

# T a p a s y a

ICFAI UNIVERSITY NAGALAND

“...a quest for knowledge”

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## CONTENTS

- 1 Message
- 2 Words Worth
- 3 Thought Smith
- 4 Galleria
- 5 Campus Abuzz

## Message

Dear Students and Young Readers,

I am glad to share with you, through this platform, something about you. You, who belong to today's Emerging Generation. About how you can shape the world around you in a constructive way.

In today's increasingly complex and interconnected world, young people like you are being called upon to engage with the daunting challenges of our times. From climate change to political polarization and economic inequality, you face a range of complex problems that are both interdependent and pressing. Yet, far from being helpless or disempowered, you possess unique qualities and advantages that make you uniquely suited to take on these challenges and shape the future.

One of the key advantages that you, as youth, bring to the table is an unbridled energy and enthusiasm for taking on difficult problems. Freed from the jaded cynicism that can set in with age, you are more willing to take risks and think creatively. In addition, your lack of experience can be an asset, as it allows you to approach problems with fresh eyes.

Another advantage you have as a youth is your ability to mobilize and engage with others. Social media and other forms of digital communication have made it easier than ever for you to connect with like-minded individuals and to work collaboratively on issues that matters. This networking power, combined with your enthusiasm can act as conducive factors for bringing in positive changes.



Of course, taking on complex challenges requires more than just enthusiasm and networking skills. It requires a commitment to finding practical solutions and a willingness to persevere in the face of setbacks and obstacles. It also requires an ability to think critically, analyze data, and collaborate with others.

So how can you young people today make a positive impact on the world? Here are a few key strategies: Get involved in your community. Volunteer with a local non-profit organization. Join a social welfare group. The possibilities are endless. By working together with others in your community, you can amplify your impact and create positive change at a local level.

Whether it's through writing, speaking, or social media, young people have more opportunities than ever to share their ideas and opinions with the world. Take advantage of these platforms to speak up on the issues that matter, and to engage in constructive dialogue. Create positive examples for your juniors.

Focus on solutions, not just problems. Rather than becoming bogged down by the enormity of the challenges you face, as young people, you can focus on practical, tangible solutions that can make a real difference. By thinking creatively and working collaboratively, we can find ways to make progress even in the most challenging of circumstances.

Believe in yourself. The most important thing young people can do to make a difference is to have faith in their own abilities and the power of their ideas. You are capable of great things, and your voice and your actions can have a real impact on the world around you.

In conclusion, young people today possess the energy, creativity, and networking skills needed to make a positive impact on the world. By engaging with your communities, using your voices, focusing on practical solutions, and believing in yourselves, you can shape the future and build a more just and sustainable world for all.

**Rupanka Bhuyan**

Registrar,

The ICFAI University, Nagaland

## Thought Smith

### THE A.I

**A**rtificial Intelligence (AI) is a rapidly growing field that has the potential to transform the world in ways we can only imagine. From improving healthcare to revolutionizing the way we do business, AI has the power to change the way we live, work and interact with each other.

One of the most significant changes AI will bring to the world is in the field of healthcare. AI has the potential to revolutionize healthcare by providing faster and more accurate diagnoses, leading to earlier and more effective treatments. AI algorithms can analyze vast amounts of patient data, such as medical records, imaging and lab results, and use this information to predict the likelihood of certain diseases and conditions. This will enable healthcare professionals to make more informed decisions, leading to improved patient outcomes.

Another area where AI will have a significant impact is in the workplace. AI-powered automation has the potential to significantly increase productivity and efficiency, freeing up workers to focus on more creative and strategic tasks. AI-powered robots and machines can work 24/7, making it possible for businesses to remain open and operational even outside of traditional working hours.

AI is also set to change the way we interact with technology. Today, voice-powered virtual assistants such as Siri and Alexa are already changing the way we use our smartphones and smart speakers. As AI technology continues to improve, we can expect to see more advanced virtual assistants that can understand and respond to natural language, making it even eas-

ier for us to interact with technology.

In addition to these practical applications, AI has the potential to change the world in more profound ways, such as in the fields of education and employment. AI can provide personalized learning experiences and educational opportunities to people all over the world, regardless of their location or socioeconomic status. At the same time, AI has the potential to create new job opportunities, while automating certain tasks and increasing overall productivity.

However, with such vast potential for change, there are also concerns about the potential negative impacts of AI. For example, there is a fear that AI will lead to widespread job losses, as machines and robots replace human workers. There are also concerns about the security and privacy of data that is collected and analyzed by AI systems.

