



The RNB Times

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by RNB Global University

Seminar on Recent Developments in Indian Banking and Insurance Sector

Basant Panchami Celebration

On the morning of 12th of February 2016, the RNB family hosted a get-together for all its members to welcome the spring and to celebrate the auspicious occasion of Basant Panchami that filled a new zeal and enthusiasm into our lives.

The ceremony was kept short and sweet with Saraswati Pooja being the first during which prayers were offered to the Goddess of learning, wisdom and knowledge in the Academic Block that was followed by bhajans sung by the talented students of the RNB family. The Hon'ble President presided over the proceedings and made offerings to Goddess Saraswati. At the end he imparted his energizing words kick-starting the new air of change and harmony.

Soju Joseph B Sc

Event in Pipeline

Spanish Language Workshop

The rapid globalization has brought the whole world together increasing the need for global citizens to be competent in other languages. Keeping in mind this want of becoming multilingual to meet the international requirements the RNB Global University is going to organize a two-day workshop on Spanish Language on 19th -20th Feb 2016. The Resource Person for the workshop would be Mrs. Prerna Sharma, a proficient in Spanish from the School of Foreign Languages, The Ministry of Defence.

Aarti Rathi, MBA



On 6 February 2016, the RNB Global University organized a seminar on “Recent Developments in Indian Banking and Insurance Sector”. Mr Sudhanshu Mohan Mishra ‘Alok’ Senior Divisional Manager, LIC, Bikaner graced the event as the Chief Guest and the officials from top banks of India and insurance industry such as IDBI, Punjab National Bank, Bank of Baroda, Allahabad Bank, SBI Life and LIC were the spokesperson of the seminar.

The seminar proceedings included three sessions. The inaugural session commenced with the opening address of the Hon'ble President, RNB Global University, Lt. Gen. R. K. Karwal, PVSM, AVSM, SM*, VSM (Retd). This followed the inaugural speech of the chief guest Mr. Sudhanshu Mohan Mishra ‘Alok’ SDM, LIC, Bikaner who portrayed the comprehensive panorama of the Indian economy and explicated how it is dominated by both insurance and banking sector. The first technical session, chaired by Mr. Shudhanshu Mohan Mishra, was on the growth prospects in the Insurance Industry. Meaning of financial inclusion, need of insurance and how the insurance sector fosters economic growth were some of the key areas covered by the first speaker of the session Dr. Akshay Pandey, Assistant Administrative Officer, LIC, Bikaner and the session was concluded by Mr. Ajay Daima, Branch Head, SBI General Insurance, Bikaner.

The third session was on the contemporary development and progress of Indian Banking Sector. The session was chaired by Mr. Tej Singh Rathore, DGM, Bank of Baroda, Bikaner and the speakers were Mr. Ghanshyam Sharma, Chief Manager, PNB, Mr. Ankur Garg, Branch Manager, IDBI and Mr. Ashok Tiwari, Branch Manager, Allahabad Bank. Mr. Tej Singh Rathore summed up the session in which he highlighted how banking sector has been strengthened by a series of financial and regulatory reforms implemented recently. The seminar not only updated all of us but also widened the scope of the content knowledge about the two important industries of Indian economy.

Bhavya Gupta B.Com (Hons.)

A Round-Table Pre Budget Discussion on Railway Budget - 2016

On 9th February, RNBGU organized a round table pre budget discussion on Railway Budget 2016. The participants were the students of MBA, B.Com (Hons.) and BBA and the Dean SOCM, Dr. S K Roy, moderated the session. I felt very delighted to be a part of the discussion. All the participants were very fervent and stated their point of view assertively. Some said that Railway fare should be increased while others suggested modernization and transformation of Indian Railway tracks and signal system. Some candidates emphasized on the crowd control system at the Indian Railway platforms. The discussion summed-up with the conclusion that, there are numerous basic amenities like cleanliness, security etc that should be given priority in comparison to the other projects that government is trying to introduce.



