

The Horizon

Expand your Horizons. Everyday

A Quarterly Newsletter from The ICFAI University, Raipur

(For Private Circulation Only)

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APRI 2023 to JUN 2023

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Dear colleagues and readers,

Its happy to interact with you through this platform as we are back with another edition of "The Horizon"- an official Newsletter of The ICFAI University, Raipur!

This edition of Newsletter will focus more on intellectual achievements and accolades of university family as the major events were university exams and Interdisciplinary international conference IURAISD,2023. This issue deals in activities from different fields of research, publications, design and patents, conference, visits and so on.

You will find scholarly papers, veteran guidance, team work for global cause, expert's intervention, students' participation and new learnings in the pages of this issue. As a team, the Horizon aims to showcase happenings in the University and activities to cater to the need of stakeholders.

If you have any ideas for content you'd like to see in the newsletter, send them in!

We hope that you will shower similar interest in reading this issue as you have done in previous issues. The next issue will be published in September, 2023. Call for articles, reports, and news for the September, 2023 issue is currently open and the deadline will be 30th September, 2023.

The IUR Newsletter values your contribution and we look forward to your continuous support for the coming issue. If you have any questions, comments, concerns, complaints, or constructive suggestions, we'd love to hear them, so please e-mail us! thehorizon@jurapur.edu.in

Happy reading!!!!
Team@the Horizon

Editorial Team	Dr. Jaya Singh, Dr. Abha Shukla, Dr. Shweta Dewangan, Dr. Archi Dubey, Mr. Ambarish Ghosh
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Team Coordinator	Dr. Shubhra Tiwari

Be The Best of Whatever You Are

by Douglas Malloch

If you can't be a pine on the top of the hill,
Be a scrub in the valley — but be
The best little scrub by the side of the rill;
Be a bush if you can't be a tree.

If you can't be a bush be a bit of the grass,
And some highway happier make;
If you can't be a muskie then just be a bass —
But the liveliest bass in the lake!

We can't all be captains, we've got to be crew,
There's something for all of us here,
There's big work to do, and there's lesser to do,
And the task you must do is the near.

If you can't be a highway then just be a trail,
If you can't be the sun be a star;
It isn't by size that you win or you fail —
Be the best of whatever you are!

About the University



University Details

The ICFAI University, Raipur has been established under Section 9(2) of the Chhattisgarh Private Universities (Establishment and Operations) Act 2005 and notified on March 25, 2011. The University is empowered by UGC to award degrees under Section 22 of UGC Act, 1956.

The University is a member of the Association of Indian Universities (AIU) New Delhi.

Campus Infrastructure

The University campus is spread over 30 acres of land. It is located at Kumhari, District-Durg. It has academic blocks with classrooms which are well-equipped with the latest audio-visual equipment and there are facilities with well-equipped library, laboratories and computer centre.

Programs

The ICFAI University, Raipur offers career-oriented educational programs at postgraduate and undergraduate levels in Management, Information Technology and Science and Technology, Humanities, Education etc.

Diploma Programs

DCA | PGDCA (1 year)

UG Programs

B.Tech. (4 years)

B.Tech. (Lateral Entry)

BCA

B.Com

B.Com (Hons)

BBA

BBA (Hotel Management, and Catering Science)

BA (Economics, English, Public Administration, Sociology, Hindi , and History)

BA (Hons)

(Economics, English, Public Administration, Sociology, Hindi , and History)

B.Sc.

(Physics, Chemistry, Mathematics, Electronics, Comp. Sc. , and Biology)

B.Sc. (Hons)

Physics, Chemistry, Mathematics, Electronics, Comp. Sc., and Biology

(3 years)

B.Ed. (2 years)

PG Programs

MBA

MA

MCA (LE) (2 years)

MCA (3 years)



From Vice Chancellor's Desk



Dr. S.P. Dubey
Vice Chancellor

Dear Readers,

Greetings from the ICFAI University, Raipur!

It gives me immense pleasure & satisfaction to shape another message in applause of our phenomenon newsletter "The Horizon". Purpose of "The Horizon" is to showcase the comprehensive account of academic & nonacademic brilliance achieved by our bright and enthusiastic minds throughout session. This episode of "The Horizon" will present the account of proceeding happened in April-June 2023 quarter of academic session.

