



# RICIS Chronicles

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## STUDENT OF THE YEAR 2018



Miss. Kankana Sinha receiving "Student of the Year Award-2018" from Mr. Abhishek Kumar Burnwal (President- RICIS Institutions)

## PROGRAMMES OFFERED

**BBA (Honours) - 6 SEMESTER**  
**BCA (Honours) - 6 SEMESTER**  
**DHM (AUTONOMOUS) - 1 YEAR**

## ALUMNI SPEAK

### My Life at RICIS...!

My three years at RICIS as a Ricisian have been excellent and a memorable journey to cherish for a life time. The years spent here have been full of learning opportunities that were filled with fun & enjoyment. It is a great pleasure to have an opportunity to express my gratitude towards my faculties.

I am really thankful to all the teachers who supported and guided me throughout my time at RICIS. Our faculties worked hard on our overall development and without their support I don't think I would be able to achieve what I want & reach the place that I am at right now.

Thank you all for your support which cannot be seen but it's presence can be felt in the form of my results.

### I got the tag-'Student Of the Year' of 2018.

Yes I was giving my 100% effort towards the tag but the unconditional support that I received from my college even now, is unbelievable..At present I am working at Super Shakti as an Admin Assistant & I am really lucky that I got placed here.

Kankana Sinha  
Ex-Ricisian  
(2015-2018 batch)

## EDITORIAL TEAM

Editor: Prof. Ashim Mitra Mazumdar  
Editorial Team: Prof. Arunava Maltra  
Prof. Bijoy Gupta  
Prof. Avijit Banerjee  
Photo: Mr. Avijit Roy  
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# About RICIS Institutions!

Welcome to "RICIS Institutions, Raniganj- a premier institution in the eastern region "West Bengal", formed and run by 19 years old trust "Contemporary Education Society" that is known for its commitment towards quality education. The Institution has been accredited by B++ by N.A.A.C, India and its programs are affiliated to "Kazi Nazrul University", Asansol, paschim burdwan.

It is a standalone institution with highly qualified academicians imparting education in the fields of management and computer applications. Since inception 2001, it has attained 19 years in the realm of imparting quality education and has made significant and unparalleled contribution to society in form of producing numerous future global business managers, technocrats, scholars, entrepreneurs and sports persons who served different domains not only at national level but also at international levels.

Over the years, the College has built up an impressive infrastructure that includes a well-stocked Central Library with more than 5000 books including book bank also has air-conditioned computer lab for the students to learn practically.

Apart from the formal academic courses, the college also offers several short-term value- add-on courses that serve as significant supplements to the academic profiles of the student. The College also has a Placement Cell for providing employment opportunities to graduating students through campus recruitments in the best of national and international organizations.

## MESSAGE FROM THE PRESIDENT



Mr. Abhishek Kumar Burnwal  
President, RICIS Institutions

Learning at RICIS Institutions is truly unique and we believe in providing newer and enhanced opportunities to our teachers and students to be able to integrate technology, innovation, sports and the artswith academics, to foster holistic development of each student.

Learning sessions become more engaging, interesting and interactive when both teachers and students use technology seamlessly. Teachers encourage and facilitate learning through digital platforms that allow students to interact with other students and teachers, to access daily lesson plans, receive and submit assignments, record assessments and communicate online. Virtual learning is also extended to students during an unscheduled school closure, which enables teachers to continue teaching on an online platform and children continue learning from their homes.

Our aim is to be a school of choice in the area of technology and innovation, in the next few years. Every year, we will actively seek out new opportunities for collaboration and implement accelerated programmes based on research and analysis.



Dr. Bibhu Prasad Mohanty  
Vice-President, RICIS Institutions



Mr. Vinay Kumar Burnwal  
Director, RICIS Institutions



Mr. Dinesh Kumar Burnwal  
Secretary, RICIS Institutions

We have been an absolute privilege to be a part of the RICIS Institutions growth and development. This year we have celebrated 18th Year celebration on 15th of April 2019. This year we will improve our already impressive facilities with the addition of more number systems and digital kit in our computer and digital lab.