To ensure that the benefits of AI are maximized and the potential negative impacts are minimized, it is important that we approach the development and deployment of AI with caution and care. This means investing in research and development to improve the technology and ensuring that the ethical and social implications are considered at every step.

In conclusion, Artificial Intelligence is a rapidly growing field that has the potential to change the world in countless ways. From improving healthcare to changing the way we interact with technology, AI has the power to shape our future in ways we can only imagine. It is up to us to ensure that this potential is harnessed in a responsible and ethical manner, for the benefit of all.



**Shristi Kumari**  
B.Com  
2nd Semester.

**THE NEW E-RUPEE**

**T**he e-Rupee is India's digital currency, introduced by the Reserve Bank of India (RBI) to promote digital transactions and reduce the dependence on cash. In today's fast-paced world, where technology has made a huge impact on our daily lives, the use of digital currency is becoming increasingly popular. With the e-Rupee, the RBI aims to provide a secure, convenient and cost-effective way of making transactions.

The e-Rupee can be used for a variety of transactions, including paying bills, buying goods and services, and transferring money. It can be easily stored in a digital wallet and used for transactions without the need for physical currency. The e-Rupee is backed by the government and the RBI, making it a secure and stable form of currency.

One of the key benefits of the e-Rupee is its speed and convenience. Transactions can be completed almost instantly, eliminating the need for long lines at banks and ATMs. This saves time and makes the process of making transactions much

more efficient. The e-Rupee also eliminates the risk of theft and loss associated with physical currency, as the digital currency is stored in a secure digital wallet that can be accessed only by the user.

The e-Rupee also has the potential to boost financial inclusion in India. With a large proportion of the population being unbanked or underbanked, the e-Rupee can provide them with access to financial services that were previously not available to them. This can help to increase financial literacy and provide a way for people to participate in the formal financial system.

In conclusion, the e-Rupee is a game-changing development for the Indian economy. It offers a secure, convenient and cost-effective way of making transactions, and has the potential to boost financial inclusion and reduce the dependence on cash. The RBI is continuously working to improve the technology and security of the e-Rupee, and it is expected that in the coming years, it will become an increasingly popular form of currency in India.

**Puja Kumari**  
B.com (2nd semester)

## Case study of SUGAR COSMETICS

**S**ugar Cosmetics is a relatively new player in the beauty industry. Established in 2015, the company has quickly gained popularity and has become one of the most sought-after cosmetic brands in India. Sugar Cosmetics has carved a niche for itself by offering high-quality, cruelty-free makeup at affordable prices.

In this case study, we will explore how Sugar Cosmetics has achieved success in a highly competitive market.

### Background:

Sugar Cosmetics was founded by Vineeta Singh, who had a vision of creating a makeup brand that would cater to the needs of Indian women. Vineeta identified a gap in the market for makeup that was both high-quality and affordable. She wanted to create a brand that would offer an extensive range of products, from lipsticks and eyeliners to foundations and concealers. Moreover, she wanted to create a brand that was cruelty-free, vegan, and paraben-free.

### Strategy:

Sugar Cosmetics' success can be attributed to its innovative marketing strategy. The brand has made a conscious effort to engage with its customers through various social media platforms. Sugar Cosmetics has a strong online presence, with a website that offers a seamless shopping experience. The brand has also partnered with various influencers and beauty bloggers, who have helped to promote the brand to a wider audience.

In addition to its marketing strategy, Sugar Cosmetics has focused on creating high-quality products that are affordable. The brand has

invested in research and development to create products that cater to the needs of Indian women. Sugar Cosmetics has also ensured that its products are cruelty-free, vegan, and paraben-free, which has resonated with customers who are increasingly conscious of the ingredients in their beauty products.

### Results:

Sugar Cosmetics' strategy has paid off, and the brand has achieved significant success in a relatively short period. The brand has a loyal customer base, and its products are now available in over 100 cities across India. Sugar Cosmetics has also expanded its product range to include skincare products, which has further enhanced its appeal to customers.

Moreover, Sugar Cosmetics has won several awards and accolades for its products. The brand has been recognized as the 'Cosmetics Brand of the Year' by the Economic Times and has won several other awards for its innovative products.

### Conclusion:

Sugar Cosmetics' success can be attributed to its innovative marketing strategy, its focus on creating high-quality, affordable products, and its commitment to cruelty-free, vegan, and paraben-free products. The brand has identified a gap in the market and has capitalized on it by creating a brand that caters to the needs of Indian women. Sugar Cosmetics has also been able to leverage social media and influencers to promote its products to a wider audience. As a result, the brand has achieved significant success in a highly competitive market and has become one of the most sought-after cosmetic brands in India.