One of the highlights of this particular quarter at the ICFAI was International Conference on "Academic Integration and Sustainable Development", An Interdisciplinary Manifesto IUR-AISD 2023. Academic integration provides framework for a comprehensive and interdisciplinary procedure to preserve sustainable development. It enables scholars to address multifaceted challenges of sustainability and work towards conscious future. The International conference organized at University on 30th & 31st

May 2023 aimed to endorse the fact that new generation of researchers have terrific acumen. A rock-hard podium influenced many to come and contribute their share of wisdom. Event witnessed great success with scholars and intellectuals from various streams participating with best of their capability.

International conference paved way for environment day as the learned scholars at conference believed that sustainable development is not possible without environmental development. Environment day was celebrated with open discussion on topics pertaining to saving environment. Faculty members shared their knowledge and experience as well. As a step towards building green and sustainable environment, plantation was done and pledge was taken for building a green and healthy environment for all. The event was shared through social media platform for wider circulation of message.

Management students of University had industrial visit at IB Group Rajnandgaon

on 1st April, 2023. Students got familiar with the functioning of organization at central level. Valuable insights received would surely prove to be significant in their upcoming professional career.

Web Designing Contest organized on April 12, 2023 by student activity cell witnessed great participation from students across departments. It was a great opportunity for participants to showcase tech savvy acumen. Students Activity Cell organized science exhibitions, quiz competition too on same day.

Ambedkar Jayanti was observed on 14th April, 2023. Dr. Ambedkar's contribution was fondly remembered. A great lawyer, reformer and nationalist in true sense Dr. Bhimrao Ambedkar will always be an inspiration for all of us.

Promotional activity for admission at the ICFAI University, Raipur was organized through flash mob at Surya Treasure Island, Bhilai on 29th April, 2023. Students showcased their talent in form of dance performances. University fliers containing details were distributed in order to create brand awareness. Gathered audience was invited to visit university and have firsthand experience. The activity was conducted by faculty of Management Studies.

Salad Decoration Competitions, Rangoli competition were also some of the events done to keep the stress level lower in examination season.

"Team Horizon" is always in pursuit of something unique and they never disappoint.

Congratulations to the distinguished faculty members, students and entire designing team of "The Horizon" for the exceptional contribution. The newsletter undeniably gives a sense of belongingness to all of us.

University would also like to extend gratitude towards Government of Chhattisgarh and CGPURC for keeping us in alignment with leadership's vision. We are dedicated to deliver.

Have a great reading ahead!!

University Activity

Industrial Visit

Management students of the University visited IB Group Rajnandgaon for Industrial Visit on 1st April, 2023. IB Group's HR Head, Ms. Sangita Sarkar, introduced the company. The students acquired the practical knowledge and career guidance by this visit.

Science Exhibition and Quiz Competition

The Students' Activity Cell organized competitions on science exhibitions and conducted the quiz competition on 12th April, 2023.

Flash Mob (29th April, 2023)

Promotional activity for admission in ICFAI University, Raipur was organized through flash mob at Surya Treasure Island, Bhilai on 29th April, 2023. Students showcased their talent in form of dance performances on Hollywood and Tollywood numbers. They distributed university fliers containing details of university and its courses to increase awareness about ICFAI Raipur and increase footfall. The students also interacted with gathered audience and shared their experience of the university and invited them to visit the university and have firsthand experience. The activity was conceived by faculty of Management Studies under the guidance of FMS Coordinator- Dr. Jayant Issac, and formulated by faculty members Dr. Archi Dubey, Dr. Ambarish Ghosh and Dr. Shubhra Tiwari.

Web Designing Contest and LAN Gaming

The Student Activity Cell organized a Web Designing Contest on April 12, 2023, which witnessed enthusiastic participation from students across various departments. Winners and runners-up were announced for the event, where students showcased their talent and skills in web designing.

Rangoli Competition

On the occasion of Ambedkar Jayanti on 14th April, 2023 a Rangoli Competition was organized by the department of Faculty of Education. Winners and runners-up were announced for the event.

Salad Decoration Competitions: on 15th April, 2023 a salad decoration competition was held by the department of Faculty of Education. Winners and runners-up were announced for the event.



Visit of Pro. (Dr.) Lata Pillai (IQAC Advisor) 6-8th June

Senior IQAC advisor Dr. Pillai visited ICFAI, Raipur and monitored the preparation for NAAC. She gave her valuable inputs for better preparation and filled the gap.

