holds immense potential to transform the way we transact on a global scale. By leveraging blockchain's decentralized and secure nature, UPI can extend its reach, empower financial inclusion, and foster economic growth. It is imperative for stakeholders to collaborate, navigate regulatory challenges, and harness the power of technology to create a seamless, secure, and inclusive global UPI ecosystem. With continued innovation and cooperation, blockchain-powered UPI has the ability to reshape the future of cross-border transactions and pave the way for a more inclusive'' and connected world.

-Harsh Raj
ISM Patna

Driving Innovation & Empowerment

"If you want something said, ask a man, if you want something done, ask a woman."

In recent years, India has witnessed a remarkable surge in the number of women entrepreneurs who are breaking barriers, defying stereotypes and making significant contributors to the country's economic growth.

KIRAN MAZUMDAR-SHAW
Kiran Mazumdar-shaw is a pioneering figure in the Indian biotechnology industry. As the founder of Biocon Limited, she has revolutionized the sector through her visionary leadership and commitment to innovation. starting with a modest capital mazumdar transformed Biocon into a global biopharmaceutical powerhouse, focusing on research, development, and manufacturing. Her indomitable spirit and dedication have earned her numerous accolades, including the prestigious Padma Shri and Padma Bhushan awards, making her an inspiration for aspiring entrepreneurs across India.

FALGUNI NAYAR
Falguni Nayar's entrepreneurial journey exemplifies the function of the technology that fusion of technology and commerce. She founded Nykaa, India's largest beauty e-commerce platform, which has disrupted the beauty industry with its diverse range of products and personalized shopping experiences. Nayar's relentless pursuit of excellence has propelled Nykaa's growth, expanding it into a multi-brand platform with a loyal customer base. Her visionary approach and business acumen have earned her recognition as one of India's most influential women entrepreneurs.

VANDANA LUTHRA
She is the force behind VLCC health care Limited, a leading wellness and beauty conglomerate in India. With her passion for holistic wellness and beauty, Luthra established VLCC with the aim of providing innovative solutions for weight management beauty treatment, and preventive healthcare. Luther's commitment to empowering women has also led to the establishment of the VLCC Institute, which provides vocational training and education in beauty and wellness.

Conclusion
Their stories serve as a testament to the limitless potential of women in the entrepreneurial landscape, fuelling a more inclusive and prosperous future in India.

"The fastest way to change society is to mobilize the women of the world''

-Ayush Kumar Thakur
ISM Patna

POEMS

Towards Excellence
ISM Patna

Let's know about the place a little more;
where people come with their shaken dreams;
and turn them into a fixed reality.

Leaving behind a trail that few would dare to embark on;
Our history though young, is rich with the quality education that;
we have imparted since our inception.

On the academic front;
few colleges shall be able to boast of such fabulous results that;
we have been able to bring about for 13 successive years.

Our achievements in various spheres of co-curricular activities have
scaled to national levels;
Our numerous accreditations and recognition are a testament to our
accomplishments;
Equally glorious are the achievements in inter-college competitions.

Our journey does not end here;
We have been at the forefront of parallel curricular activities;
like dramatics, club activities, seminars & exhibitions, art & craft and
awareness programmes.

-Sakshi Saha
ISM Patna

That Old Days of Friendship

Shall I think of you or,
Shall I ignore it as you did;
Yes, I miss you guys.

The time we spend together;
Moments that have been captured;
Missing your smile, the jocks you cracked;
Remember the old days,
We're together our affix was;
As strong as an affix was a sis;
We fought enough but still be with one another.

Those days; having our tiffin on the first period,
We the back Benchers,
Hiding the books in one another bags;
Next morning complaining about it;
Old days; old memories;
Never return the time,
Live the moment as you want;
No one knows what the future is going to be.

On the occasions, we went on picnics;
Birthday we made special to each;
Time passed but memories are still alive;
Yeah; it is damn hard to let slip the smiles and memories of you.

I see our old pics it makes me smile now;
Yeah, true we are more together;
We are but as strangers;
We seat talk, and share but,
Not as before,
Our destiny has changed but,
Even the root of friendship breaks.

Shall I ignore it?
Shall I recall?

Speaking honestly is hard to forget and difficult to live;

It's always you who will be in my heart; even thousands come and go,
But you be always there in my life as a part of something or something not;
You be there as a stranger or known;
Be always in my heart,
Yeah; I recall the old days you were my own and still I appreciate our friendship.

We aren't together,
But we are together in my world of mind, Dream, my life, my thoughts and my everything.

