

# ICEFAI

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**IUD CHRONICLE**

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## Prologue

When life seems dingy, Pressure is high;  
When spirits are low, Expectations die;  
When we are breathless, No shoulder to cry;  
The Ed Board won't give up and will try;

With our hearts and minds by our side,  
We present "IUD Chronicle" with pride;  
Though keen eyes may see some flaws,  
Kind eyes will give applause.

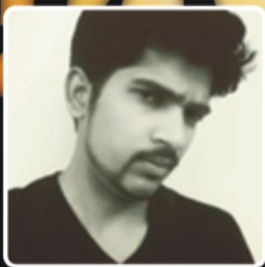
## The editorial board

What can't stay with us physically,  
stay with us in our memories.  
The idea behind this magazine  
was to immortalize such moments  
that would make excellent memories.



The picture and the write ups in this magazine celebrate stories of people who matter to us here at IUD. We intend to make people believe in their beliefs, have faith in their trust and inspire them to achieve every goal that they ever possessed. I would like to thank all the contributors since it is our joint effort and this magazine would not be possible without them. I thank them for unhindered support.

Nidhi Singh Kushwaha MBA 2nd sem



Ashish Jangid  
MBA 2<sup>nd</sup> sem



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## From Vice Chancellor's Desk



**“If your actions inspire others to dream more, learn more,  
do more & become more, you are a leader”**

Encouraging interactions between different disciplines and organizing multidisciplinary sessions for students and faculty member is an ideal way to ensure growth of future professionals with a broad outlook. It becomes very important to provide the right balance when we are trying to create a multi-disciplinary approach to studies without losing the focus on chosen verticals and to do so IUD Chronicle is a perfect platform. It provides opportunity to the students and faculty members for self expression and thus cultivates their literary taste.

ICFAI University is a student centric University, and believes in holistic development of its students. a good attention is paid to co-curricular and extra-curricular activities focused at exploring the hidden talent of its students. The students are encouraged to plan and conduct different events under the guidance of faculty members that gives a boost to their confidence and help develop leadership qualities amongst them. Special sessions are conducted on Art of Living to help our students to lead a stress free life. In simple words, the University endeavors to develop its students into successful professionals with an impact on the society.

We are thankful to Professor Raghvendra Sharma for going through an earlier draft of this issue and offering his suggestions.

I congratulate the editorial team for the second issue of IUD Chronicle. Enjoy the taste of their scribomania.

Dr Pawan K. Aggarwal  
Vice Chancellor  
ICFAI University, Dehradun

## Flowing Ink...



I never thought of *her* in terms of gender, whether being a girl/woman had anything special in itself. I considered *her* just plain human, like each one of us, with some regular attributes, some great qualities, some unutterable weaknesses, and some not so grievous flaws. I've had some fantastic family and friends - all humans - men and women, who see *her*, help *her* and believe in *her* as just that, a human, capable of all that is humanly possible and beautiful and that is her good fortune.

But those humans for whom the gender is a tool for the other half of humanity as a means of subjugating *her*, I feel, they have to emerge as far more than human. They have to be superhuman. To those who have been made to feel the weight of being woman, be it domestic abuse, lack of choice with clothes, careers or spouse, verbal belittling, gender role expectations, or even in giving birth to your own gender - I can't even begin to imagine the challenges that they face in their everyday breathing and for them to survive and find their voices, I bow to them all in sheer respect.

My partner calls me a feminist; technically it may or may not be right, but if it means being a champion for the freedom of mind, body and spirit of those humans with a physical anatomy like theirs, well then yes, feminist I am. On my way to work, I love seeing women drive cars, crossing the road to drop kids to school, even the smiling women who are cleaning up the office space. They have pride, self respect and purpose.

This is not to take away anything from the men. I wish them Happy Women's Day with as much zeal as I do to the women because as yin and yan, both balance the energies of our world.

Even though 'Days' have become just a fashionably marketable way to promote some banal stuff, I want to pause today and put this write up, not for the sake of women, but for the sake of all of us humans. My prayer is that most of women are able to reach the zone of feeling and being acknowledged as just humans - with some regular attributes, some great qualities, some unutterable weaknesses, and some not so grievous flaws.

Dr. Amit Joshi  
Managing Editor  
IUD Chronicle





## The Editorial

It is our great pleasure to release the second issue of IUD-Chronicle at the ICFAI University, Dehradun. Women equality with men is a great challenge all over the world. Men and women both should have equal rights to participate in social, religious and public activities, have equal rights for justice, get equal opportunity for education, get equal opportunity for employment, get safe, comfortable and secure working environment. The creation of an environment for women where they can feel freedom in making decisions and live their life with respect and dignity can be referred as women empowerment. Some valuable statements can be referred herewith: 'Women are the largest untapped reservoir of talent in the world'.- Hillary Clinton. 'The empowered woman is powerful beyond measure and beautiful beyond description'.- Steve Marabali. 'So let us wage a glorious struggle against illiteracy, poverty and terrorism. Let us pick up our books and our pens- they are the most powerful weapons'. - Malala Yousafzai.

In order to motivate the young readers I would like to address some women personalities who are very renowned and empowered. Mrs. Angela Merkel is one of the most famous and powerful women in the world. She has clinched her third four-year term as German Chancellor and takes the top position in the list of most powerful women in the last few years. Mrs. Melinda Gates, the wife of Bill Gates, an American philanthropist and a former Microsoft project manager, was honored with the Presidential Medal of Freedom by former US President Barack Obama in 2016. Mrs. Hilary Clinton is among the most powerful politicians in the United States, and has consistently landed spots on similar lists year after year. She has served as the First Lady of the United States, as a US Senator, and as US Secretary of State. Christine Lagarde has been the managing director of the International Monetary Fund (IMF) since 2011. The 59-year old French lawyer and politician was the first woman to become finance minister of a G8 economy and the first woman to head the IMF. All these women are powerful, not simply because of the positions they hold, but because of their responsible and intelligent use of the power and influence they wield. There is perhaps no more powerful and amazing Indian woman than Mother Teresa. She won the Nobel Prize in Peace in 1979 and is recognized as one of the most selfless human beings in the world. Ms. Aishwarya Rai won the Miss World crown in 1994 and has been on the rise ever since. Women are also engaged in science and technology. Late Kalpana Chawla will always be remembered as the first Indian-origin woman to become an American astronaut. Marie Curie has been received Nobel Prize twice, in 1903 Nobel Prize in Physics and in 1911 Nobel Prize in Chemistry.

Thus, equal importance and opportunities should be given to a male as well as a female candidate. Gender discrimination should not prohibit the growth of the nation. Empowerment in women indicates the empowerment of family, empowerment of the society and eventually empowerment of the nation. So,

**Dr. T. K. Mandal**  
Editor  
IUD Chronicle

A woman with long, wavy, reddish-brown hair is seen from behind, sitting on a plush red sofa. She is looking out a large window with white lace curtains. Outside, a full moon is visible in a dark blue night sky, with silhouettes of evergreen trees. The scene is dimly lit, with the moon providing the primary light source.

# “Prolific Minds”



## A Journey Called Law School: Few Words for the Newcomers

It's really late to write a welcome note, I know was the earliest I could do this. After all, better late than never isn't it?

Law school has its own ways to teach us, regardless of our consent or interest thereto! However, gradually, through ups and downs of our journey, it seems, that while there are some things that we can change, there also exist some things that are needed to be accepted.

I have had my fair share of 'law school experiences' to enable me to write this piece. Although I cannot guarantee that you'll be having the same experiences through your journey. Therefore, inapplicability regretted.

So, shall we start?

1. You'll be facing tough competitions. Yes, cut throat competition. You'll compete with unfaithful friends and sincere enemies. Be prepared to be betrayed, used, and knocked out. However, don't let this affect you. Everyone you meet in Law School isn't your competition, but a potential ally. Learn to build meaningful relationships. Remember, legends don't compete, they collaborate!
2. You'll be having not-so-competent teachers teach you. We all face it. And not just here, it's the case with almost all the law schools.  
Accept your fate. Accept that you'll have to learn that paper on your own. Take help from your seniors, get married to the library, and have an affair with the related seminars, conferences, workshops. You'll do it, almost.
3. Never draw a line between your curriculum (course texts) and co-curricular activities like moot courts, seminars, conferences, research papers etc. I repeat, never.  
It's an age-old practice to do so, and we all are advised that way. But, times have changed, and so have the norms.  
Don't believe me on this? Wait till you learn it the hard way!
4. Learn as much as you can. Learn to draft. Learn to speak. Learn writing. Learn to research. Learn networking. Learn a new language. Learn professionalism. Learn programming (Yes, you read that write). Learn business. In short, learn everything.  
Don't limit yourself to the field of law. You're born human, not lawyer.
5. Plan your career. It's never too early. However, learn to be flexible with your plan. Learn to switch swiftly between plans.
6. Write on a daily basis. Just practice writing everything. Write case briefs. Write movie reviews. Write email instead of short texts wherever possible. Write commentaries. Just write.  
Your pen can be your best weapon if you know how to use it!
7. Once a famous lawyer was asked to name the best advantage that one can have. And guess what he answered, the habit of reading.  
Law school involves a lot of reading. And the more you do it, the better it is. The habit of reading and the art of writing will be of utmost necessity regardless of the type of career you choose to enter.
8. Hone your interdisciplinary skills. Learn to code. Try your hand at financial planning and investing. Get a certification on physiotherapy. Whatever, just go beyond law.  
In today's world, the career escalator is jammed at every level (as correctly observed in the book 'The Start-up of YOU'); and interdisciplinary skills are sort of necessary to give you an edge over others.
9. Lastly, don't just work for a better 'you', work for a better 'world'. That's how legends are distinguished from read-earners!

Thank me later!

-Anshuman Sahoo (BBA.LL.B, 3<sup>rd</sup> year, ILS)







## **Alumni Column**

College plays a vital role in shaping the transition of a naive school kid into a confident young adult. It is not only a hub for producing youngsters of high intellect, but is also a second home to us. ICFAI Law school (ILS), Dehradun is one of the most eminent private Law Schools. Apparently, ILS does not boast of an incredible infrastructure, but there is more than what meets the eye. The faculty is tremendously helpful, and looks after every need of the students, be it in academics, or other activities. Deciding to study law, without any legal background, was a tough decision made easy by the support of the ever helpful faculty.