Abhilasha Chokhani B.Com (Hons.)

A Round-Table Pre Budget Discussion on General Budget - 2016

On February 10 2016, the second and concluding round of discussion of the pre-budget seminar on general budget was organized at our University. The participants gave their suggestions regarding General Budget with the prime concern to “how revenue can be generated by the govt. without increasing the taxes”. Some students said that taxes on luxury goods and other products like tobacco, cigarettes, alcohols etc. should be increased while some suggested that subsidies on some goods should be reduced. Some voiced that interest on education loans should be cut down and a few stated that the land that are not useful for cultivation should be given to the private sector so that new industries can be established and more employment can be generated which helps economy to grow directly or indirectly. It was a very amazing experience and opportunity to learn and think out of the box. Such forums help us as the student to learn and comprehend the intricacies of the economical issues and get a extensive and lucid view of the theoretical concepts.



Abhilasha Chokhani B.Com (HONS.)

Career Guidelines - Indian Administrative Services

UPSC (Union Public Service Commission) conducts IAS (Indian Administrative Service) Examination. The examination is held in three stages: Preliminary, Mains and Interview.

Selection Procedure:

- **Preliminary Exam:** Preliminary Exam is held in the month of May/June. The exam comprises of two compulsory papers (General Studies Paper I and General Studies Paper II). The marks in prelims are not counted for final ranking, but is the qualifying criteria for the main exam.
- **Mains Exam:** Those selected in the preliminary examination are only eligible to appear in this exam. Main Exam is conducted during the month of October/November. Main Exam has IX descriptive papers.
- **Interview:** The candidate is interviewed by a Board. This is really an assessment of not only his/her intellectual qualities but also social traits and his/her interest in current affairs. Some of the qualities judged are mental alertness, critical powers of assimilation, clear and logical exposition, balance of judgment, variety and depth of interest, ability for social cohesion and leadership, intellectual and moral integrity.

Age limit: For General category Candidates: 21-30 years as on 01-08-Exam conducting year. For OBC candidates: 21-33 years as on 01-08-exam conducting year. For SC/ST candidates: 21-35 years as on 01-08-exam conducting year.

Eligibility Criteria - You need to be a graduate in any discipline from a recognized university.

Official Website: <http://www.upsc.gov.in/>

Anmol Baid, MBA

Innovation in Business: Market Impact

For all new ventures in market, innovation has always been important. Every entrepreneur has to look after the impact of his or her business and the way consumer would react to the venture.

Innovators and Entrepreneurs hardly ever think about the market impact of their ideas. Often animated by strong gut feeling and sense of overwhelming they find it hard to introduce reason into their ideation process. If you scroll through the post mortem of ideas that have failed, you would see that many ideas did not take off because of lack of fit with markets. Indeed, according to a study of 146 failed start-ups, 42% did not succeed precisely for that reason.

It begs the question: Could those start-ups have done anything differently to increase market fit and adoption? Incidentally, if you study the stories of successful innovations, you would find that the innovators were aware of the market impact of their respective ideas and they adopted concomitant development, go-to-market and scaling strategies. For example, when Jeff Bezos launched Amazon.com, he knew that his idea would change the habits of markets. Therefore, he knew that he would have to identify the barriers to adoption prior to commercialization. In fact, most people were wary of putting their credit card details on Amazon.com's server. Thus, the company came up with a secure credit card system that was "dubbed CC Motel". Jeff Bezos also knew that he would need to convince markets to change their habits to shopping online, by offering incredibly strong value propositions to customers relative to the value of doing things in more traditional ways.