Another part of the institutions improvement is the commitment to build and provide more infrastructure to the students, in addition to that RICIS is building its own campus in 2020. with a super builtup area of more that 20,000 sq ft which includes 12 class rooms, one big library, computer lab, digital lab, common room for boys and girls, a seminar hall and many more facilities will be provided in the up coming campus.

We are proud of what we have achieved in the past 18 years and look forward to a very bright future.

## Research & Publications



**Prof. Bijoy Gupta**  
Assistant Teacher-In-charge

### Stock Trading through Technical Analysis: An Empirical Analysis of Selected Indian Companies'

Predicting shares' future price by using historical or past information in order to make decision for buying, holding and, selling of stocks is termed as Technical analysis. The paper attempts to implement the technical tools on selected India stocks to enable investors to reach an investment decision in the capital market. The study is entirely based on secondary data which have been collected from National Stock Exchange website and various sources.

For analyzing the collected data, well known techniques i.e., Moving Average Convergence and Divergence (MACD) and Relative Strength Index (RSI) were adopted in the study to understand whether scrip is technically strong or not. Based on data analysis, the relevant conclusions have been drawn.

Keywords: Technical Analysis, Stock Market, Investment Decision, MACD, RSI

Published at "AMITY UNIVERSITY" (Patna)  
Conference proceedings dated on 6th - 7th september 2019



**Prof. Abhijit Bandyopadhyay**  
Teacher-In-charge

### Usage Patterns of Deep Learning in Diagnosis from "Ultrasonography Images"

Abstract: With the exponential elevation in the velocity, variety and volume of the data the need of high performance applications and platforms are explored very frequently. To process the huge amount of data with the effective analysis patterns and predictions, the deep learning applications are used. Deep Learning enables to extract the feature points from the dataset automatically so that better predictions and knowledge discovery can be implemented with higher degree of accuracy and minimum error rate.

This research manuscript is having focus on the evaluation of Ultrasonography Images with the integration of deep learning so that higher degree of predictions in the disease can be done with the specific identifications of body disorders.

Keywords: Deep Learning, Convolutional Neural Network, CNN, Ultrasonography Images

Presented at "EAI-SPRINGER" (Innovation in Communication and Computing)



**Prof. Hemant Kr Mahata**  
BCA Department



**Prof. Arunava Maitra**  
HOD, BBA Department

### TRANSFORMATIVE EFFECT OF DIGITAL MARKETING IN MODERN HUMAN RESOURCE MANAGEMENT

Abstract:  
"The future belongs to those who see possibilities before they become obvious"  
- John Sculley, Analytics HR, USA

The evolution of digital marketing platform and growth of social media and digital influencing channels have offered HR departments an extensive opportunity in the search for new and better-fit potential employees. Contrary to popular belief, digital marketing and human resources have a lot more in common than you may think. Using today's digital marketing driven corporate environment, HR department is being able to achieve lower employee attrition, sustainable retention, and flexible decision making. Networking platforms allow companies of any industry to boast their work portfolios or case histories. With the internet in the palm job seekers can now research how well a corporation's climate, job structure, employee collaboration and leadership fits within their own personal preferences and take meaningful decision.

Hence in order for a job search to be successful, businesses also need to be in attractive shape on the web. Allocating resources to improve company's web presence can be crucial in attracting the best job applicants possible. Plans like remodelling company's home page, upgrading its website's SEO and content, and reformatting company bios and award histories, can all be extremely beneficial in defining a lasting impression. Finding the right employees can be a challenge for HR departments, and finding the right business to work for can be an equally daunting process for working individuals. Whether gathering data from digital analytics or viewing and contacting potential employee through social profiles, HR and digital marketing have a lot more in common than one may think. By leveraging digital marketing tools, HR departments can vastly improve their recruitment strategies through an evolved process.