When I started off as a student, little did I know the nuances of the legal field. In the initial days, not having any particular direction, but being determined to know about every aspect of the field, I participated vigorously in every competition, be it Moot Courts, Legal essays, MUNs, Debates, Seminars, Legal quiz, etc. Participating in these competitions does not only help the CV, but helps us achieve a higher level of confidence, and helps us socialize, thereby becoming part of a network of people with varied opinions over a single topic, helping us to know and analyze both the pros and cons of the subject matter.


Having gained experience from continuous participation in competitions, I took the initiative to organize such competitions in our college as well. Therefore, started a chain of events, Legal essay, seminars, debates, etc. under the guidance of faculty members, Being involved in the organizing committee helped me to enhance my management skills, and taught me time and money management as well. Having juniors who supported initiatives was a vital point, as without their interest, the initiatives would not have been successful.

Also, an important aspect of college life, apart from studies and extracurricular activities, is friends and fun. Having enjoyed college life to the fullest, having gained experience and lessons from what was taught in college, as well as what I learnt outside college with friends, with all the ups and downs I faced, I cherish the memories I made at college.

Presently, I am Legal Associate in Litigation Solutions department at Thomson Reuters Legal Managed Services. Thomson Reuters is the global leader in legal outsourcing services and received many awards and industry recognition, and I owe it to the college that has helped me grow professionally as well as personally.

–Nilesh Ranjan, ILS (2016)





It feels like as if it was yesterday when I entered the law school. My name is Swati Sharma and I am a law graduate from ICFAI Law School (ILS) Dehradun. It was August 2011 when I started my journey for a law graduate, very first day in the college and I was anxious and excited both at the same time, there was still a little confusion in my mind about the decision that I made but the induction on that day made me little confident about it and that's the power of great faculty that I got there.

Today when I retrace my journey of these 5 years in law school, I feel I gained a treasure of knowledge and my growth as a person is immeasurable. I feel that the initial two years for any law student are the most precious ones as you have the golden chance to create a bright future for yourself and here this college offers you to show and improve your skills in moot courts, parliamentary debates, seminars and paper presentations. These were the years when "I" who never wanted to do law fell in love with it.

The challenges given by the professors every single day makes you a good presenter and develops the critical thinking and analysis in oneself as it helped me to grow as a lawyer in a great way. Here I was lucky enough that my journey was not all filled with bookish knowledge. The various workshops organised helped me a lot to improve upon my skills.

In the middle of this journey the most relaxing and interesting part arrives where we were taken to Nainital, though it is the educational trip but I ended up making beautiful memories of that trip.

Time, infrastructure, or other comforts were never the barriers in my law school journey, the batch I got in was the most united in the college, resulting in an environment of holistic and mutual learning.

There were many ups and downs in this journey but I managed to overcome all and came out as a winner, but surely my journey would not have been complete without the wonderful faculty I had (I still do have them). They were always present to guide me in the right direction and today also whenever I need a piece of advice or any guidance they are always there to answer my call.

It is one time experience and you should make the most of it. Friends, fun, assignments, internships, exams, field trips and above all the location of the college all collectively made this journey a memorable one. This was the place where at any time or in any situation you can look for your friends and mentors and you would definitely find your way out, whatever it may be, as I did.

**Swati Sharma, ILS (2016)**



## **And Every Day it's Gonna Rain**

And every day its gonna rain  
So I can wash all my pain  
I can't be happy again  
Everyday plays out the same.  
With suffering it look to be tame.  
Why can't I reach the world again?  
Life is much shorter as we feel;  
it's not much easy to do such deal.  
When we see rainbow in the sky  
it feels pleasant to be cheerful again.  
Why can't we reach our happiness which was in my  
vain?  
Life is like a ball spread much high.  
Does every soul have to die?  
Will the sprits reach thy?  
And every day it's gonna rain,  
so that I can wash all my pain!  
Life is much darker as it looks.  
Now it is much harder to get educated without books  
what life means to me,  
is what I feel & see  
What can we say about suffering?  
It is much like life tempering  
Does it what I have thought?  
As it looks like life drought,  
I can have it in my nature!  
Every day it's gonna rain  
but I can `t wash all my pain!

- Abhishek Sharma (ILS, 1<sup>st</sup> Year)

## **College Life**

Stepping into a new life,  
where one faces oneself.  
Some consider everything a race,  
while some find it difficult to even tie a shoe lace.  
Many here care for you,  
but you care for a selected few!  
Lots of issues, full of pressure  
in the midst of which, some find treasure!  
Sudden decisions are rare output  
don't even care for taking the next  
more expectations more wishes,  
many are the number of test.  
Suddenly once you look back  
the poster says "THE END"  
The 1095 days of these 3 years  
is going to end up with tears.  
Passing by, like sand from your hands fast,  
Leaving behind the lovely memories that are going  
to last.

- Sakshi Vats, ILS, 1st year



### **Original Story:**

The Ant works hard in the withering heat all summer building its house and laying up supplies for the winter. The Grasshopper thinks the Ant is a fool, and laughs, dances and plays the summer away. Come winter, the Ant is warm and well fed. The Grasshopper has no food or shelter so he dies out in the cold.

### **Indian Version:**

The Ant works hard in the withering heat all summer building its house and laying up supplies for the winter. The Grasshopper thinks the Ant's a fool and laughs dances and plays the summer away. Come winter, the shivering Grasshopper calls a press conference and demands to know why the Ant should be allowed to be warm and well fed while others are cold and starving.

NDTV, Times Now, CNN-IBN, BBC, CNN show up to provide pictures of the shivering Grasshopper next to a video of the Ant in his comfortable home with a table filled with food. The World is stunned by the sharp contrast. How can this be that this poor Grasshopper is allowed to suffer so?

Arundhati Roy stages a demonstration in front of the Ant's house.

Medha Patkar goes on a fast along with other Grasshoppers demanding that Grasshoppers be relocated to warmer climates during winter.

Mayawati states this as 'injustice' done on Minorities.

The Internet is flooded with online petitions seeking support to the Grasshopper

CPM in Kerala immediately passes a law preventing Ants from working hard in the heat so as to bring about equality of poverty among Ants and

Grasshoppers. Railway minister allocates one free coach to Grasshoppers on all Indian Railway Trains, aptly named as the '*Grasshopper Rath*'.

Finally, the Judicial Committee drafts the '*Prevention of Terrorism Against Grasshoppers Act*' [POTAGA], with effect from the beginning of the winter..

Education minister makes 'Special Reservation' for Grasshoppers in Educational Institutions in Government Services. The Ant is fined for failing to comply with POTAGA and having nothing left to pay his retroactive taxes; its home is confiscated by Government and handed over to the Grasshopper in a ceremony covered by NDTV, Times Now, CNN IBN, BBC and CNN.

Arundhati Roy calls it '*A Triumph of Justice*'.

Railway minister calls it '*Socialistic Justice*'.

CPM calls it '*Revolutionary Resurgence of Downtrodden*'



Many years later...

The Ant has since migrated to the US and set up a multi-billion dollar company in Silicon Valley, 100s of Grasshoppers still die of starvation despite reservation somewhere in India,



AND

As a result of losing lot of hard working Ants and feeding the grasshoppers, India is still a developing country...!!

Source : WhatsApp  
Compiled by: Dr Amit Joshi

## Her Quiddity

She fell, when the judgmental remarks intoxicated her.  
She cried with every finger pointed at her.  
She was judged for being a woman and having a heart.  
She shrieked down in a corner and her vision got blurred.  
From birth to death all she wished for was *freedom*.  
But your patriarch minds never heard the rhythm.  
She was Mocked, Abused, Tricked and Thrashed.  
In the name of honour at times she was bashed.  
She knew she wasn't safe among those humanity disguised hyenas.  
From a toddler to a teenager, her only fault was having a vagina.  
Her existence was always the root cause of your survival.  
It's ironic how you curse and cry on her arrival.  
The disappointment you face, when a girl takes birth.  
You will regret it the day, you'll understand the worth she nurtured you,  
Held you, protected you being a mother.  
She loved you, adored you like no other.  
Still, from the ashes whenever she rose.  
I bet even the most ruthless got mesmerized.  
Don't let her efforts go all in vain.  
Value her for this time she may leave to never come back again.

## Ideal

Adeeba Khan (1<sup>st</sup> year BBA. LL.B. (Hons.))

My all desire, the high expectations  
The ideal powerful, dad;  
Waving the hand when I was in trouble  
Showing sigh of relief when I was in struggle;  
The dawn of sorrow, you rescued me from the  
obstacles  
The emerging, flourishing courage was inherited from  
you;  
The ideal powerful dad  
Inculcating values, raising the moral level  
Boosting the confidence pioneered my life;  
Uplifting of my passion, you taught me to being  
humble, kind;  
The ideal powerful dad  
You nurtured my soul like a spirit of warrior  
The ideal powerful dad

Prasoon Kumar (2nd year BBA LLB (Hons.))

# **Effect of Service Marketing on Indian Economy – An Analysis**

**Dr.Malvika Mittal\***

The service sector has grown significantly over the last two decades. The global economy has shifted from an industrial economy to a service economy. Even product oriented companies like GE have shifted their focus to services, GE, the world's most reputed company in manufacturing products such as locomotives, jet airways, medical imaging equipment, turbines and consumer appliances, now projects itself as a service company that also manufactures products. Over 75% of GE sales volume comes from services. The service sector contributes the largest share of a country's GDP. This is true not only for developed countries such as the United States but also for developing countries like India and China

A service firm differs from a manufacturing firm in that it does not manufacture or offer a product that is tangible in nature. There is no transfer of ownership either. Instead the service provider performs something for the customer. The service delivers an experience that is intangible in nature. The unique characteristics of services namely, intangibility, heterogeneity, inseparability and perish ability, make services different from manufactured goods. The marketing of services and the various activities involved in it are therefore different from the marketing of goods.

The fierce competition in all sectors of the service industry be it insurance, healthcare, banking and financial services, investment and brokerage services, food and hospitality, education ,entertainment of transport services has made it necessary for service providers to find ways to differentiate themselves from their competitors and offer customers the best value for their money. Service firms have thus realized the importance of incorporating the goal of total customer satisfaction into their corporate philosophy.

The evolutionary changes that have taken place in service industry took place in tandem with changes in the business environment. We can understand better by considering the example of IT service companies. With the changes in the business environment, from a product-centered environment to a client/server IT environment, service firms evolved accordingly from product services to system services.