**Hena Praveen**  
B.Com (2nd semester)

**LGBTQ– A PART OF OUR SOCIETY**

Over the past decade, LGBT people have gained more and more tolerance and acceptance in India, especially in large cities. Nonetheless, most LGBT people in India remain closeted, fearing discrimination from their families, who might see homosexuality as shameful. Discrimination is still present in rural areas, where LGBT people often face rejection from their families and forced opposite-sex marriages.

People in the LGBT community are fighting for equal rights and acceptance. Trans people, especially, face a lot of difficulty in finding acceptance. People in the LGBT community are looked down upon all the time. This is a major issue because discrimination against the LGBT community is highly prevalent.

People's prejudices lead them to think that LGBT people are odd and very different. Today, homosexuality and queer identities may be acceptable to more Indian youths than ever before but within the boundaries of families, homes and schools, acceptance still remains a constant struggle for LGBT people. I have heard of people coming out of the closet and declaring to their families that they are not the person their family expected them to be.

Being L,G,B or T is not a 'problem', nor is it a 'choice' as such. LGBT individuals are merely individuals who have sexual preferences that differ from what would appear to be the 'norm', due to differing learned behaviours and, you know, having a personal perspective and mindset that differs from everyone else's. Saying that it's objectively wrong for people to have sexual preferences that differ from the norm is objectively wrong itself.

Article 15 of our Indian Constitution Article 15, 1949: Prohibition of discrimination on grounds of religion, race, caste, Sex or place of birth.

If normal men and women have the right to live in this society with respect then why not a person who belongs to LGBT can live in this society with respect. It's not about what our religion says it's about what humanity says...If we talk about religion as per the Hindu aspects Lord Rama had given a boon to hijras for their loyalty that's why the curse or boon of hijras means a lot to the normal beings.

I think everyone who is living in this world has equal rights to live in this society with full respect..!!

**Ashwini Choudhary**  
B.Com (4th Semester)

## Words Worth

### Finance

*Finance is the force that drives,  
Our world and all its thriving tribes,  
It's the engine that powers our lives,  
And helps us achieve great heights.*

*From budgeting to investing,  
Finance guides our decision-making,  
It keeps us on track and in control,  
And helps us reach our financial goals.*

*Whether you're saving up for a house,  
Or investing in stocks and bonds,  
Finance is the key to success,  
A tool we can all depend on.*

*From personal finance to business growth,  
From small startups to global behemoths,  
Finance is the cornerstone,  
Of all economic systems.*

*It helps us manage risk and reward,  
And navigate through uncertain times,  
Finance is the compass we rely on,  
When we're charting uncharted lines.*

*With finance on our side,  
We can make smart choices with pride,  
And build a brighter, more secure future,  
For ourselves and all those we'll provide.*

*So let's embrace finance with open arms,  
And learn its secrets and its charms,  
For with the right knowledge and strategies,  
Our financial futures will shine like galaxies.*