-Rinky Kumari
ISM Patna

मैं बदले में प्रेम लिखूंगा

मैं बदले में प्रेम लिखूंगा,
जब मानवता अपने क्षय पर होगी,
स्वार्थ अपने चरम पर होगी,
मैं दुनिया को बचाने वाला दीपक बनूंगा,
मैं बदले में प्रेम लिखूंगा।

जब भाई भाई में तकरार होगी,
जीवन में मुश्किलों का नया पहाड़ होगा,
मैं हर मुसीबत में गीता का सार बनूंगा,
मैं बदले में प्रेम लिखूंगा।

जब भरोसे की दीवारें टूटती रहेंगी,
आशाओं की पत्तियां सूखती रहेंगी,
मैं हौसला देने वाला ऑक्सीजन बनूंगा,
मैं बदले में प्रेम लिखूंगा।

जब ईमान बाजारों में बिकती रहेंगी,
न्याय की धज्जियां उड़ती रहेंगी,
मैं सुशासन देने वाला श्री राम बनूंगा,
मैं बदले में प्रेम लिखूंगा......मैं बदले में प्रेम लिखूंगा।

– रघुनन्दन
आई एस एम पटना

एक अंतिम प्रयास

चल कहीं बैठ कर बात करते हैं,
एक अंतिम प्रयास करते हैं ।

जहां से सब छूट गया था,
वहीं से शुरुआत करते हैं।

चल कहीं बैठकर बात करते हैं,
एक अंतिम प्रयास करते हैं ।

शर्त यह है कि वजहों का जिक्र नहीं होगा;
बस आंखों आंखों में अपनी गलतियों को माफ करते हैं।

चल ना कहीं तो बैठ कर बात करते हैं;
एक अंतिम प्रयास करते हैं।।

-पीयूष कुमार
आई एस एम पटना

Towards Excellence
ISM Patna

Paintings

-Shruti Das
ISM Patna

-Dhruv Joshi
ISM Patna

-Ratan Priya
ISM Patna

Floating Facts

Unit-I

'Relationship Beyond Banking' (रिश्तों की जमापूंजी) is called for by:
   a. LIC
   b. GIC
   c. Bandhan Bank
   d. Bank of India

2. Which one is correct as the new motto of the Reserve Bank of India:
   a. Digital Currency a Dire Need
   b. Cash with Digital Currency
   c. Cash is King, but Digital is Divine
   d. Era unfurled with Cash and Digital Currency

3. जानकार बनिए, सतर्क रहिए is called for by
   a. SBI
   b. RBI
   c. CERT-In (Indian Computer Emergency Response Team)
   d. IDBI

4. Which of the following companies was originally known as "Backrub" before it was renamed to its current name?
   a. Yahoo
   b. Google
   c. Amazon
   d. Microsoft

5. The following logo is related to:
   a. Census of India 2023
   b. General Insurance Corporation
   c. Competition Commission of India
   d. Competition Regulatory of India

6. The following logo symbolizes:
   a. ILO
   b. WMO
   c. WTO
   d. WHO

7. Pohang Steel Company (POSCO) is a company originally based in–
   a. Vietnam
   b. South Korea
   c. Japan
   d. Italy

8. बचाव में ही समझदारी है is related to:
   a. Patanjali detergent
   b. Wheel Detergent
   c. Tide Detergent
   d. Ghadi Detergent

9. A cooperative auditor starts his work of audit from–
   a. Account Books
   b. Payment Books
   c. Cash Book
   d. None of the above

10. Standard costing is a technique of:
    a. Planning
    b. Organising
    c. Coordination
    d. Control

Unit-II

1. Which of the following is not a form of mass communication?
   a. Television
   b. Radio
   c. Newspaper
   d. Face-to-face conversation

2. Who is known as the father of modern journalism?
   a. William Randolph Hearst
   b. Walter Cronkite
   c. Edward R. Murrow
   d. Joseph Pulitzer

3. The process of selecting, evaluating, and presenting news is known as:
   a. Editing
   b. Reporting
   c. Broadcasting
   d. Filtering

4. What is the role of an ombudsman in journalism?
   a. To report breaking news stories
   b. To write opinion columns
   c. To oversee ethical standards and handle complaints
   d. To conduct investigative journalism

5. What does the term "yellow journalism" refer to?
   a. News reporting with a biased perspective
   b. Investigative journalism
   c. Citizen journalism
   d. Online journalism