The service is no different from business sectors. Over the years, the sector has seen an evolution in the type and quality of services offered to customers. Service providers have grown to realize that change is the only constant thing and if they do not evolve with the market, they risk losing market share to their competitors. Increasing competition has made it necessary for service firms to grow purely selling services to building lasting relationships with their customers. For example, Southwest Airlines is a company with the philosophy of developing lasting relationships with its customers.

Services differ from goods in that they have certain unique characteristics such as intangibility, perish ability, inseparability and heterogeneity. These characteristics make it necessary to differentiate the marketing mix for services from the one for goods. The marketing mix for services is an extension of the marketing mix for products and services, as a few more elements are added. In addition to the 4P's (product, price ,place and promotion) that comprise the traditional marketing mix for products and goods, the marketing mix for services is considered to consist of 7 P's Service, price, place ,promotion, people, physical evidence and process.

---

\*MBA,LL.B.,Ph.D. Lecturer, St. Wilfred College , Mansarovar, Jaipur

Mark McCormack,American Sports marketing consultant,founder and CEO of International Management Group

Charlene Pleger Bebko,"Service intangibility and its impact on Consumer expectations of service quality,"journal of Service Marketing,Vol.14 No.1 ,2000,pp9-26 [Service Marketing folder/Chapter 1]

Source:The Economic Times January 24,2000.

Barker,Tansu and Martin L.Gimpl,"Differentiating a Service Business:Why and How," Journal of Small Business Management,April 1982,p-17.



## Product

Marketers have identified three levels in developing the product element of the marketing mix as far as services are concerned. The core level aims to satisfy the important needs of the customer while the tangible level manages the appearance of the product. The augmented level involves the addition of supplementary services to the basic offering. These three levels can be condensed into two, the core level that caters to the basic benefits and a secondary level which includes the tangible as well as the augmented service levels. The core level basically deals with the service offering while the secondary service level deals mostly with the delivery of service. For example, the core service of a restaurant is to serve good food to the customers while the secondary service providing them with a good ambience. For Eg. Indian hotels are setting new standards in customer service with the help of wireless technology. These enhanced service offerings can be seen from the time customers' check into the hotel to the time they checkout. Oberoi Group sends short messaging service (SMS) confirming room reservations. There is also a facility for frequent visitors who have issued prior instructions regarding payment to checkout in the hotel and thus provides instant information at the one's fingertips.

## Pricing

The pricing of services is very different from the pricing of goods for various reasons. Services for example, can be differentiated based on their price, as a higher price is generally associated with better quality. Another differentiating factor between services and goods as far as pricing is concerned, is the cost component involved. The fixed cost is high and the variable costs are low for a service, when compared to a product. For Eg. Domino's sold a 12 pizza for Rs 265 initially. Competition from Pizza Hut forced domino's to introduce price cuts, discounts and freebies to attract customers. Both Domino's and Pizza Hut tried to lure customers issuing discount coupons through several schemes. In 2008, Domino's spent 50% of its total marketing budget on special offers and discount along with delivered direct mailers and pizza training classes.

## Promotion

Service consumers experience a high level of perceived risk when compared to consumers of products because of the intangible nature of services. Promotion of service offers cannot be carried out in isolation, without promoting the service provider, as consumers will not be able to rate the intangible services without knowing who the service provider, as consumers will not be able to rate the intangible services without knowing who the service provider is. For Eg. Alok Nanda Communications offers wide range of communication services than the regular ones. This multidisciplinary communications firm's offer regular service like advertising, web design and corporate communication.


## Place

In services, place relates to the ease involved in accessing a service. Due to the inseparability of services, they are produced and consumed at the same place. This inseparability of services makes it impossible for service providers

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Dan R.E. Thomas, "Strategy is Different in Service Businesses," Harvard Business Review, July-August 2012, p158-165.  
Adapted from Shelly Singh, "Silicon Suite", Business World, 3 May 2000.  
Adapted from Hiral Sheth, "No Limits", Business India, May 10-23, 2010.





to produce the service at a place where the costs are low and sell it at a place where there is a high demand for it. The physical location of the service provider's outlet. Banks, for example are striving to provide ATMs to their customers at all important locations to improve accessibility to their services. For Eg. ICICI Prudential Life Insurance has discovered an innovative way to distribute its products and services to potential customers in Mumbai. The company found that over 2 lakh people employed in offices in Mumbai get their lunch from the 'dabbawallahs' who have a wide distribution network that is extremely reliable.

In 2008, the Taj Group redesigned its hotel rooms to make them more comfortable and attractive. After the change, every room at Taj has a 42-inch plasma screen television, DCV players with MP3/CD player with surround speakers and subwoofers. This gives the customers the freedom to choose from a large range of movie and music tracks. For Eg. Bathrooms have also been revamped to include a luxury shower area equipped with steam units and double headed showers. Taj has replaced the soft mattresses with hard ones and offered a wide range of soft and hard pillows in the rooms, for the individual customer to make his choice. Further, each room is provided with ergonomically designed chairs, modern reading lamps, double-level mobile desk, task lighting and wireless Internet. It also provides up-to-date technologies and facilities for conferencing. These facilities can certainly help the hotel attract more travelling business executives.

## **People**

The term people refer to all those persons who are involved in the production and consumption of a service. They include the front-line employees of a service organization and the customers purchasing the service. For Example, the firms' interaction that any individual has with a company is through the receptionist who answers the telephone call. If the receptionist is rude to the customer, it creates a poor image of the company in the customer's mind.

Most service providers understand and therefore treat people management as an important aspect of the service delivery. Some service organizations perceive people as a means to gain a competitive advantage in the industry. For example, Satyam Computer services recruits employees at both entry and lateral levels. Satyam enters into partnerships with reputed education institutions in India to recruit candidates from their campus. It selects candidates from premier engineering, management and computer science institutes.

## **Physical Evidence**

The intangibility element associated with services makes it difficult for customers to evaluate the quality of service. Hence, marketers in service organizations in their attempt to offer something tangible, provide the customer physical evidence of the service offered. It includes tangible accompaniments to the service like the uniforms worn by the staff of the service organization, the ambience in the lobby of a hotel, reports and brochures, business cards, displayed certificates of service quality or appreciation. For Example How Kerala is attracting IT companies is with neighboring states, Karnataka, Andhra Pradesh and Tamil Nadu in attracting IT companies to set-up their bases in state, built a Techno park in 2002 in the state capital, Thiruvananthapuram.

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Adapted from Poorinma Mohandas, "The Message comes with the meal dabba," The Hindu Business Line, Feb 27, 2014.

Adapted from 'Srinivas Rao Dasari, "The way they do it at Satyam," <<http://www.expressit people.com/20040322/management3.shtml>>



## Process

The Production and delivery process in the manufacturing sector is easier than in the services sector. Marketers of services are often confused as there is little difference between marketing and operations management in services. This is because the production, delivery and consumption of services take place simultaneously. For example, a passenger of an airline is required to check in, get a boarding pass and then go for the security check before boarding the plane. All these activities form part of operations as well as marketing.

Process management in services is essential to ensure consistent quality of service delivery. Process involves transforming a certain input into the desired output. It is the process of delivery that differentiates itself from its competitors based on its delivery process.

## Conclusion

As is evident from the economic trends in various countries, both developed and developing, the services sector is growing at a faster rate than any other sector of the economy. Service Sector of Indian Economy has three major sectors that contribute to the development of the economy of a country are agriculture, manufacturing and services. Of the three, the share of the service sector in the world's economy has been growing steadily over the past few years. In developed countries like US, the UK, Canada and Australia, the service sector accounts for more than 60% of the GDP and generates three times more employment than the manufacturing sector. In developing countries too, where agriculture and industry were major employment generating sectors till a few years ago, there has been a major shift towards the service sector. In India, services account for about 56% of the country's GDP in 2004. The share of the service sector in GDP increased sharply from 43.69% in 1990-91 to 51.16% in 2008. This sector plays a leading role in Information Technology (the most leading service sectors in Indian economy) There has been a 13 percent hike in the service sectors of trade, hotels, transport and communication in India's economy as compared to the 10.4 percent rise in the previous year. The financial services that comprise of banks, real estate, insurance, and business services witnessed a rise of 11.1 percent during 2006-07 against the 10.9 percent growth in the previous year. Service sectors including community, social, and personal services experienced a growth of 7.8 percent during 2006-07 as against 7.7 percent growth in the previous year.

The Service industry forms a backbone of Social and Economic development of a region. It has emerged as the largest and fastest growing sectors in the world economy, making higher contribution to the global output and employment. Its growth has been higher than that of Agriculture and Manufacturing sectors. It is a large and most dynamic part of Indian Economy both in terms of employment potential and contribution to National Income. It

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Adapted from Kerala Technopark on World IT Map, August 19, 2002, <http://www.indiaonline.com>


<sup>11</sup> India's Emerging Competitive Advantage in Service," Academy of Management Executive May 2008, Vol 15., Issue

<sup>12</sup> The Impact of the Services on Developing Countries,"

<sup>13</sup> Devesh Kapur and Ravi Ramamurti "India's emerging Competitive advantage in Service," Academy of Management Executive, May 2001, Vol.15

growth has been higher than that of Agriculture and Manufacturing sectors. It is a large and most dynamic part of Indian Economy both in terms of employment potential and contribution to National Income. It covers a wide range of activities, such as trading, transportation and communication, financial, real-estate and business services as well as community, social and personal services. The various sectors<sup>3</sup> that combine Hotels and Trade together to constitute service industry in India are: Other Transport Railways Restaurants & Communication (Post, Storage Business Services Dwellings, Real Estate Insurance Banking Telecom) Other Community Services Personal Services Public Administration; Defence Services 55.10% 26.40% 18.50% Total Contribution in GDP of 2006-07 Service Industry Agriculture In India, service sector, as a whole, contributed as much as 55.1% of overall average growth in GDP (Gross Domestic Product) between years 2002- 03 and 2006-07. The most important services in the Indian economy have been health and education. They are one of the largest and most challenging sectors and hold a key to the country's overall progress. A strong and well-defined health care sector helps to build a healthy and productive workforce as well as stabilize population. The 'Ministry of Health and Family Welfare' is responsible for implementation of various programs in the areas of health and family welfare, prevention and control of major communicable diseases as well as promotion of traditional and indigenous systems of medicines. Accordingly, it is carrying out measures like National health policy, implementing National Rural Health Mission (NRHM) in different States, conducting surveys and studies, etc. while, education strongly influences improvement in health, hygiene and demographic profile.