University Exams (1-19 May, 2023)

University exams were conducted for 2nd semester. Presentations were made for approval of histograms and grade sheets for transparency and error free results. Presentations were made in presence of V.C, Associate dean and review committee comprising of coordinators of all streams.

International Conference IURASD

(30-31 May, 2023)



The two-day International interdisciplinary conference on the topic Academic Integration and Sustainable Development "An Interdisciplinary Manifesto" was organized at ICFAI University, Raipur on 30th & 31st of May 2023. The Conference started with traditional lighting of lamp and floral welcome of invited online and offline dignitaries. The session opened with the Vice Chancellor Dr.S.P.Dubey welcoming the dignitaries, participants and expressing gratitude for their participation and congratulated the Research Cell for this timely step. The session proceeded with the inaugural address by Prof.L.K.Maheshwari (former Vice Chancellor, BITS Pillani) who shared treasures from his vast pool of learning experiences and threw light on the need of sustainable development in a very practical yet easy going way.

The chief Guest-Prof.(Col) Umesh Mishra-Chairman CGPURC congratulated ICFAI University for selecting a very pertinent topic for the conference and reiterated that these research should transform from paper to practical application. Prof. Mishra also ensured his support in form of grant to worthy projects. He was impressed by the reach of the conference as around 200 papers were received from all 28 states of India and 4 countries of the world for the six themes featured in the conference.

Dr.P.K.Bajpai from Gurughasidas Central University in his guest talk highlighted that sustainable development is a part and parcel of Indian life which is still followed by villagers and people close to mother nature that's why they don't need A.C, cooler. He appealed to the present researchers that they should focus on ideas like ecofriendly building material which will minimize the use of AC and its harmful impacts. He cited many examples practiced by him with his students like water harvesting and others methods for sustainable development of natural resources. He further emphasized that student should spend more time outside the class in the practical field utilizing and applying theories learned in classes for clear and better understanding of concepts and also to get in tune with the real concept of sustainable development.

The session was also graced by the online presence of Dr.Khakan Najaf from Monash University, Malaysia who highlighted sustainable development with respect to Fintech and Corporate Governance, Prof.Justin Paul from University of Puerto Rico, USA who highlighted sustainable development in the light of Impact of Covid-19 and organizational success. Dr.Nadia Mansour from University of Sousse Tunisia presented her case study on Fintech.

Dr.Naresh Kumar Nagwani from NIT,Raipur was guest speaker on second day and presented his outlook on sustainable development with the vast application of AI in present and future time. The conference was organized in hybrid mode and had parallel sessions for both the days (online & offline) which was beautifully handled by session chairs who also gave their inputs to presenters for better intellectual

Environment Day (6th June, 2023)

The two-day international conference has already paved the way for environment day as the guest talk and presented papers in the conference made it very clear that sustainable development is not possible without environmental development. So, this environment day was celebrated in more meaningful way with the opening speech of Vice Chancellor highlighting the importance of the day followed by open discussion on saving environment. Faculty members also shared their knowledge and experience on and of the day.

As a step towards building green and sustainable environment, plantations were done and pledge taken for building a green and healthy environment for all especially the Z generation. The event was shared through social platform for wider circulation of message.

output in future endeavors. The session chairs for first day were Dr.Saket Jeswani (O.P.Jindal University, Raigarh), Dr.Prachi Singh (St. Vincent Pallotti College, Raipur) & Dr. Padma Bohre (Pt.Ravishanker Shukla University, Raipur). Session chair for second day were Dr.Rika Sharma (Amity University, Raipur) & Dr.J.P.Patra (SSIPMT, Raipur).

Best Paper award were given for all the six categories and best oral presenter was also awarded. The two-day conference ended with valedictory session in the gracious presence of Inspector General of Police, Raipur range -Arif H. Shaikh as the Chief Guest. Beginning his talk, he congratulated the university for this worthy step and in his usual professional style first enquired about the number, scope and practicability of paper and then shared anecdotes from his personal and professional life to bring out his concept of sustainable development. The conference ended with vote of thanks by the registrar Dr.Manish Upadhyay. University students also presented papers and students from BBA 1st year and B.Ed were volunteer



Yoga Day Celebration (21st June 2023)

Fit mind in fit body is an evergreen saying which emphasizes upon the importance of keeping a fit body and mind. Keeping this and fit India mission of government in mind, Yoga day was celebrated at ICFAI with full energy and zeal. The veteran Yoga trainer Akansha Nayak started yoga training with 'suksha vyayam', smoothly gliding to stretching and ended with slight strenuous asanas in a joyful manner. She also shared the need and advantages of daily yoga practice in every individual's life.