6. The term "agenda-setting" in mass communication refers to:
   a. The process of selecting news stories for publication
   b. The influence of media in shaping public opinion and priorities
   c. The use of social media for news dissemination
   d. The process of fact-checking news stories

7. What is the purpose of a masthead in a newspaper or magazine?
   a. To list the names of the journalists who contributed to the publication
   b. To provide contact information for the publication
   c. To display the publication's logo and name
   d. To showcase advertisements

8. Which of the following is an example of a media conglomerate?
   a. The New York Times
   b. BBC News
   c. Viacom CBS
   d. The Guardian

Answer:

Unit-I.
1-d.   2-c.   3-b.   4-b.   5-c.   6-c.   7-b.   8-d.   9-c.   10-d.

Unit-II.
1-d.   2-d.   3-d.   4-c.   5-a.   6-b.   7-c.   8-c.

Tech-wisdom

1. The first computer programmer was a woman named Ada Lovelace. She wrote the first algorithm for Charles Babbage's Analytical Engine in the 1840s, making her the world's first computer programmer.

2. The world's first electronic computer, called ENIAC (Electronic Numerical Integrator and Computer), was built in 1946. It weighed about 30 tons and occupied a space of 1,800 square feet.

3. The term "bug" in computer programming originated from an actual bug. In 1947, a moth caused a malfunction in the Harvard Mark II computer. When they discovered the insect, they taped it to the logbook and wrote "first actual case of bug being found."

4. The first computer mouse was invented by Douglas Engelbart in 1964. It was made of wood and had only one button.

5. The concept of a graphical user interface (GUI), which allows users to interact with computers using icons and windows, was popularized by the Apple Macintosh in 1984.

6. The first computer virus was created in 1971. Known as the "Creeper," it was designed to infect DEC PDP-10 mainframe computers and displayed the message, "I'm the creeper, catch me if you can!"

7. The first hard disk drive (HDD) was introduced by IBM in 1956. It had a capacity of 5 megabytes and was the size of two refrigerators.

8. The QWERTY keyboard layout, which is still widely used today, was designed in the 1870s for mechanical typewriters to prevent the keys from jamming. This layout has persisted in modern computer keyboards.

9. The first website was created by Tim Berners-Lee in 1990. It was a simple text-based page that explained the World Wide Web project

10. The world's fastest supercomputer as of 2021 is the Fugaku supercomputer in Japan. It can perform over 442 quadrillion calculations per second (442 petaflops) and is used for a wide range of applications, including weather forecasting and medical research.

Cryptocurrency Buzz

Q: **What is the first decentralized cryptocurrency?**
A: Bitcoin.

Q: **Who is the anonymous creator of Bitcoin?**
A: Satoshi Nakamoto.

Q: **What is the underlying technology behind Bitcoin and many other cryptocurrencies?**
A: Blockchain.

Q: **Which country was the first to launch a national digital currency?**
A: Venezuela (with the creation of Petro).

Q: **What is the maximum supply of Bitcoins that can ever be created?**
A: 21 million.

Q: **What is the term used to describe the process of validating and recording transactions on a blockchain?**
A: Mining.

Q: **Which cryptocurrency introduced the concept of smart contracts?**
A: Ethereum.

Q: **What is the name of the largest cryptocurrency exchange by trading volume?**
A: Binance.

Q: **What is the term used to describe the process of raising funds for a new cryptocurrency project through token sales?**
A: Initial Coin Offering (ICO).

Q: **Which country has banned the use of cryptocurrencies and considers them illegal?**
A: China.

Towards Excellence

From the Placement Cell

Journey Begins: Campus to Corporate

The Placement Cell endeavours tirelessly to forge strong industry connections and facilitate lucrative career opportunities for our students.

Year after year, we have witnessed remarkable success in our placement endeavours, with a significant number of our students securing coveted positions in several reputed organisations both nationally and internationally. Our students have excelled in various domains including finance, marketing, human resources and IT, exhibiting their versatility and competence.

The outcome of our efforts to enhance our students' employability by conducting numerous skill development workshops, guest lectures by industry experts, industry visits, mock interviews, and resume-building sessions throughout the year. These activities have equipped our students with the necessary tools and confidence to excel in their job search and interview processes.

Our collaboration with leading corporations and esteemed organisations has been instrumental in providing valuable internship opportunities to our students. These internships and alumni networks have not only allowed them to apply their knowledge and skills in real-world scenarios but also provided a platform for personal and professional growth.