- ❖ The 'Ministry of Human resource Development' is involved in eradicating illiteracy from the country.
- ❖ It is concerned with universalisation of elementary education, achieving full adult literacy, lying down of National Policy on Education, meeting needs of secondary and higher education for all, etc.
- ❖ India has achieved impressive demographic transition owing to the decline of crude birth rate, crude death rate, total fertility rate and infant mortality rate as well as gained high literacy rate in the country.
- ❖ The era of economic liberalization has ushered in a rapid change in the service industry. As a result, over the years, India is witnessing a transition from agriculture-based economy to a knowledge-based economy.
- ❖ The 'Department of Information Technology' has been making continuous efforts to make India a front-runner in the age of Information revolution. IT continues to be a dominating sector in the overall growth of the Indian industry. A large number of Indian software companies have acquired international quality certification. Several policies have also been framed on the key issues of IT infrastructure, electronic governance as well as IT education. Another major and upcoming service industry has been **media and entertainment**. It is basically an intellectual property-driven sector with small to large players spread throughout the country.
- ❖ It covers film, music, radio, broadcast, television and live entertainment. It plays a significant role in



creating people's awareness about national policies and programmes by providing information and education to all.

- ❖ The 'Ministry of Information and Broadcasting' is responsible for formulation and administration of the rules, regulations and laws relating to media industry. Besides, retailing has been one of the fastest growing service sectors both in terms of turnover and employment.
- ❖ Many national and global players have been investing in the retail segment and are making all efforts to further expand the sector. Out of the total retail outlets in the country, most of them are related to food items. However, to supplement the achievements and meet the shortfalls in all the sub-sectors of the service industry, travel and tourism sector has to be developed in a sustainable manner.
- ❖ Service Marketing is being one of the largest industries in terms of **gross revenue and foreign exchange earnings**; it stimulates growth and expansion in other economic sectors like agriculture, horticulture, poultry, handicrafts, transportation, construction, etc. as well as gives momentum to growth of service exports. It is a major contributor to the national integration process of the country as well as preserver of natural and cultural environments.
- ❖ The 'Ministry of Tourism' has been undertaking several policy measures and incentives so as to boost the sector such as the announcement of the National Tourism Policy. All this shows that services hold immense potential to accelerate the growth of an economy and promote general well-being of the people.
- ❖ They offer innumerable business opportunities to the investors. They have the capacity to generate substantial employment opportunities in the economy as well as increase its per capita income. Without them, Indian economy would not have acquired a strong and dominating place on the world platform. Thus, service sector is considered to be an integral part of the economy and includes various sub-sectors spread all across the country.

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<sup>1</sup>Nick Johns "What is this thing called Service?" European Journal of Marketing, Vol.33,2000.

## Right To Strike of Advocates

Advocates are considered as harbingers and guards against an autocratic society, yet they are not allowed to gather and voice their opinion. Being of the view that their strike comes in the way of delivering justice to the already suffering litigant, the Supreme Court gave a categorical finding in 2002 holding that the lawyers had no right to strike and any such strike or declaration was illegal requiring action against the errant individual. Whether a strike is lawful or unlawful depends on the purpose of the strike and, consequently, the Supreme Court has not put a total ban on strikes. The judiciary accepted that ordinary or local breaches of public order were no grounds for imposing restriction on the freedom of speech and expression ensured under article 19(1)(a) of the Constitution. Strike empowers to fight in oppressive cases when no constructive option is left. It should be recognized as a democratic right. Justice Krishna Iyer, in a case, opined "Strike could be legal as well as illegal and even an illegal strike could be justified one. Strike is a democratic weapon which should be available for all times to secure social, economic and political justice". Article 19(1)(a) enshrined the freedom of speech and expression but it is subject to reasonable restrictions given under article 19(2) of the Indian Constitution. These restrictions may be procedural or substantive provided they are reasonable, meaning that any limitation on any individual to enjoy their freedom must not be arbitrary. Whether a restriction is reasonable or not is to be determined by the court. According to Bhagwati J *"the principle of reasonableness, is an essential element of equality and non-arbitrariness pervades article 14 like brooding omnipresence of the procedure contemplated by article 21, must answer the test of reasonableness in order to be in conformity with article 14. It must be right, just, fair and non-arbitrary, not oppressive otherwise it would be no procedure at all and the requirement of article 21 will not be satisfied"*. Hon'ble Court has stated, in various causes related to the Industrial Disputes Act, that the strikes with the sole objective of causing unrest are against public order. Furthermore the right to strike for the advancement or protection of the economic and social interests of workers is a fundamental human right. It is a statement of international law expressed in international treaties widely ratified. The right to strike is expressed in Article 8(1)(d) of the International Covenant on Economic, Social and Cultural Rights 1966 and in regional Treaties such as Article 45(c), Charter of the Organization of American States, 1948; Article 6(4), European Social Charter 1961 (and 1996); Article 28, Charter of Fundamental Rights of the European Union 2000. It is not possible for judiciary to put a complete ban on strikes else it will promote judicial arbitrariness suppressing just, reasonable and fair claim of advocate community. Banning strikes completely would be violation of Article 14, 19 and 21 of the constitution of India which are the soul provisions. A lacuna in the regulation of the system should not result into the "complete blanket ban". The principle of the international human right norms including the right to strike must now be recognized as a right. The Directive principle of the state policy enshrined in part IV of the constitution states that "The legal interpretation must be in consonance with international covenants". Therefore the era has arrived when the right to strike by the lawyer is a point to be considered by the apex court of the country and strike should be recognized as a democratic right. The right to strike should be allowed along with the reasonable procedure so that the constitutional mandates are preserved, protected and promoted through judgment delivery.

**Prachi Nayan & Shalu Goyal**

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Adapted from Poorinma Mohandas, "The Message comes with the meal dabba," The Hindu Business Line, Feb 27, 2014.

Adapted from "Srinivas Rao Dasari," The way they do it at Satyam," <<http://www.expressit people.com/20040322/management3.shtml>>



Carpe  
Diem...

## 68<sup>th</sup> Republic Day@ IUD

*“India is the cradle of human race, the birthplace of human speech, the mother of history, the grandmother of legend and great grandmother of tradition. Our most valuable and most attractive materials in the history of man are treasured up in India only!”* – **Mark Twain**



On 26<sup>th</sup> January, as these thoughts dawned on our mind, the students of ICF AI University, Dehradun gathered to celebrate the 68<sup>th</sup> Republic Day of India. Dr. Pawan K Aggarwal, Vice Chancellor, ICF AI University, Dehradun unfurled the National Flag. It was for the first time, a contingent of students from IUD, participated in the march past. The contingent was commanded and led by Aman Singh Rana. There was thunderous applause from the spectators when the students saluted the tri color.



“Vande Maatram” was sung by IUD's nightingale Astha Singh. Melodious and motivating patriotic songs were sung by Tripti, Mona, Deepika, Mainksha, Shubham, Reena, Roopa, Monica, Cecily, Charu, Priyanka and Jasveen. Tisha, Sharadha, Himani and Prakarti left the audiences spellbound with their dance performances. *The program was coordinated by Prof. V N Saxena.*

## Bid Adieu MBA Class of 2017



The greatest sorrows the eyes have seen and shown in the form of those traitors that flow down the cheeks revealing the emotionally fragile person within, have all been stimulated by partings. Those “goodbyes” never really stay true to their title. It's ironical how every year the senior most batches of IUD counts days in anticipation of the farewell just to be flooded by those painful tears on the D-Day.



Farewell given to the students of MBA (2017) was no different. It started with Vice Chancellors blessings, followed by speeches of Prof. V N Saxena & Dr. Amit Joshi. As the students started sharing their experience in ICFAI, the aura turned nostalgic.

The students went crazy as the JAM session was announced. You dance or you don't, this event had everyone's feet tapping. The dance session was followed by a sumptuous tea and snacks.



## **Intra Moot Court Competition 2017**

*“In the time of peace, prepare for war.”*

-Publius

Renatus

Dr.(Prof) H.M. Mittal- Convenor

Mr. Saurabh Siddhartha- Co-convenor

Mr. Suneel kumar- Co-convenor

Mr. Gaurav Mittal- Co-convenor

Our passionate young mooters, trained, prepared, yet dormant, were waiting for the opportunity to show off their preparations, their skills, their valor, yet the opportunity despised in presenting itself before them. After the Intra Moot Court Competition of September 2016, in which most of our young fresher hesitated to participate in because they wanted to feel the experience first-hand, a sudden current of insurgency ran amongst them. Every single student wanted to participate in a Moot Court Competition. They were willing to give their heart and soul to the competition, but organizing a competition is not everybody's cup of tea. Even our Moot Court Committee needs a great deal of planning before even thinking of announcing such an event. Therefore, in this time of peace, our mooters were brushing themselves up for the perfect opportunity, because after such a successful event, they all knew, the organizing of a second Moot Court Competition was inevitable. So after a great deal of holding back, in the end of January 2017, the Moot Court Committee finally announced the Second Intra Moot Court Competition to be held on the 13th of February 2017. Students were beaming with excitement when the Committee announced that there is a Tiny twist this time in the Moot Court and unlike the last time, when the Moot Problem consisted of Mercantile Law only, so as to help the fresher's to cope up with their first Moot experience, this time, the problem comprised of Criminal Law as well as a tinge of Constitutional Law. This would help the students to enhance their research in various laws. The students initially were reluctant in participating in the competition because the Law was far away from what was taught in the first year, but since they have been preparing for this since eternity, they chose not to back down this time and accepted whatever challenge the committee put before them this time. Over the next few days, all the chatter one could hear in the college corridors was somewhat related to the competition. Suddenly, the library became more swarmed up than the college canteen. The books which haven't even been touched since a lifetime, became the issue of argument over which student will get to read it. Such was the enthusiasm amongst the students over the Competition. Finally, on the last date of registration, over 25 teams got themselves registered for the Moot Court Competition out of which over 19 teams were from the 1<sup>st</sup> Year itself. The First years proved that they knew “The Coward Soldier dies first” and decided not to back down. Over the next few days of bunking lectures just to finish up the research to sitting all day at the library doused up in books, the Day of Battle finally arrived. The Moot Court Committee has prepared their level best to make this day happen, and had had all the necessary preparations for the smooth functioning of things for this very event. Students started showing up as early as 8:00 AM, ready and prepped up for anything that may come in their way. With such enthusiasm, one really values the efforts of the participants. The event began with every team being allotted their Court Numbers as well as their opponent teams and so the teams headed over their way to victory. But even the sweet taste of cocoa comes from the bitter Cacao; the teams had to face the judges, ready with their questionnaires, patiently waiting for their respective teams to attend. The court sessions were astonishing from extremely confident speakers giving their

arguments like river flowing in rain to the learned judges putting forth questions like a dam for a river. All this happened over the period of the next 6 hours. But as we know, it is a competition, not everyone returns home a victor, and we had to see some crushing defeats. The final results came up as forth:-