**Bishal Sarkar**  
B.Com, 2nd semester

## Words Worth

### **The Unknown Path**

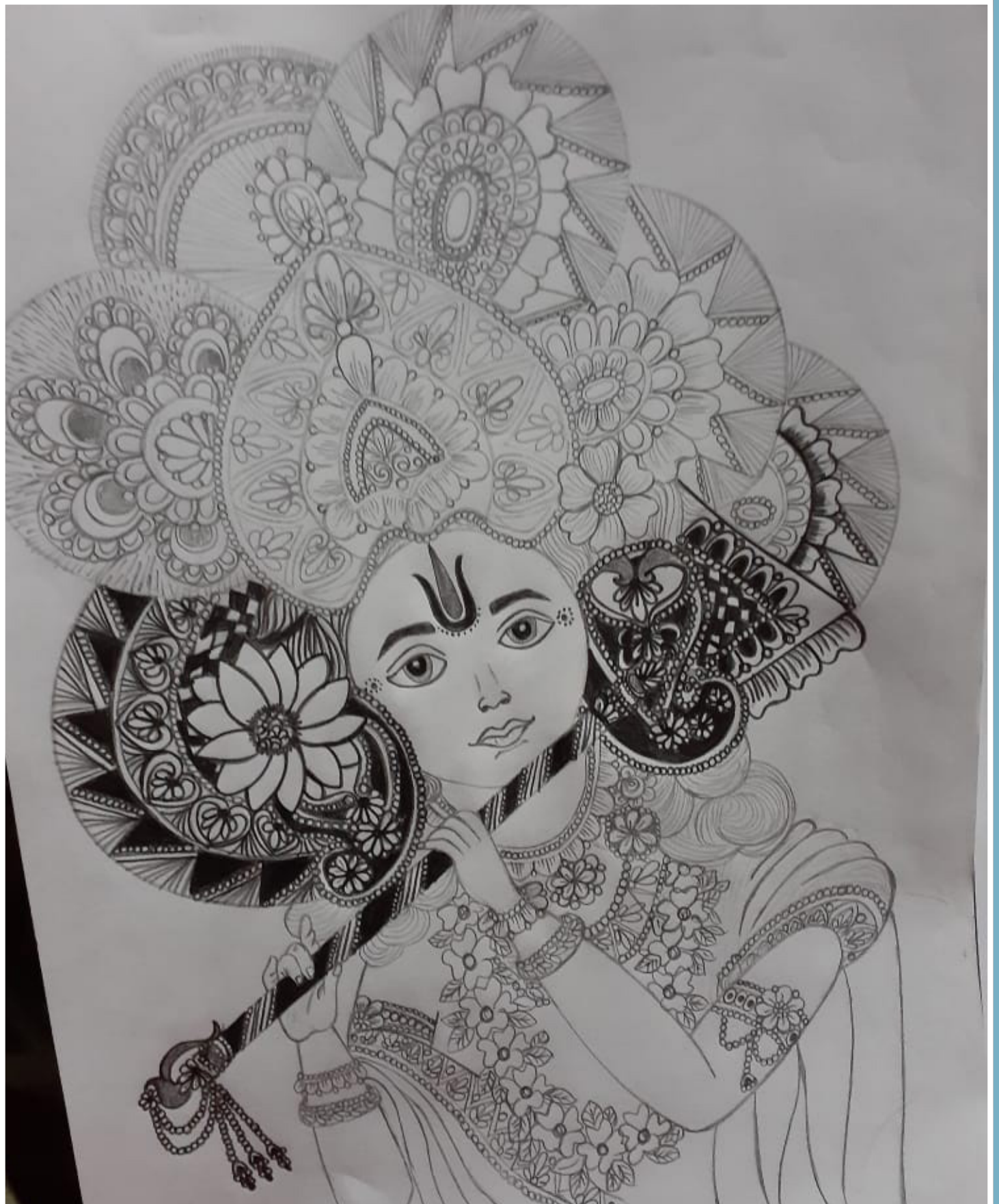
*The long path before me ,  
leading Wherever I choose.  
Strong and content I travel the open road. "  
Oh ! green , "said I " , whatever come about ,  
We'll turn aside.  
Be the road Unseen , Unknown !  
I took the path that was less travelled.  
We are meant to learn things through different  
paths along the way,  
But never meant to stay.  
All is faded , so i chose the road that has made  
difference along the way*

**Nzanbeni Humtsoe**  
BA (English), 6th Semester

*Why are we in such a hurry ??  
We are all travelling the same journey with the  
same destination it doesn't matter if we reach  
early or reach late. "Take time to live ."*

**Vivoto Kikhi**  
B.Com, 6th Semester

## Galleria



Art by Mith (B.Com, 6<sup>th</sup> semester)





Art by Chiam Shiu (MBA, 4th semester)

# CAMPUS

## ABUZZ

### ICFAI University Hold a talk on "Role of IoT in 5G era"



A one-day talk on the Role of IoT in 5G Era was organized by the Department of Computer Science, ICAFI University Nagaland on 17th February at the university premises and was attended by students and faculty members. The main topic of the talk was based on what is new in IoT and what possibilities are available once 5G is enabled.

The program was chaired by Ms. Nangjenkala, MCA II semester student. The welcome speech was addressed by the Head of Department, O. Bhopen Singh. He said why we human are different from the various millions of



species available in this world. It is because we are able to communicate with one another and today we have reach a stage where we can communicate not only with machine, but develop devices where machine to machine communication is made possible. And the 5G technology is going to help more in the field of IoT. The resource person of the talk was Dr. Nagaraju Baydeti, Assistant Professor, Department of Computer Science and Engineering, NIT Nagaland. He is a renown person with lot of experience in teaching, research and having deep knowledge in the field of IT, computer Science and Communication technology. The main highlighted of his talk are history of Wireless Technology, evolution of Communication, 5G the future, the 5G Spectrum, etc. He emphasized the importance of 5G and its impact on Internet of Things. During the talk he discusses the various opportunity and benefits of 5G and IoTs with many Use Cases. The programme was followed by question and answer session, which was moderated by Mr. Kamal, Lecturer of Computer

Science. To one of the question the resource said we should not always think about lack of infrastructure, instead we should make use of the available infrastructure and come up with innovative ideas about solving the problem.