Faculty Achievement

(April-June 2023)

Bravo! You have done it.



Dr. Animesh Kumar Sharma
Assistant Professor (FST)

Research Paper Published in Scopus Indexed Journal

- ▶ Research Paper titled Role of Mathematics In The Development of Society: Science And Technology In Modern Life, Published in Volume 12, S. Issue 6, European Chemical Bulletin Scopus Indexed (ISSN 2063-5346) , June 2023

Indian Patent(s)

1. Patent Published "The Probability-Based Analytics Hierarchy Process Of Human Resource Systems In Entrepreneurship Decision Processes". June 2023
2. Patent Published "Predicting the Industrial Maintenance based on IoT and Ant Colony Optimization Algorithm" May -2023.

Indian Copyright Certificate

1. Indian Copyright registered Titled Applying Fuzzy Graph Theory in Inventory Control Models : Concepts, Methods and Application (ROC No L-124633/2023) Dated 9 June 2023.

Book Chapter(s) Published in Edited Volumes

1. The book chapter titled "Need of Simulation Analysis in Inventory Control Models" has been published in an edited book titled "Multidisciplinary Research Designs: Vol. 1 ". Published April 2023 [ISBN: 979-8393285548]
2. The book chapter titled "Investigation of Mathematical Deterministic Inventory Model for Depleted Items with Inventory" has been published

in an edited book titled "Society and Humanity ". Published May 2023 [ISBN: 979-8393986766]

3. The book chapter titled "Overview of Stock Management" has been published in an edited book titled " Spectrum: Exploring Multidisciplinary Research". Published May 2023 [ISBN : 979-8393297855]

Book Published (International Publication)

1. Statistical Optimization of Inventory Models [ISBN No. 978-620-5-63589-6] Publisher : Noor Publishing , East Finchley, London, United Kingdom on June 2023

Co-convenor in International Conference

1. Co-convenor in International Conference on Academic Integration and Sustainable Development "An Interdisciplinary Manifesto" IUR-AISD 2023 Organized by The ICFAI University Raipur, held on 30-31 May 2023.

Organizing Committee Member in International Conference

1. International Advisory Committee Member in "11th International Conference on Recent Challenges in Engineering and Technology (ICRCET-23)" Organized by Institute for Engineering Research and Publication (IFERP) Indonesia Chapter, Jakarta, Organized by Institute for Engineering Research and Publication (IFERP), 16th - 17th June 2023.
2. Organizing Committee Member in " International Conference On New Frontiers on the Global Stage of Multidisciplinary Research (ICNMR-2023)" Organized By Organized by Eudoxia Research University, USA and Eudoxia Research Center, India in Association With Maharaja Surajmal Institute(Affiliated to GGSIPU, Delhi, India) , held on 23th -24th May 2023.
3. International Advisory Committee Member in "3rd International Conference on Management, Engineering and Social Science (ICMESS-2023)" Organized By Institute For Engineering Research and Publication (IFERP) Delhi, India, 6th -7th April 2023.

Participation in Conferences

1. Participated in "International Conference On New Frontiers on the Global Stage of Multidisciplinary Research (ICNMR-2023)" Organized By Organized by Eudoxia Research University, USA and Eudoxia Research Center, India in Association With Maharaja Surajmal Institute (Affiliated to GGSIPU, Delhi, India) , held on 23th -24th May 2023.

Faculty Development Program (FDP)/Workshop/Seminar/Webinar Participations

1. Participated and Completed " International Advanced Faculty Development Program on Mechanics of Manuscript Drafting and Publication Process (FDP-MMDP 2023)" Organized by Eudoxia Research University, USA and Eudoxia Research Centre, India from 5th -12th June 2023.
2. Participated in Five-Day Online FDP on "Emerging Trends of Non-Autonomous System of Differential Equations in Engineering Fields" organized by the Division of Mathematics, School of Advanced Sciences, Vellore Institute of Technology(VIT), Chennai from 26th May to 30th May 2023.
3. Participated in the One Week Faculty Development Programme (FDP) on "Machine Learning in Big Data Applications and Security Challenges " organized by Department of Computer Science and Engineering MLR Institute Of Technology (UGC Autonomous) Dundigal, Hyderabad – 500043 from 24th - 29th April, 2023.
4. Participated and Completed " International Faculty Development Program on Mechanics of Effective Manuscript Drafting and Free Publication in Peer-Reviewed International Journals (FDP-MMD 2023)" Organized by Eudoxia Research University, USA and Eudoxia Research Centre, India from 17th -24th April 2023.