**Best Team:** Sidharth Mishra, Saurabh Bishwambhar, Sweksha Singh (4<sup>th</sup> year)

**Runner Up team:** SheershaSaxena, Shashank Acharya, TvisaBhattacharjee (1<sup>st</sup> Year)

**Best Speaker:** Md. Saad Alam (3<sup>rd</sup> year)

**Runner up Speaker:** Sandeep Dubey (3<sup>rd</sup> Year)

**Best Memorial:** Sidharth Mishra, Saurabh Bishwambhar & Sweksha Singh (4<sup>th</sup> Year)

**Runner up Memorial:** Ankush Gupta, Ria Sharma & Rudresh Srivastava) (BALLB (Hons.) 1<sup>st</sup> Year

Such was the preparation amongst the students, that 2 of the 6 teams receiving the honor were 1st years. It is because of the Moot Court Committee that the Art of Mooting has flourished in the college and their efforts which has prepared our students to stand in various prestigious Moot Court Competitions. The Moot Court Committee will always be the backbone of our college and we value it more than anything





Saurabh Shekhar

## Bon Voyage From A Photographer's View

“Good bye are not forever, Good bye are not the end. They simply mean, we will miss you, until we meet again”

On April, 24<sup>th</sup> 2017 at the college main stage, where students of BBA.LLB 4<sup>th</sup> year bid farewell to the outgoing students of BBA.LLB final year with great enthusiasm.



Function began by the *tilak* ceremony of the students and the staff members. The Dean and the Vice- Chancellor wished good luck to the final year students for their future; they also expressed their hope that students will continue holding best position in upcoming years.

The 4<sup>th</sup> year presented entertaining solo dance, group dance, solo singing and many other events like *shayeries* and comedy. The final year also participated in dance performances and ramp walk. In middle of the function, Akash Sinha got a chocolate for his eye catching pocket square and Sarita Singh for her colorful dress.



Following tags were awarded to the student's such as:

Mr. Evening	:	Gaurav Nautiyal
Ms. Evening	:	Saiby Lamba
Mr. Performer	:	Mohit Rana
Ms. Performer	:	Deepmala Basu
Mr. Sportsman	:	Rahul Pratap Singh Rajput
Ms. Sportswoman	:	Oshan Arora
Mr. Personality	:	Pramvir Singh Deswal
Ms. Personality	:	Ekta Bhadauria.

Mr. Amarjeet Ranjan & Mr. Deepanjan Dutta Roy were crowned with the title of Mr. ICFAI and Ms. Tammana Kaushik was crowned as Ms. ICFAI.



Token of love and appreciation was given to the students of final years by the faculty members and juniors in “Memento distribution ceremony” and then came the most awaited moments 'D.J Night' The students danced on the rhythm of old and new songs. The 4<sup>th</sup> year students finally poured their heart in front of the fifth years and expressed their love for one another and all of them posed for the click. And yet it was another, BON VOYAGE in the history of ICFAI, Dehradun

## International Women's Day

Date : 8/03/2017  
Venue : IUD  
Chief Guest : Dr Pawan K Aggarwal, Vice Chancellor, IUD  
Participants : Jasveen Margaret, Mona Deol, Tripti Pant, Deepika, Charu Basera, Priyanka Joshi, Monika Mall, Mainksha Lama, Reena Mishra, Shubham Kapoor, Tenzing Jigme, Cecily Anthony, Monika Devi and Rupa Shrotriya.



Students of IEdS celebrated International Women's Day with great enthusiasm. The celebration started with the speech of Hon'ble Vice Chancellor followed by Prof. Sarita Negi. Then a healthy interaction session was also there, pupil teachers were asked to put their views on how can they empower women, provide equality etc. Ms Atulya Verma spoke few words on how women can be given respect and honored at individual level. Prof. Sarita Negi added: "Make every day International Women's Day. Do your bit to ensure that the future for girls is bright, equal, safe and rewarding".

## Lohri Celebration

Date : 13/01/2017

Venue : IUD

Participants : Mona Deol, Jasveen Margaret, Tripti Pant, Deepika, Charu Basera, Priyanka Joshi, MonikMall, Mainksha Lama, Reena Mishra, Monika Devi, Cecily Anthony, Shubham Kapoor, Tenzing Jigme and Rupa Shrotriya

Organizer : Prof. Sarita Negi(Principal,IEdS)



On January 13, 2017, students of ICFAI Education School were dressed in colorful salwar suit and organized a group dance to mark the occasion of *Lohri*.

To begin the celebration, Tenzing Jigme highlighted the significance of celebrating Lohri. He pointed out the facts regarding the role of Sun and Fire and why *Makar Sankranti* is celebrated the next day. The speech was followed by a dance performance on the song "*Hulle hullare hulle*". Then, Tripti Pant gave a Hindi speech depicting the legendary reason behind celebrating Lohri that is of a man, Dulla Baati. Gidda was also performed by girls on the song "*Galle Nimodia*".



## National Science Day

Date	: 28/02/2017
Venue	: IUD
Dignitaries	: Head of the Departments of IUD.
Participants	: Jasveen Margaret, Mona Deol, Tripti Pant, Deepika, Charu Basera, Priyanka Joshi, Monika Mall, Mainksha Lama, Reena Mishra, Shubham Kapoor, Cecily Anthony, Monika Devi and Rupa Shrotriya.
Coordinator	: Prof. Sarita Negi (Principal, IEdS)

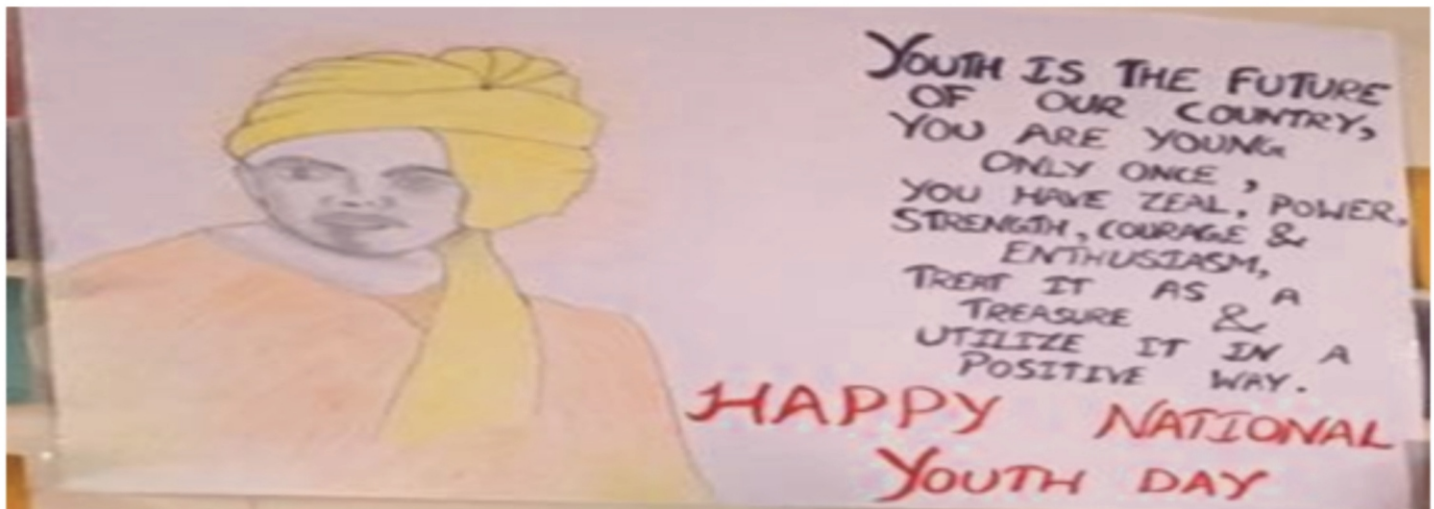


Students of IEdS celebrated International Women's Day with great enthusiasm. The celebration started with the speech of Hon'ble VC Sir followed by Prof. Sarita Negi. Then a healthy interaction session was also there, pupil teachers were asked to put their views on how can they empower women, provide equality etc. Atulya Verma spoke few words on how women can be given respect and honored at individual level. Prof. Sarita Negi added: Make every day International Women's Day. Do your bit to ensure that the future for girls is bright, equal, safe and rewarding.



## National Youth Day

Event	:	Poster Making & Slogan Writing
Date	:	12/01/2017
Venue	:	IUD
Participants	:	Mona Deol, Jasveen Margaret, Deepika, Charu Basera, Priyanka Joshi and Monika Mall
Organizer	:	Prof. Sarita Negi (Principal, IEdS)



Students of ICFAI Education School, The ICFAI University celebrated National Youth Day (Swami Vivekanand's Birthday) by performing a Ganesh Vandana on “Shri Ganesha Deva” and making posters with slogan. The theme was “Youth for Digital India”. Students were told about the teachings of Swami Vivekananda the importance of moral values and enlightenment.





## **Skit: “Sati Pratha , Gender Discrimination and Dowry System”**

Date : 3/02/2017  
Venue : IUD  
Participants : Mona Deol, Tripti Pant, Deepika, Charu Basera, Priyanka Joshi, Monika Mall, Mainksha Lama, Reena Mishra, Monika Devi, Shubham Kapoor, Cecily and Rupa Shrotriya



Students of IEdS are always encouraged to perform various plays, skits, role plays on various social issues such as gender discrimination, sati pratha, dowry system, child labor etc as drama and art in education as a part of their curriculum. Through this way, their communication skills and expressing abilities are enhanced.



## Visit to Govt. Primary & Middle School



Under Pre-TIP, Students of IEdS (Batch 2016-18), Cecily Anthony, Mainksha Lama, Reena Mishra, Tenzing Jigme, Rupa Shrotriya and Monika Devi visited Govt. Primary & Middle School, Bahadarpur to teach the students of that school. The visit to the school is organized on every Thursday to provide a practical exposure to the students of IEdS.