In contrast, Rivet and Sway, the online eyewear retailer that changed the habits of markets as well, did not identify the barriers to adoption. However, they soon found out that women wanted to try frames on before purchasing and as it was an expensive program to ship frames back and forth, they could not sustain their business model. Also, the company relied on word of mouth advertising to grow, and as Sarah Bryar, the CEO at the time admitted, with such a strategy, it was hard to reach potential customers. She also admitted that if she could do things differently, she would have invested earlier in PR and advertising. Indeed, since the idea changed the habits of markets, the company needed to use persuasive go-to-market strategies. Therefore, the first reflex would perhaps be to understand how your idea would impact its market, prior to development and commercialization.

Sonali Bhansali & Deeksha Bhura
MBA

Space Exploration



Here comes Hedgehog a cubic rover that will enable us to explore comets and asteroids despite low gravity and harsh environment. Designed by Stanford's Marco Pavone, Assistant Professor of Aeronautics and Astronautics, and Ben Hockman, graduate student in Mechanical Engineering, this space rover has no wheels for rolling, no arms for grabbing and no legs for stepping. It moves with the help of tumbling and hopping across rough terrains and sharp boulders of asteroids, comets and small moons.

The Hedgehog project is part of collaboration between researchers at Stanford, MIT and the Jet Propulsion Laboratory (JPL), and is funded by the NASA Innovative Advanced Concepts (NIAC) program. Program executive Jason Derleth says NIAC seeks "to 'change the possible' in aerospace" by advancing projects that are both innovative and credible.

Soju Joseph, B Sc

Young Achiever

Gauri Mishra

(The Youngest pianist in India)

On August 29, Mishra created a national record of playing the piano for 1:03:04 hours at Ambience Hall, Gurgaon. She was rewarded with a medal, trophy and a certificate from **India Book of Record as a Youngest Pianist of India**. She has also been remarked as the youngest pianist of world by two reputed organizations **Assist World Records** and **World Records India**.

The 10-year-old passed her Grade 2 exam in the theory of music with distinction from Trinity College of London in May last year. She is tutored by Aman Bathla the fastest pianist in the world. Mishra is also recognized by World Records of India, Everest World Records, Golden Book of Records.

Shubham Pugaliya, MBA

Thoughts

Thoughts go on...but The heart!

It wonders! Cries! Gets broken!

Travels from one thought to another.

From shade to rain..

Happy in the changing stances...

Consistent in the inconsistency...

It is beautiful in all its flaws...

It creates and the mind builds...

It loves the world of fantasy...

It contradicts the mind...

Yet it is the pathway to soul for the body!

Some days I feel everything at once.

Other days I feel nothing at all.

I don't know what's worse,

drowning beneath the waves or dying from the thirst.

Sometimes it's good to be lost in Thoughts,

other days it turns painful.

I wonder, I travel in the world of thoughts.

Not closed by belief the mind repels beliefs.

But I guess the roller coaster ride I go through, in some way constitutes life.

That keeps me grounded.

My life would be baseless without thoughts.

The journey, passing through the ocean of thoughts under the sky that wonders, makes me reach to my soul, where I get toknow myself better.

Deeksha Bhura, MBA

Visitor's Corner



Mr. Sudhanshu Mohan Mishra 'Alok'
SDM LIC Bikaner

Highly impressed with the infrastructure

Do You Know?

- Tourist visiting Iceland should know that tipping at a restaurant is considered an insult!
- The only 15 letter word that can be spelled without repeating a letter is "uncopyrightable"
- In Singapore it is illegal to spit and chew gum.
- It is impossible to lick your elbow (busted)
- Typewriter is the longest word that can be made only using one row of keyboard.

Chetna Parakh, B.Com (Hons.)

Happy Birthday!!!!

2nd February – Abhilasha Chokhani, B Com (Hons.)

9th February – Shekhar Surana, BBA & Varun Arora, MBA

11th February – Vasudev Soni, BBA

Resham Soni , BBA

Faculty Editor-Dr. Kiran Pareek Student Coordinator –Abhilasha Chokhani, BCom(Hons.) Graphics- Naman Chhalani, BCom(Hons.)

Publication Programme –B Com (Hons.)
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