Workshop Participations

1. Participated in One-Week Online National Workshop on "Mathematical Modelling with Simulation in Applied Sciences" sponsored by DST-SERB

and organized by the Department of Mathematics, Central University of Haryana, Mahendergarh, India, from May 22-26, 2023.

2. Participated in the Two-Day Online Workshop on “Integral Equations & Calculus of Variations” organized by Division of Mathematics, School of Advanced Sciences, Vellore Institute of Technology (VIT), Chennai on 27th May and 28th May 2023.
3. Participated in 3rd National Workshop On “Recent Trends In Mathematics” organized by the Department of Mathematics, St. Peter’s Institute of Higher Education & Research, Avadi, Chennai – 600 054, held on 13th April 2023.

Seminar/ Webinar Participations

1. Participated in the Two Days National Seminar on “R Studio and Data Analysis through Excel” World is Full of Networks! Applications of Graph Theory” organized by the Department of Mathematics & Statistics, CSSR and SRRM Degree nd PG College, Kadapa, Andhra Pradesh, India on 13th -14th June 2023.
2. Participated in the National Level Webinar on “ Applications of Combinatorial Objects to Graph Labeling

Problems” organized jointly by Ramco Institute of Technology, Rajapalayam and Government Arts and Science College, Sivakasi Chennai, held on 12th Apr 2023.

Coordinator of IIRS (ISRO) Outreach Training Program /Course

1. Coordinated IIRS (ISRO) Online Training Course on Applications of Machine Learning in Urban conducted by The ICFAI University Raipur during June 05, 2023 to June 09, 2023.
2. Coordinated IIRS (ISRO) Online Workshop course on Application of Geomatics in Urban Disasters conducted by The ICFAI University Raipur on May 24, 2023.
3. Coordinated IIRS (ISRO) Online Training Course on Overview of Free and Open-Source Software for Geospatial Technology (FOSS4G) conducted by The ICFAI University Raipur during April 24, 2023 to April 28, 2023.
4. Coordinated IIRS (ISRO) Online training course on SAR Data Processing & its Application with Special Emphasis on RISAT-1A/EOS-4 conducted by The ICFAI University Raipur during April 10, 2023 to April 14, 2023.



Dr. Palak Keshwani
Assistant Professor (FST)

1. Received “Excellence in Research” award on 29th April 2023 by The Progress- An initiative of Sri Aurobindo Yoga and Knowledge Foundation, India.
2. Attended 1 week FDP on “Cyber Security & AI” organized by P.R.Pote Patil college of Engineering & Management, Amravati.
3. Coauthored a book titled “ Machine Learning: A Probabilistic Perspective”



Dr. Archi Dubey, Assistant Professor (FMS)

1. Invited as a Resource Person in one day Faculty Development Program organized on 20th May, 2023 on topic- “Research Enhancement”. The event was hosted by Prism Group Of Institutions, Bhilai.
2. Invited for a talk on 11th May 2023 on the topic “Presentation Skills” for BBA students by Mahant LN Das College, Raipur.
3. Co-convenor in International Conference on Academic Integration and Sustainable Development “An Interdisciplinary Manifesto” IUR-AISD 2023 Organized by The ICFAI University Raipur, held on 30-31 May 2023.





Dr. Abha Shukla

Assistant Professor (FOC)

1. Research paper published in Scopus "A quality research paper - Today's Demand" June 2023
2. Participated in international conference on Academic integration and sustainable development "Organized by The ICFAI University Raipur Chhattisgarh on May 30th-31st May 2023
3. Participated in 3 day's national workshop in "Writing and publishing quality research paper" held from 29th May to 31st May 2023 organized by IQAC & commerce and management in Agrasen Mahavidyalya, Raipur
4. Book Published "SANKALP" Part-II for Environmental Conservation on April 2023
5. Patent filed on The Contribution of small scale and retail business in the growth and development of the Indian Economy, The Patent office Journal no.18/2023 Dated 05/05/2023 Application no.202341026937.