## Visit to Brick kiln on National Vaccination Day



On 16<sup>th</sup> March 2017, students of IEdS visited Brick kiln at Selaqui, Dehradun to observe National Vaccination Day. Students made the residents aware about proper vaccination to develop immunity against various diseases. First, the pupil teachers enquired about their knowledge regarding vaccinations and its importance. They observed that most of the residents were illiterate and unaware. The pupil teachers informed them about BCG, Polio, DPT, MMR, Hepatitis B Vaccine etc. Moreover they asked them to keep their surroundings clean to lead a healthy life.



## ILS Excursion To Nainital



When a student enters law school, he dreams of a life around books, journals and courtrooms. This notion is justified as majority of the 1825 days that the student spends in law school circles around that. Our journey is no different, and the third year being the most crucial of all, elevates the education to the epitome of learning. However, education at ICFAI is not restrained to four walls and two doors; we get to learn about the subjects and beyond. One such incident is the 'Educational Trip' that is conducted for the students in their third year. It involves a two day journey to Ramnagar and Nainital where we get to experience and imbibe the daily affairs of arguably the most beautiful court in the country, The High Court of Judicature at Nainital. As planned, we left Dehradun on 18<sup>th</sup> march 2017, packed in two buses, for Ramnagar. It is a long way from Dehradun to Nainital and it takes approximately 9 hours to reach there by road. This was the most exciting bus journey of our lives till date, not because we were in the best buses or the destination was the best but due to the company of our friends and faculties. As it is rightly said, "It is the journey that counts not the destination", we danced and sang throughout the night and as our ride soared in the winds through the woods, our collective enthusiasm grew bigger and greater. Some slept, some talked and some decided to turn the rear of the vehicle into a happening party place. All dried and dusted, we reached our destination after a 9 hour journey and 3 stops only to be surprised and awe-struck. We were given accommodation at 'Samsara Resort', the scenic beauty around was enough to tempt a hundred students from Dehradun. The rooms offered every facility and the resort had all that we needed to make the trip bigger and better. The scenario was straight out of the silver screen where the whole batch gets to enjoy and relax collectively at a luxurious resort. The lads could not help but take a dip in one of the three swimming pools that the resort had to offer. Pool volleyball, acrobatic jumps and friendly butterfly moves took over the whole pool for the next 30 minutes. The fun was rising and so was the water level since 50 full sized adults had entered the pool at once.



The faculties arrived and told us to leave the pool, which left the faces turning long, however, soon we were called for breakfast and we all made a run for it. The food, be it breakfast, lunch or dinner was in abundance at both quantity and quality. The visit to Girja Devi temple and jungle safari at Jim Corbett Park gave us a taste of what Nainital hold for its visitors. Following these events came the DJ night where we all shed our geeky glasses and blazed the dance floor with our innovative and flashy moves. Nobody wanted to leave but we were short on both stamina and time. We slept like babies since all we did the whole day was use energy. The next morning we went to Nainital High Court, the highest court in the state, literally! Reaching the court required us to take a 5 km walk in the hilly areas of the town. We saw more ups and downs in the journey than our grade sheets. Attending the court proceedings, meeting lawyers and getting to know the essence of justice fired up the budding lawyer in us. All of us stood there, gazing at the beauty of the Lord giving justice to those who seek it, it made us admire our profession even more and we fell in love with our black coats again. Alas! Time is unstoppable and hence the moment to part ways with the shrine of law came and we bid our farewell to the most beautiful court of the country. We were given an amount to spend on food and were told to assemble at a certain place at a preset time and we did. As we finished our dinner, the last meal of the trip, the memories had already started shaping and engraving on the mantelpiece of our bulk of grey matter. We boarded the bus, with happiness in our eyes and memories in our heart, everyone had a different experience and opinion about how they enjoyed the trip but the message they gave was the same, Thank You ICFAI.

Aditya Anand, ILS (2019)

## World War Orphans Day

Event : Poster Making and Discussion  
Date : 06/1/2017  
Venue : IUD  
Participants : Mona Deol, Tripti Pant, Deepika, Charu Basera, Priyanka Joshi, Monika Mall, Mainksha Lama, Reena Mishra, Monika Devi, Shubham Kapoor and Rupa Shrotriya  
Organizer : Prof. Sarita Negi (Principal, IEdS)



ICFAI Education School observed World War Orphans Day on 6<sup>th</sup> January 2017 by organizing Group Discussion and making posters. Posters prepared by the students depicted the plight of Orphans; basic necessities of the helpless children were also portrayed.



Poster making was followed by group discussion. The discussion brought out the reasons behind celebrating the day, issues related to orphan care, how to help orphans, challenges faced by them like malnutrition, starvation, disease and decreased social attention. The main emphasis was on safety & security of orphan children, their health, education and social well being. The students suggested that some recreational program should be organized on regular basis for the orphans.

## Yoga Classes

Participants : Jasveen Margaret, Mona Deol, Tripti Pant, Charu Basera, Priyanka Joshi, Monika Mall, Mainksha Lama, Reena Mishra, Tenzing Jigme, Monika Devi, Shubham Kapoor, Cecily Anthony and Rupa Shrotriya  
Coordinator : Prof. Sarita Negi



Yoga is derived from the Sanskrit word *yuj*, *Yoga* means union of the individual consciousness or soul with the Universal Consciousness or Spirit. Yoga is a 5000-year-old Indian body of knowledge. Though many think of yoga only as a physical exercise where people twist, turn, stretch, and breathe in the most complex ways, these are actually only the most superficial aspect of this profound science of unfolding the infinite potentials of the human mind and soul. The science of Yoga imbibes the complete essence of the Way of Life. In IUD, Yoga Sessions are held every Thursday. It is a form of physical exercise for breathing, focus, mindfulness, and stress relief and it balances all parts of the body. It has been studied that Yoga decreases depression, insomnia, pain, and fatigue. Students are made to perform various poses and are told what benefits they will derive from those poses.



## Word's worth



*Steve Jobs*

“Your time is limited, so don't waste it living someone else's life. Don't be trapped by dogma- which is living with the results of other people's thinking. Don't let the noise of other's opinion drown out your own inner voice & most important, have the courage to follow your heart and intuition. They somehow already know what you truly want to become. Everything else is secondary.”

“Things don't have to change the world to be important.”

“I think if you do something and it turns out pretty good, then you should go, do something else wonderful, and not dwell on it for too long. Just figure out what's next.”

“Details matter, it's worth waiting to get it right.”

“Deciding what not to do is as important as deciding what to do.”

“We are here to put a dent in the Universe. Otherwise why else even be here?”

“Design is not just what it looks like and feels like. Design is how it works.”

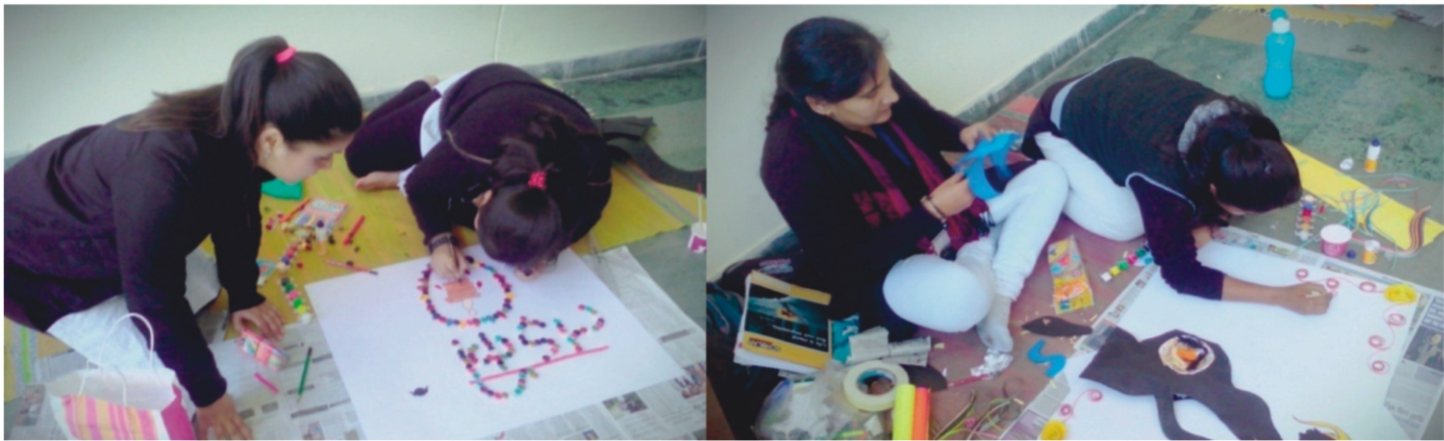
“Here's to the crazy one – the misfits, the rebels, the troublemakers, the round pegs in the square holes. The one's who see things differently - they are not fond of rules. You can quote them, disagree with them, glorify or vilify them, but the only thing you can't do is ignore them because they change things. They push the human race forward, and while some may see them as the crazy ones, we see genius, because the ones, who are crazy enough to think that they can change the world, are the ones who do.”

**Compiled by –  
Bal Mukund Jha (ITS)**



## Celebration of National Girl Child Day

Date : 24/01/2017  
Venue : IUD  
Participants : Mona Deol, Tripti Pant, Jasveen Margaret, Priyanka Joshi (IEdS) Shradha Bhatia, Ekta Bhadauria, Tvisha Bhattacharjee and Harshita Rudransh (ILS)  
Organizer : Prof Sarita Negi(Principal, IEdS)



National Girl child day was celebrated by making Posters and writing Slogans. Students from the entire University were motivated to participate. The motive was to increase the awareness about the inequalities faced by the girl child in the education, nutrition, legal rights, medical care, protection, honor etc and to propagate the gender equality.

Posters were made on the theme “Beti Bachao Beti Padhao”



## Alumni Meet, 2017



To take a walk down the corridors of nostalgia, the first Alumni Meet, of ICFAI University Dehradun was inaugurated by the Vice Chancellor of the University, Dr. Pawan Kumar Aggarwal on November 19, 2016. The meet started traditionally with the lighting of the lamp. Speaking on the occasion, the Vice Chancellor underlined and praised the achievements of Alumni of ICFAI University, Dehradun in all walks/spheres of life. He felt that it was a matter of great pride for ICFAI University, Dehradun that its Alumni are holding positions of responsibility in various organizations, PSUs, Private sector, Academic Institutions and a few of them are successful entrepreneurs. Mr. Vivek Phadke, VP (ICFAI Group), who also graced the occasion, lauded the accomplishments of the Alumni of ICFAI University, Dehradun.