Aiming to ensure students ample opportunities to embark on a successful career path we continuously organise campus recruitment drives, invite prominent recruiters for campus placements, and explore new avenues for internships and collaborations.

As the academic year comes to a close, we are delighted to share some exciting updates and achievements from our placement activities. We extend our heartfelt gratitude to all our industry partners and esteemed recruiters for their staunch support.

Students congratulating one another on getting placements

From Campus to Corporates: PGDM Students
showing their fraternity after getting placement

Recruiters' Testimonials

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ISM Patna

"
Students of ISM are trained to fit any corporate role. Their intense interest, persistent attitude and curiosity drive them to get deeply involved in their work and excel in it by bagging PPO. In my opinion, they have a rich blend of creativity, temperament and discipline required for a person to stand out.
"

Sneha Ramteke
HR Executive, HDFC Bank

"
It has been a pleasure interacting with Domain Leaders, Faculty members and staff of ISM Patna. The campus facility and the opportunities provided to students are immense. It has been a good knowledge-sharing session with everyone involved and thanks for the warm hospitality extended. I look forward to recruiting good talent from here.
"

Deepak Snehi
MD – AIECS

"
Excellent infrastructure, overall, very well-trained students. We appreciate the excellent hospitality and very competent team that has managed the complete placement process. Students' energy is amazing.
"

Mohd Danish
State HR Manager, Svatantra Microfinance

"
The placement process went on very well and overall experience was good. Infrastructure of ISM Patna is commendable. Students are good but a few need to brush up on some skills like advanced excel.
"

Rakhi
HR (Patna), ITC Limited

"
Institution is good, having good students, profile as per the expectation of corporate. I am very pleased to interview the students from ISM Patna as interns. We are looking forward for a healthy association.
"

Sandhya Giri
Branch Marketing Associate - LG Electronics

"
Attitude of students of ISM Patna is good and very positive. Their fundamentals of digital marketing and business analytics are quite good.
"

Mritunjay Kumar Mittu
Sr. Manager-Sales(B2C) – EduTech

Alumni's Testimonials

Bhavana Kumari
Management Trainee
HDFC Life
PGDM: 2021-23
ISM Patna

The International School of Management Patna not only equipped me with a solid foundation in business and management but also instilled in me a global perspective. This international outlook played a crucial role in helping me secure a job with a multinational company. I am proud to be an alumnus of this institution.

Rahul Gupta
Management Trainee
HDFC Life
PGDM: 2021-23
ISM Patna

The International School of Management Patna provided me with a holistic education that went beyond textbooks and exams. The emphasis on practical projects, internships, and industry interactions helped me develop a well-rounded skill set. I am grateful to the school for moulding me into a confident professional, which ultimately led to a fulfilling job opportunity.

Nidhi Singh
Xiaomi India
PGDM 2020-22
ISM Patna

I got placed in Xiaomi India. Sincere thanks to a wonderful set of faculty members and the training and placement cell. I never thought that I will grab double offers those renowned organisations like Aditya Birla Group and Xiaomi India. Along with good faculty members, ISM Patna has a great infrastructure and management too. The mentoring provided by faculty members is valuable. I will always cherish the sweet memories that I have collected in two years spent at ISM Patna.

Simran Kumari
Research Associate,
Narnolia Financial Services Ltd.
PGDM: 2020-22
ISM Patna

I am proud to be an alumnus of the International School of Management Patna. The institute provided me with a holistic approach to education and equipped me with the skills necessary to excel in the business world. The faculty members are highly knowledgeable and always ready to support and guide us. The rigorous coursework and practical training opportunities helped me develop a strong foundation in management principles.

Akanksha Pandey
HR and Project manager
SIT, Noida, UP
PGDM: 2020-22
ISM Patna

I got placed in Xiaomi India. Sincere thanks to a wonderful set of faculty members and the training and placement cell. I never thought that I will grab double offers those renowned organisations like Aditya Birla Group and Xiaomi India. Along with good faculty members, ISM Patna has a great infrastructure and management too. The mentoring provided by faculty members is valuable. I will always cherish the sweet memories that I have collected in two years spent at ISM Patna.

Komal Singh
Management Trainee
HDFC Life
PGDM: 2021-23
ISM Patna

Choosing to study at the International School of Management Patna was one of the best decisions I ever made. The school not only provided me with a quality education but also fostered a culture of innovation and entrepreneurship. The curriculum was designed to develop critical thinking and problem-solving skills, which have been invaluable in my career. The extracurricular activities and guest lectures by industry experts further enhanced my learning experience. I am grateful to ISM Patna for shaping me into a confident and successful professional.