A case study on Biparjoy cyclone by



Dr. Jayant Isaac

Assistant Professor (FMS)

Biparjoy cyclone, is a massive severe cyclonic storm that originated in east central Arabian Sea

on June 6th 2023, and make landfall in Gujarat on 15th June 2023. It was one of the strongest cyclones to hit India in many years, with wind speeds of up to 200 km/hour and heavy rainfall.

The cyclone caused significant damage to infrastructure, homes, and agricultural land, resulting in the evacuation of over a million people. Despite the scale of the disaster, the Indian government was able to implement an effective disaster management response, with a focus on preparedness and coordination between different agencies. The following are some of the key elements of the disaster management response:

1. Pre-disaster preparedness: The Indian government had been closely monitoring the development of the cyclone and had issued warnings well in advance. This allowed for effective

evacuation, with over a million people being evacuated from the affected areas.

2. Coordination between agencies: The National Disaster Response Force (NDRF) and the Indian Army were mobilized to respond to the disaster, with a focus on coordinated efforts. The NDRF teams provided search and rescue operations, while the Indian Army provided logistical support.
3. Communication with the public: The Indian government used various channels, including social media and television, to communicate with the public and provide updates on the situation. This helped to manage panic and anxiety among the affected population.
4. Rehabilitation efforts: The Indian government provided relief materials, including food, water, and medical supplies, to the affected population. It also initiated rehabilitation efforts, including the reconstruction of homes and infrastructure in the affected areas.
5. Overall, the disaster management response to the Biparjoy cyclone was successful in mitigating the impact of the disaster on the population. The effective preparedness, coordination between agencies, communication, and rehabilitation efforts helped to minimize the loss of life and damage to property. The response to the cyclone serves as an important example of effective disaster management in India.



Dr. Shweta Dewangan, Assistant Professor (FOC)

1. Book published in IGI Global Publishing, on 15th April 2023 Title-"Building secure business model through blockchain technology: Tactics, Methods, Limitations and Performance"
2. Patent published in official journal of the patent office on 12th April 2023 Title-"Methods and procedure for obtaining business outcomes and consumer benefits through digital transformation innovation"
3. Patent published in official journal of the patent office on 21st April 2023 Title-"Use of technology for the introduction of balance family concept for population control and sustainable development"

Students' Achievements

Internship

Students are no strangers to high-stress situations. The moment they step into the real world, it quickly becomes evident that life is going to have its highs and lows. Internships are no exception. Although internships provide students with a great way to learn and expand their knowledge within an industry, it's not always going to be easy. Anything that is meant to teach you is going to require flexibility, growth, and stretching. It's not always fun, but it is always beneficial.

Name of students	Program	Sem	Company
AASTHA SIDAR	BBA	IV	Singhnia Buildcon
HARSHITA GUPTA	BBA	IV	Jain chuski Tea and incense stick
SANSKAR JAIN	BBA	IV	Riya collection
GEETANJALI TIWARI	BBA	IV	Singhnia Buildcon
RUCHI SOMNATHE	BBA	IV	Singhnia Buildcon
KRISHNAKANT THAKUR	BBA	IV	Vibgyor Advisor
ANANYA BHURYA	BBA	II	FinFit
ADITYA PAL	BBA	II	Vibgyor Advisor
ARYAN THAKUR	BBA	II	FinFit
BANDI SUMAN	BBA	II	KaaShiv Info Tech
HUMAIRA ALI	BBA	II	Vibgyor Advisor
JASMEET KAUR SANDHU	BBA	II	Vibgyor Advisor
MOULI SAHU	BBA	II	FinFit
NEETYA JHA	BBA	II	Bucketlist
RAHUL KSHATRIYA	BBA	II	Vibgyor Advisor
SAGAR RAVI CHOPKAR	BBA	II	FinFit
VINEET KUMAR SHRIVASTAV	BBA	II	Vibgyor Advisor
PRIYANSHU GARG	BBA	II	Aviznik technology Pvt Ltd
MADHURI CHAUHAN	BBA	II	FinFit
SIDDHI SHUKLA	BBA	II	Vibgyor Advisor
MD AMAN	BBA	II	FinFit
ANIKET TIWARI	BBA	II	Vibgyor Advisor
TANISHA PANDEY	BBA	II	FinFit
WASIM QUADRI	BBA	II	Aviznik
SHAFaq SAYYADA	BBA	II	Vibgyor Advisor
HIMANSHU SHARMA	BBA	II	FinFit
TANISHKA SINHA	BBA	II	Jayswal neco. Industries
ANUSHA PALIWAL	BBA	II	Vibgyor Advisor
B. DIKSHA	BBA	II	Vibgyor Advisor
DEVANSH BAGHEL	BBA	II	Vibgyor Advisor
BIJAYALAXMI MOHARANA	MBA	II	Manglam Timber Pvt. Ltd.
CHANDAN PANDA	MBA	II	FinFit
VAISHNAVI SONI	MBA	II	FinFit
NATABAR JHA	MBA	II	FinFit
ANISHA SINGH	MBA	II	FinFit
ANKIT SINGH YADAV	MBA	II	FinFit
SHRUTI TIWARI	MBA	II	Finfit