The programme coordinator, Mrs. Darshana Sarma, department of Computer Science said that the event was a huge success as the talk was well received by the students and faculty, with many expressing their appreciation for the opportunity to learn more about this cutting-edge technology. The students in particular found the talk to be especially helpful as it provided valuable insight into the various technological aspects of 5G.

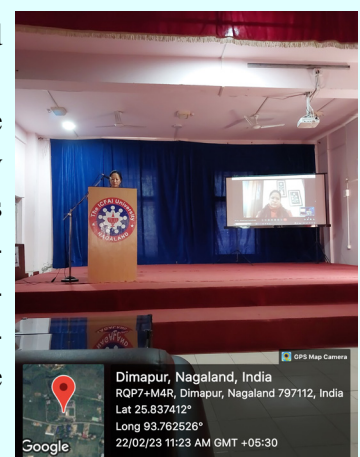


This event is just one example of the commitment of ICAFI University Nagaland to providing its students with a well-rounded education that prepares them for the challenges of the 21st century. With its focus on technology and innovation, the university is poised to play a key role in shaping the future of Nagaland and beyond. The programme ended with a vote of thanks from Mr. Sorito, MCA II semester student.

### The Electoral Literacy Club (ELC) conducted an online talk on "Election Process and Voting Behaviour in Nagaland"

The Electoral Literacy Club (ELC), ICAFI University Nagaland has organized an online talk on 'Election Process and Voting Behaviour in Nagaland' at 11

AM on 22nd February 2023 on the eve of the forthcoming Nagaland Legislative assembly elections. The resource person of the talk was Dr. Himabindu M, Assistant Professor and Coordinator, Department of Politics and Governance, Central University of Kashmir. She highlighted on the voting process and importance of right to vote.





**Forum for Cultural Studies (FoCuS)** is an academic platform for young academicians, researchers, and students to come together and share, discuss and learn from one another about different aspects of culture. One of its main objectives is to create an awareness and generate interest about the cultural phenomenon across Nagaland in particular and the rest of the world in general. ICAFI University Nagaland (IUN) is home to students, faculty and staff from different cultural backgrounds. With this cultural milieu in mind, FoCuS organised a "Traditional Attire Day" on the 14th of February, 2023. This initiative was taken to acknowledge and promote the rich and diverse cultural heritage of the different communities of IUN and to stay connected with one's roots.



# Campus Interview

## Interview with AVIPRA SAPRÜNA

### Literary and Cultural Secretary



**Q1. What is your vision for this year as a Literary and Cultural Secretary?**

→ My vision for this year is to bring out the best of our students' community

**Q2. What activities can we expect this year?**

→ : There are a handful of events which I don't really know if I should disclose here. So I'll not reveal them for the moment. I think I should divulge a little anyways. Something is coming up (hopefully this march) and it's going to be very exciting.

**Q3. According to you, what is the importance of having literary and cultural activities in students' life?**

→ Literary and cultural activities bring out the best in a student and enhance their mind to learn new things. This is why they are very important in a students' life.

**Q4. What will be your biggest contribution as a Literary and Cultural Secretary?**

→ There will never be anything as "I contributed". It will always be "We contributed". My job is never done or complete without the active participation of the students. It is very overwhelming to always get a positive response from everyone for which I'm very thankful.

## Interview with Yamkongsunep Walling

### Sports Secretary



**Q1. As a sports secretary, what is your vision for the campus?**

→ The vision of being a sports secretary in our university is to organize games and sports so that they can learn to keep themselves physically fit and also to enhance the interest of the participants.

**Q2. What sports activities can we expect this year?**

→ Our University can expect the indigenous games including wrestling and fitness competitions to make aware of health issues, there should also be a separate activities room in our university, looking forward is always fun.

**Q3. What do you think is the most important quality of a sports secretary?**

- 
- I) Be methodical and reliable.
  - II) Ensure that tasks you have delegated have been actioned.
  - III) Be enthusiastic about your games and sports.
  - IV) Be a strategic thinker and be able to plan ahead.

**Q4. Any suggestions on how to promote sports in the community?**

→ "Sports has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. It speaks to youth in a language they understand. Sport can create hope where once there was only despair" ~ NELSON MANDELA

Interviewed by Jesa Chiero & Kevisetuo, BA 4th Semester

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