The occasion was graced by Alumni from various batches of Management, Law, Science and Technology and Education who came from various parts of the country.

The Inaugural session was also attended by the Registrar, Deans, Faculty members and staff of ICFAI University. Prof. Sanjeev Malaviya, who was the faculty coordinator of the event, highlighted the achievements and significant developments at the University over the years and emphasized the need for further strengthening the linkage between the Alumni and ICFAI University, Dehradun. He acknowledged the efforts of Dr. Neeraj Aswal, Mr. Diwakar Das, Ms. Atulya, Mr. Himanshu Pandey, Mr. Siddhartha Chaubey and the team of students for their contribution in organizing the event.





The alumni shared their experience as well as interesting moments of campus life and a great bonhomie was observed everywhere with old students reliving their old memories with their batch mates, seniors and juniors. The meet ended with promise to meet again and everyone bid emotional farewell to each other and their alma mater.

### **National Youth Day Celebration**

National Youth Day was celebrated in the ICFAI University Dehradun on January 12, 2017. The program was inaugurated by Hon'ble Vice Chancellor, ICFAI University Dehradun. It was organized by the students and faculties of ICFAI Tech School. All the students, staff and faculties of IUD were present there. The day was celebrated with dancing, singing and other activities. Hon'ble Vice Chancellor of ICFAI University Dehradun delivered a speech on Swami Vivekananda. The Registrar, IUD, the Associate Dean of ITS and Deans of other units were present.



**Highbr****w**<sup>®</sup>



## Cambridge English Orientation Program

Date : 24<sup>th</sup> January 2017  
Venue : ICFAI University Dehradun  
Resource Person : Capt. Ajay Swarop (Retd.)  
Participants : Faculties and students of  
IUD  
Coordinator : Maj.V.N.Saxena(Retd.)

Capt. Ajay Swarop emphasized upon the need for students from any stream to be good in their communication skills so that they don't face any difficulty when they join their organizations on completing of their courses. He gave an insight on what the Business English Certification course is all about and the various levels of certification.



Capt. Ajay Swarop(Retd.) addressing the students of IUD.



## Creative Resume

Date : 16th January, 2016  
Venue : ICFAI University Dehradun  
Participants : Students of IBS, IUD.  
Organizer : Dr. Amit Joshi



A recruiter just spends about six seconds on a resume the length of a Vine video. Thus it is important to find a way to make our resume stand out of tons of other resumes, particularly when we are in management program. Impressive resume designs show your potential employer that you are full of outstanding ideas, a creative person with plenty of imagination to spare



While creative CV design may not work with an economist or a lawyer, it may work for management professional. Self-promotion via print is a new trend these days, keeping the theme-“design to impress” a completion on innovative resumes was organized for the students pursuing MBA, the enthusiasm and creativity was at its peak. Sakshi Chauhan of MBA (class of 2018) was declared winner. Dr Amit Joshi organized and coordinated the event.

## Faculty Seminar on Communication Techniques

Date 17 January 2016  
Venue ICAFI University Dehradun  
Participants Faculties of ICAFI Business School  
Speaker Prof. V.N.Saxena

The seminar focused on types of reading and how to improve upon our reading skills. It also focused on how

## Financial Workshop

ICFAI University, Dehrdaun conducted a two days Financial Workshop for its management and engineering students in association with Karvy Stock Broking Ltd.

Dr. Pawan K. Aggarwal, Vice Chancellor, ICAFI University Dehradun, inaugurated the session. He said that the students should develop competencies to meet the challenges of the business world.



The key speakers included Mr. Vishal Shah, Senior Corporate Trainer and Mr. Osho Krishnan, Technical Research Analyst and alumni of ICAFI Business School. They conducted sessions on introduction to financial markets, Equity markets, Derivatives- Forward, Future and options and Ratio analysis.

Prof. Sanjeev Malaviya, Coordinator for the workshop, emphasized that new innovations will create value networks that will disrupt the established firms in the services sector and the students need to keep abreast of latest happenings in the business environment.



The students actively interacted with the experts to clear their doubts and have conceptual clarity on the topic of discussions. The certificate of participation on Indian financial Markets along with a book on basics of financial market was distributed to the participants. The officials of the University- Col. Dutta, Prof. Raghvendra Sharma, Prof. Puneet Garg, Dr. Abhay Tiwari, Dr. Manish Shrivastava, Dr. Amit Joshi, Prof. Sonia Gambhir, Prof. Saxena and others were present during the workshop.





## Seminar on Changing Educational Paradigm

Date : 13/01/2017  
Venue : IUD  
Speaker : **Ms. Atulya Verma**  
(Faculty Associate, IEdS)

On 13<sup>th</sup> January 2017, Ms. Atulya Verma (Faculty IEdS) presented a seminar on “Changing Educational Paradigms” in which she introduced the new pattern of teaching in comparison with the earlier one. She also focused on various approaches of teaching and learning in modern education such as CCE pattern, Inclusive Education, Collaborative Learning, and Gamification. With the changing pattern of education, role of a teacher is also changing as mentor, facilitator, advisor etc., how technology is proving to be highly beneficial in teaching, was also discussed.

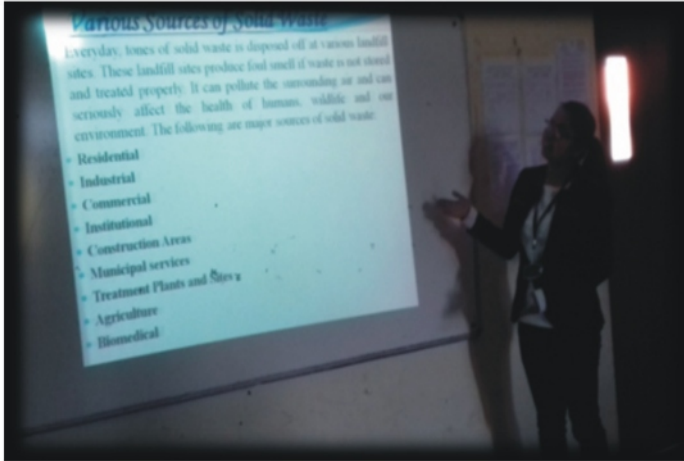


Tripti Pant focused on the importance of imparting Sex Education at School level, agencies of Sex Education and five I's of Adolescence that are Independence, integrity, identity, intellect and intimacy. She added that children at school level must be aware about sexually transmitted infections like HIV, Aids etc.



## Students Seminar on Solid Waste Management

Date : 10/02/2017.  
Venue : IUD  
Speaker : Jasveen Margaret (pupil teacher, IEdS)



Jasveen Margaret explained various measures that may be adopted to manage solid waste which is discarded from Municipal, industrial and agricultural activities. She highlighted various causes of waste pollution out of which over population is the major one. During her interaction, she pointed out towards need and importance for solid waste management in India.

## Students Seminar on Sports as an instrument for social integration

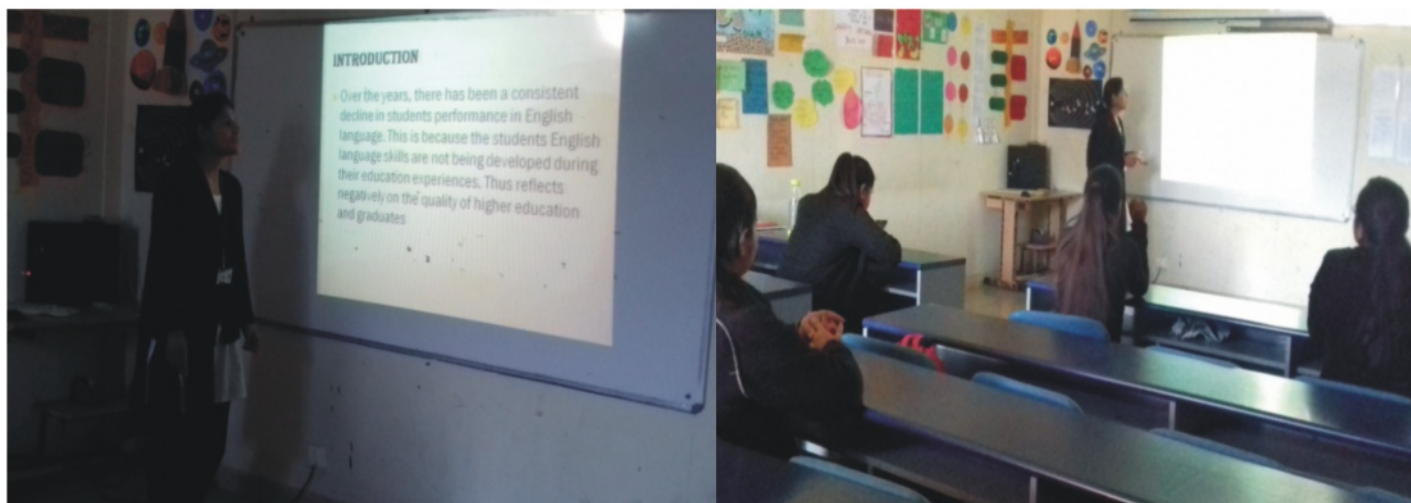
Date : 3/03/2017  
Venue : IUD  
Speaker : Km. Deepika (Pupil Teacher, IEdS)



Deepika initiated her interaction with the consideration of sports as tool for social integration. PM Modi has also said that from sports, we learn sportsmanship spirit which acts as a lubricant in our social life and active creation of social network due to social integration in sports.

## **Seminar on Strategies for improving Academic Performance in English Language**

Date : 23/02/ 2017  
Venue : IUD  
Speaker : CharuBasera (pupil teacher, IEdS)



Charu Basera pointed out the factors responsible for low academic performance in English Language i.e. internal and external factors. She added, in this era of globalization, need for improving English language is on demand. She discussed SDAIE strategies- Specially designed Academic Instruction for English.