Placement

COMPANY	STATUS	STUDENT NAME	PACKAGE
Kotak Life Insurance	Placed	Sanskar	6.00 Lakh
India Mart	Placed	Prince Gupta	3.33 Lakh
Code Nicely	Placed	Yugandhar Dasari	-
Tech B	Placed	Harish Kumar	-

Media Coverage of Activities

TheHitavada

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ehitavada.com

Circular Economy: A solution for sustainable future

■ Dr Archi Dubey

THE circular economy concept can be traced back to the 1960s and 1970s, when environmental concerns first gained widespread attention. The concept of a closed-loop economy, in which waste is minimized and resources are reused and recycled, has been proposed as a more sustainable alternative to the traditional linear economic model.

The term "circular economy" gained acceptance in the early 2000s, as businesses and governments became more aware of the need for more sustainable economic models. In 2015, the Ellen MacArthur Foundation published a report titled "Towards the Circular Economy," which helped popularize the concept and provided a framework for its implementation. Since then, the circular economy has grown in popularity as an important concept for promoting sustainability and mitigating the negative environmental effects of economic activity.

The circular economy is a concept that aims to reduce waste and maximize the value of resources by reusing them as much as possible. Products and materials are reused, and waste is reduced in a circular economy through strategies such as reusing, repairing, refurbishing, and recycling.

The circular economy mod-

el is based on the idea that waste can be converted into a resource and that raw material consumption can be reduced by establishing closed-loop systems in which waste from one process is used as a resource for another. This approach differs from the traditional linear economy model, in which resources are extracted, transformed into products, and discarded after use.

The circular economy model is gaining attraction among governments, businesses, and consumers as a solution to the environmental problems caused by the linear economy model, such as

resource depletion and waste accumulation. Adopting circular economy principles can also result in economic benefits such as lower costs and increased productivity.

Circular Economy in Daily Life

Circular economy is a concept that emphasizes the importance of designing products and processes that minimize waste and maximize resource efficiency. It aims to create a closed-loop system where resources are kept in use for as long as possible, through recycling, reusing, and reducing waste. Here are some ways in which circular economy can be applied in daily life:

1. Reduce, reuse, recycle:

The first step toward a circular economy is to reduce our waste production. We can accomplish this by avoiding single-use products and packaging, purchasing products made from recycled materials, and reusing as many items as possible. When we must discard something, we must recycle it properly.

2. Repair and refurbish: Instead of throwing away broken or outdated items, we can repair or refurbish them to give them a new lease on life. This reduces waste while also saving money and resources.

3. Choose sustainable products: When shopping, we should look for products made of sustainable materials that are durable and easily repaired or recycled.

4. Buy second-hand: Buying used items reduces waste while also saving money and supporting local businesses. We can find high-quality used items at thrift stores, garage sales, and online market places.

5. Composting: Food waste contributes significantly to landfill waste. Instead of throwing away food scraps, we can compost them to make nutrient-rich soil for our gardens. We can help reduce waste, conserve resources, and create a more sustainable future by incorporating cir-

cular economy principles into our daily lives.

How Circular Economy is Related to Sustainability?

The circular economy is linked to sustainability because it aims to create a closed-loop system in which resources are used efficiently, waste is minimized, and materials are continuously reused or recycled. This approach seeks to reduce the negative environmental impact of economic activities, conserve resources, and promote economic and social well-being.

In contrast, sustainability is a broader concept that includes environmental protection, economic development, and social equity, all of which are interconnected. It aims to meet the needs of the current generation without jeopardizing future generations' ability to meet their own.

In this sense, the circular economy is an important component of a sustainable economy because it encourages resource efficiency, reduces waste, and reduces the negative environmental impact of economic activities. Businesses and governments can reduce their carbon footprint, conserve resources, and contribute to a more sustainable future by implementing circular economy principles.