Avinash Kr. Singh

Management Trainee
HDFC life
PGDM: 2021-23
ISM Patna

ISM Patna holds a special place in my heart. The school's emphasis on practical learning through internships and industry exposure truly set it apart. The faculty members were not just teachers but mentors who invested time and effort in nurturing our talents. The international collaborations and study abroad opportunities broadened my horizons and gave me a global perspective. The strong alumni network has been a valuable resource, providing ongoing support and opening doors to exciting career opportunities. ISM Patna has been instrumental in my personal and professional growth.

Chintu Kumar

Business Development Asso.
TravClan
PGDM: 2021-23
ISM Patna

Attending ISM Patna was a transformative experience for me. The faculty's expertise and dedication to teaching prepared me well for the real-world challenges of the business world. I owe my special thanks to TPO and Admin, Ms Neeru Kumari whose emphasis on practical learning through internship and industry collaborations allowed me to apply theoretical knowledge to real business situations. I am grateful for the network of peers and alumni connections I gained during my time there.

Towards Excellence
ISM Patna

Campus Activities
A.Extracurricular Activities

Intending to develop critical skills, expand networking with peers, professionals and alumni, facilitate mentorship opportunities, and foster employability we organise a wide range of extracurricular activities encompassing conferences, workshops, seminars, conclaves, panel and group discussions, expert talks, guest lectures, industry visits, community service initiatives, NSS activities etc. besides our academic coursework.

These co-curricular activities provide a dynamic and holistic learning experience that complements and enhances classroom learning. By participating in these activities, our students are able to enhance their leadership abilities, acquire pragmatic knowledge and bridge a gap between theory and practice.

We are immensely proud of showcasing the vibrant extracurricular ecosystem that thrives on our campus in the previous academic session. We could encourage every student to explore and engage in extracurricular activities that align with their passions and goals. It is through these experiences that the students could forge lasting connections, discover new talents, and develop a holistic perspective of life.

Valedictory Moment-National Management Summit and Research Conference 2022

Towards Excellence
ISM Patna

Book Release Session on Sustainability in Management- Global Perspectives (NMSRC-2021)

Honourable Vice-chancellor, Nalanda University, Prof. Sunaina Singh, as the chief guest of the 12th Convocation of PGDM (2020-2022) graduating students

Participants of HR Conclave 2022

Empowering the Future: Chief Guests Inspire and Guide at the Deeksharabh 2022, Lighting the Path to Success!

First-year students captivated by expert insights during an engaging orientation programme, paving the way for a successful academic journey ahead-Deeksharambh 2022

E-cell workshop on the Art of Pitch Deck

Participants dive deep into the art of creating a compelling pitch deck during an invigorating E-cell workshop

Unlocking the Power of Ideas: Intellectual Property Experts engage in a captivating discussion, delving into the world of innovation, protection, and progress

Towards Excellence
ISM Patna

Chief Guests paying tributes to Loknayak Jayaprakash Narayan on his Birth Anniversary

NSS volunteers along with Chairperson spreading awareness among local communities on World Computer Literacy Day with their captivating Nukkad Natak performance.

Campaigning Har Ghar Tringa, A Four-KM Tringa March by ISM Students Led by Director Sir

IT Conclave Valedictory Session

NSS Volunteers are to move for Social Services Awareness Campaign

Towards Excellence
ISM Patna

Department of Economics & Finance Management: Experts hold Panel Discussion

Marketing Conclave

BA(J)MC Students visit News 18 and Radio City and take operational insights

B. Cultural Activities

Having objectives of promoting diversity, fostering creativity, developing essential skills, supporting well-being and encouraging community engagement among the students, cultural activities including art exhibitions, theatre performances, music concerts and various literary events on our campus complement the core curriculum and contribute to the holistic development of future business leaders. Embracing and investing in cultural activities ensures that the students of our institute belonging to various backgrounds and cultures certainly possess the cultural competence, adaptability and empathy necessary to navigate the complexities of the global business landscape. By participating in events that celebrate diversity, students develop cross-cultural communication skills and gain a deeper understanding of indigenous and exogenous business practices, an invaluable asset in today's interconnected world. These activities provide an avenue for students to explore artistic talents and express themselves beyond the confines of the business curriculum. They encourage them to think outside the box, nurture their imagination and develop critical thinking skills, and persuasive communicative styles. Organising and managing cultural events provides hands-on experience in project management, budgeting, and marketing, which are essential skills for business leaders. Moreover, they offer them a break from academic rigour, allowing them to unwind, recharge and find balance. Participating in artistic pursuits and social events can alleviate stress, improve mental health and create a sense of belongingness in the community. Some glimpses of these activities are put forth on the next pages