## **Students Seminar on Role of Teacher's Effectiveness on Students' Performance**

Date : 17/03/2017  
Venue : IUD  
Speaker : Monika Mall

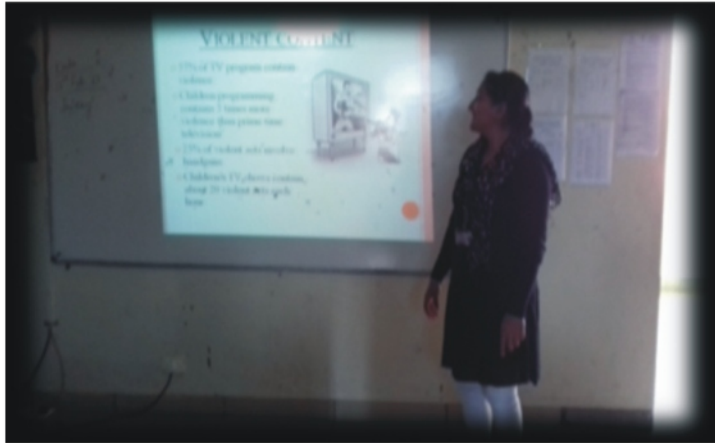
Monika Mall presented her Seminar on “Role of Teacher's Effectiveness on students' performance”. She emphasized that there are various roles played by teachers in understanding students' needs. Some of them are learning about students' interests, planning and organizing classroom activities, understanding



The basic needs of students, encouraging them to improve etc. She added that there are many students who feel shy or have some personality problems. It becomes quite important for teachers to attend to these students personally and encourage them to overcome this shyness or personality disorders.

## Students Seminar on Television Violence & Children

Date : 17/02/2017  
Venue : IUD  
Speaker : Priyanka Joshi (pupil teacher, IEdS)



Priyanka Joshi defined television violence as the violence appearing on TV screens. She referred children to be mostly victimized by such TV shows, serials etc. Types of TV violence and their effects on human behavior were also covered in her discussion.

## Industrial Visit to Hindustan Unilever Limited



On 10<sup>th</sup> January 2017, IBS organized an industrial tour for 71 students of MBA Semester-II to Hindustan Unilever Limited, Haridwar, they were accompanied by Dr.Amit Joshi, Prof Sonia Gambhir, Prof. V.N.Saxena and Mr.Himanshu Pandey.



The visit started in the early hours of a working day by the college bus. Students were received by Mr.Vipul Aggarwal & Mr.Das of HR team. Within the industry premises, they took charge and took the group around the plant and briefed them about the plant as well as the number of production lines, the students were directed to the training hall where Ms.Rashmi Rajan gave a power point presentation on the products, external environment, marketing strategies and HR policies.



From there they were taken for a site visit. The HUL unit had 52 acre of plot and 39% built up area , the site has 8 plants (talc ,water ,boiler ,CLS ,etc) and the product categories are (skin ,hair ,homecare ,oral ,specialty ,water etc.) .The visit to HUL was very informative. It provided an insight of how practically the products are manufactured and packed. Students inquired about the working hours, type of machines, their process, daily production, peak periods, waste and time management etc. The students observed that they used Product layout as the design of their production process.



Work was in a linear sequence and in Loops, standardized products were manufactured and continuous efforts were made to minimize the cost and time and to maximize the efficiency. The plant was fully automated. Students were amazed at the speed at which the process occurred and how the automated systems could work according to the requirements. The visit concluded by the afternoon. The industrial visit was an enriching experience for the students in getting live exposure of manufacturing. Prof. Sonia Gambhir and Prof. Puneet Garg coordinated the visit.

## **IUD Signs Letter of Intent with Cambridge English Team**

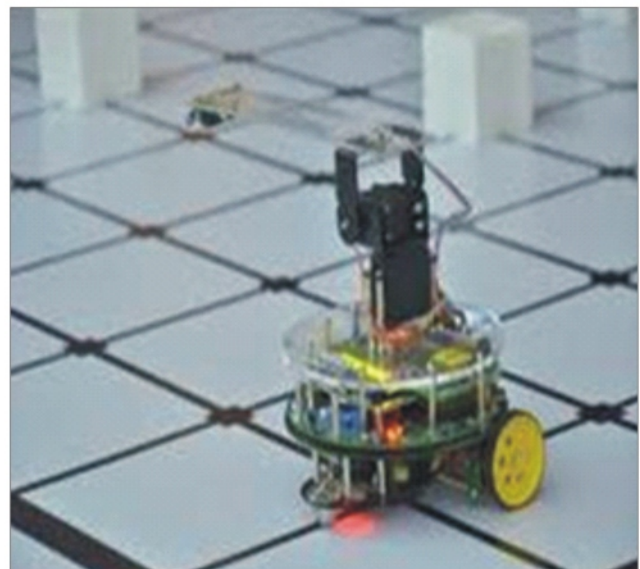
Date 31 January 2017  
Venue Hotel Radisson Blu, New Delhi  
Coordinator Maj.V.N.Saxena(Retd.) from IUD and Mr. Harshal Wandile, Consultant, North India from Cambridge English

Letter of Intent was exchanged between IUD represented by Maj. V.N.Saxena (Retd.), and Mr. Liam Vint, (Deputy Director Global Network, Cambridge English). The Letter will help to build a partnership between IUD and Cambridge English which offers effective solutions for English Language skill development in education. The Cambridge English provides Business English Certification Courses for students to improve their Reading, Writing, Speaking and Listening Skills.



## Texas Instruments Innovation Centre Workshop

Two days (17th-18th January 2017) workshop was organized by Texas Instruments Innovation Centre (TIIC) in association with ICFAI Tech School, IUD. The workshop was inaugurated by Hon'ble Vice Chancellor, ICFAI University Dehradun. TIIC Lab consists of- Embedded, DSP, IoT (Internet of Things), Analog, Ultra Low Power Micro controller, Motor Control, Analog Attached, Connectivity Attached Labs, Power Management. The Registrar, IUD and the Associate Dean (ITS) were present during the Workshop. All the faculties and students of ECE department participated in it.





## **Workshop On Free And Open Source Software (FOSS) & Latex (Spoken Tutorial Project, IIT Bombay)- 18th February 2017**



The Workshop on Free and Open Source Software (FOSS) & LaTeX was organized by ITS in the ICFAI University Dehradun on February 18, 2017. 75 Academicians from various Universities & Colleges of Dehradun participated in it. The workshop was guided by Mrs. Shyama Iyer, National Training Coordinator of the Spoken Tutorial Project, IIT Bombay. The use of FOSS for developing course material online was addressed by Mrs. Iyer. Hon'ble Vice Chancellor, ICFAI University Dehradun, the Registrar and the Associate Dean of ITS and other faculties of IUD were present in the workshop.



# THE SPELLBINDERS

## Faculty Development Program on Communication Skills

Dr Amit Joshi, Asst. Professor, ICFAI University was invited as a resource person at the FDP on communication skills organised by 'Dev Bhoomi Institute of Technology, on 9th February, 2017. The FDP consisted of activities to highlight the importance



## Students Development Program

Dr. Amit Joshi, Asst Professor, IUD was invited as a key note speaker at the student's development program on Employability & Soft skills organized at DBIT- Faculty of Management, Dehradun. He dwelled upon the various aspects of soft skills and employability. He complimented his knowledge sharing with management games which evoked an enthusiastic involvement of not only the students but also of the faculty members. The program was successful and educative.







Monday, 21<sup>st</sup> November, 2016, Page-1



Monday, 21<sup>st</sup> November, 2016, Page-1



**Himalayan Day observed at ICFAI University**  
**DEHRADUN, SEP 17**

B.Ed Department of The ICFAI University celebrated Himalayan Day here today. The students made a model showcasing the Great Himalaya reflecting various contemporary issues related to it. The students displayed charts with various facts ab out the Himalayas. The motive was to spread the message that solutions for sustainable development and ecological stability for the Himalayas must be as unique as the Himalayan ecosystem itself.

Taking a step forward Prof. Sarita Negi, Faculty of Education on Himalayas. The discussion also included the relevance of Himalayan Day, the major challenges facing the Himalayas i.e increasing population, rampant urbanization, unchecked deforestation, melting of glaciers and other such ecological disruptions, which are rapidly triggering disasters of the kind that occurred in Kedarnath. She further said that deterioration of Himalayan system due to inadequate attention has threatened our Life Supporting Resources. She also said that awareness has to be brought to save the lofty ranges of Himalayas, which are under ecological threat due to increased human interference.

The discussion was followed by a questionnaire. Each student participated actively. Mainika, Reena, Tripti, Mona, Kirti, Monika, Rupa, Shubham, Deepika, Jasveen and other students prepared the model and participated in the discussion on Himalayan Day under the guidance of Prof. Sarita Negi and Atulya Verma.

**Legal aid camp at ICFAI varsity**

**Dehradun News Service**

Dehradun, November 17  
 The Faculty of Law of ICFAI University organized a legal camp under the aegis of the District Legal Services Authority (DLSA) at Haripur village, Dehradun, today.

DLSA secretary Kuldip Sharma, Bar Association member Manoj Kumar Shrivastava, District Bar Association secretary Anil Shrivastava and Joint Secretary of the Bar Association of Dehradun were present on the occasion.

The camp was organized under the guidance of ICFAI University Vice-Chancellor Dr. Pawan Kumar Agarwal, Dean in-charge Anurag Sharma and Legal Aid Society in-charge Anil Sharma.

Student representatives were Vishal Purohit, Divyanshu Agarwal, Nisha Sharma, Divyanshu Shrivastava and Prateek.

The Faculty of Law has conducted the legal aid cell for 2016-17 along the lines of the Bar Council of India. The legal aid clinic comprises faculty members along with students who run under guidance of legal advice to needy persons but also spread awareness amongst villagers through shows, dramas, roadshows, seminars, open house, etc.

DLSA secretary Kuldip Sharma gave legal advice on various disputes related to property, maintenance, child labour and rape cases.

Nearly 40 applications regarding various legal disputes were taken for free of cost by the DLSA, Dehradun. The Faculty of Law addressed legal problems of residents and gave them respective suggestions for resolving such pressing disputes.

Attorneys Divyanshu Shrivastava, Divyanshu Shrivastava, Divyanshu Shrivastava and Prateek were also present on the occasion.

**The Tribune** Tue, 09 November 2016  
 Dehradun edition, page 7. URL: <http://tribuneindia.com/2016/11/09>



| ITS | ILS | IBS | IE<sub>d</sub>S |  
ICFAI TECH SCHOOL | ICFAI LAW SCHOOL | ICFAI BUSINESS SCHOOL | ICFAI EDU SCHOOL



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