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GUEST COLUMN

The **Hitavada****YOUTH ZONE****How social media is responsible in FOMO?**

■ By Dr Archi Dubey

The term FOMO stands for Fear of Missing Out! FOMO is a phenomenon that has gained widespread attention in recent years (between 2000 to 2004) due to the increasing use of social media platforms. FOMO is characterized by a feeling of anxiety or insecurity that arises when one believes that they are missing out on a rewarding experience or opportunity. While FOMO is often associated with social media, it is a broader concept that has been studied in various contexts. After entry of numerous social media sites, the screen time of people has been tremendously increased. Thereafter, they are suffering from the fear of missing out, which increase the stress, anxiety, towards obsession of checking posts and documentations in social media.

FOMO is difficult to measure and define. The concept is highly subjective, and individuals may experience FOMO differently based on their personality, values, and social context. This makes it challenging to develop a standardized measure of FOMO, which can limit the comparability and generalizability of research findings.

Who are the sufferers?

The worst sufferer of FOMO are the youngsters but the person who is using the social media are equally prone to FOMO than the person who is not using that. The person

which is using multiple social media at a time is more likely to be at risk and experience FOMO because he is open to watch the reels, status, pictures, and videos uploaded by their social connections and often feel void when they are not confronted with the similar situations or lifestyles. These are principally the extrovert persons.

The person who is introvert and avoid meeting people publicly and social connections are disposed to the risk of FOMO since they use social media to side-step their loneliness.

FOMO can also impact adolescence in terms of their self-esteem and sense of self-worth. Adolescents may compare themselves to others, particularly on social media, and feel inadequate or inferior if they perceive that others are having more exciting experiences or living more fulfilling lives. This can lead to feelings of depression, anxiety, and low self-esteem. In conclusion, FOMO can have a significant impact on adolescence.

It is important for parents, teachers, and caregivers to help adolescents navigate this challenging time and provide support to help them develop a healthy sense of self-worth and confidence.

Encouraging adolescents to engage in activities that they enjoy and value, rather than simply trying to keep up with their peers, can help them to feel more secure and confident in themselves.

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How Social Media is Responsible in the Way of FOMO?

■ By Dr Archi Dubey

THROUGH social media people can virtually see the status of their connections, photos and updates, after watching the same they may suffer from fear of missing of those things from their lives. Contradictory to this if they are doing the similar things, they perceive that their belongingness towards that social media community get increased and they feel obsessed. They flaunt themselves in various ways to annoy others and content themselves with over scheduling in social media, this gives them a feeling of satisfaction.

Gradually people feel fatigued from social media after over scheduling there which results in various disorders like depression, sleeping disorders, loss of appetite, lack of concen-

tration etc. The use of their favourite social media to relief the stress after the work or for leisure make people even more anxious.

Every third teen feel worse if he/she spends more time in the social media. The more the time they spend on watching social media they feel more anxious about what others are doing in their life, how they are enjoying vacations. They keep an eye constantly on social media to stay connected with others. The teens define their lives based on what goes around the social media.

When they compare their life with others, they feel a sense of inferiority complex, low self-esteem and low social rank. This feeling leads to mental health problems, social and physical complications as well. Frequently checking mobile phones for getting social media

feeds results in distraction from the driving and studying. It is believed that it is FOMO which carried the sustained popularity of social media further. Currently the teens are doing everything to post in their social media to get ample of likes and support. If they are successful in getting a capacious number of likes and comments, then they feel like conquering the mountain with a very high self-esteem. Subsequently, they keep on a check on the likes and comments, because again it gives rise to FOMO the likes and comments on their posts.

However, it is important to note that social media is not responsible for FOMO. FOMO can stem for a variety of factors, including societal pressures, peer pressure, and personal insecurities. Social media can simply amplify these feelings, make them more perva-

sive and difficult to escape. Overall, while FOMO is a concept that has gained widespread attention, it remains a controversial and complex phenomenon. More research is needed to fully understand its effects on mental health and well-being, and to develop effective strategies for managing it. In the meantime, individuals can take steps to reduce the negative impact of FOMO on their lives, such as setting boundaries with social media use and focusing on their own values and goals. It is important for individuals to be mindful of their social media use and how it may be impacting their mental health. Taking breaks from social media, setting boundaries around usage, and prioritising offline activities and relationships can all help to alleviate the pressure of FOMO.

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