Independence Day Celebration

Students participating in Menhdi Competition on the Occasion of Shravan Mahotsav

Chief Guests on the eve of Bihar Diwas Celebration

Students performing folk fashion-show   **Folk chorus on Bihar Day Celebration**

Rangoli Competition on the occasion of Diwali

Rangoli Competition on the occasion of Diwali

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ISM Patna

Art and Craft Competition on the occasion of Sapandan-2022

Rangoli Competition-Spandan-2022

Bharat Natyam: Spandan-2022

Rangotsav-2023

Foundation Day Celebrations 2023

Christmas Celebration

Towards Excellence
ISM Patna

Freshers' Party

Miss Farewell and Mr Farewell felicitated by VC Sir and Secretary Sir

C. Sports Activities

The International School of Management Patna firmly believes in the transformative power of sports. By actively engaging in various sports activities, our students develop physical fitness, mental resilience and alertness, teamwork, and sportsmanship while celebrating diversity and inclusivity. We are committed to providing a nurturing environment that encourages our students to pursue their sporting passions and unleash their full potential. Let's continue to embrace the power of sports as we strive for excellence, personal growth and holistic development. Stay active, stay motivated and let sports light the way to success! Here are a few running shots from the playgrounds during ISM Youth Festival "Spandan: 2022":
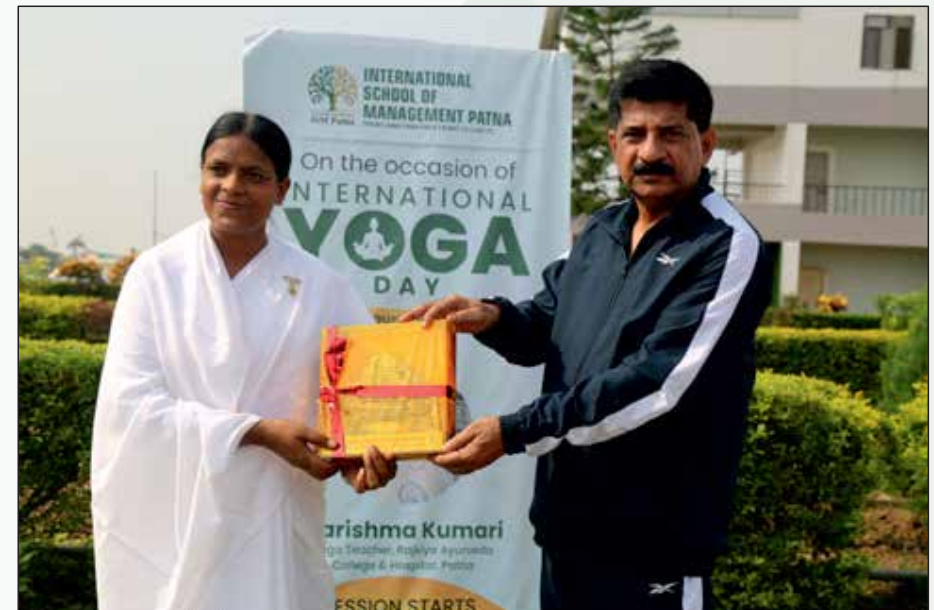
Honourable Director, Felicitating Yoga & Meditation Guru, BK Karishma Kumari, on the International Yoga Day

Towards Excellence
ISM Patna

Performing Yoga on the International Yoga Day

Chairman, Sri Samrendra Singh, Scouted by NCC Cadet for the Inauguration Celebration of ISM Girls' Cricket Team on the Occasion of Spandan-2022

Inauguration of Girls' Cricket Team founded by Director, Prof. (Dr) R. K. Singh

Girls' Cricket Team on the ground

Winning Team: Girls' Cricket

Girls' Cricket Team on the ground

Cheering up Spectators at the Stadium: Spandan-2022

Winning Team: Boys' Cricket Spandan-2022

ISM Cricket Teams with Patriotic Gesture

ISM Patna
Towards Excellence

Girls' Kabaddi: Spandan-2022

Sports Lovers at the Stadium: Spandan-2022

Boys' Kabaddi: Spandan-2022

Boys' Football: Spandan-2022

INTERNATIONAL SCHOOL OF MANAGEMENT PATNA

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Towards Excellence
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