**Prof. Gurudev Adhikary**  
HOD, BCA Department

### Application of Information and Communication technology for Agriculture Production and Marketing

Abstract: One of the important production sector in our country in agriculture sector. Which is often ignored when we assess our country's most profitable areas. Proper management policy can reach this important sector to a desired level for optimum performance. The agriculture scenario all over the world is undergoing a rapid change. In order to take full advantages of the changing global agriculture scenario interconnecting of policies related to pricing, marketing and trading of agriculture commodities are also reviewed.

Simultaneously there is also need to review and revitalized the mechanism for transfer of technology under changing environment. Due to unavailability of proper information system, the farmer can't update their knowledge with the latest developments. They only use their intuition in their field, which will in turn affect our cultivation system.

Keywords : Information Technology(IT), Agriculture Information System (AIS), Information and Communication Technology.(ICT).

Published at "North Bengal University"



**Prof. Ashim Mitra Mazumdar**

### Living to the fullest

'Motivation' is a highly popular term used these days with a loose sense of positivity attached to it, but really what does it even mean? Is it similar or different than inspiration? What does it take to be motivated?

To say it briefly, Inspiration is temporary. It happens instantaneously, remains for a fleeting moment and then goes away. What stays with us for a long time is a strong motivation. No matter what we pursue in life inspiration will only take us to a certain level after which self motivation will serve as the fuel to reach the final destination.

It's all about living the best life possible and relishing every moment of it with no regrets.

What else do we live for anyway. Everything else is temporary just like our life. Motivation has to come from within. Other people might give us a little push in the right direction but it is our own faculties and unrelenting efforts to achieve the best we can, that launches us towards the sky.

As the quotation goes - "Life is 10 percent what happens to us and 90 percent what we make of it..."



# The Success Mantra

## Placement Overview

RICIS has a dedicated team of competent executives who understand the background of the students, chart out their development process and facilitate their placements in various industries. Students are made to take a thorough understanding of their potentials and express their future plans. The training and placement executives work in sync with the students to network a large pool of potential recruiters.

RICIS Placement Cell focuses on understanding the requirements of the corporate world and then develops the abilities of our students and guides them in getting proper information about the market changes, industry expectations, nature of opportunities, salary structure, industry openings, on campus and off-campus interviews for internship, projects and placements, career counselling and career development preparation.

<b>10:2</b>	<b>95%</b>	<b>80+</b>	<b>85%</b>	<b>19</b>	<b>4000+</b>
<b>Student &amp; Faculty Ratio</b>	<b>University Exams Passing Record</b>	<b>Placements &amp; Training Partners</b>	<b>Students Got Placed 2017-18</b>	<b>Year Old Institution</b>	<b>Alumni Network Across India &amp; Abroad</b>



Kaushik Ghose  
(Capgemini)



Deepmalya Sarkar  
(Cognizant)



Sonal Prasad  
(Cognizant)



Swati Yadav  
(ICICI Prudential)



Kajal Nonia  
(P&K Firm)



Sanjit Baranwal  
(Colour Bracket)



Anupama Karmakar  
(Airtel)



Aakanksha Agarwal  
(Capgemini)

## University Toppers For RICIS Institutions Past 3 Year

Tanmoy Patra- BCA 2017  
Arjun Bahadur- BBA 2017  
Kankana Sinha- BBA 2017  
Shritika Chowdhury- BBA 2018  
Anupama Karmakar- BBA 2017  
Barkat Ali- BCA 2018

Deepmalya Sarkar- BCA 2016-19  
Mohit Agarwal- BCA 2019  
Sanjit Barnwal- BCA 2019  
Sumit Mondal- BBA 2018-19  
Moumita Sutradhar- BBA 2019  
Moumi Banerjee- BBA 2019

Aakanksha Agarwal- BCA 2018-19  
Kaushik Ghosh- BCA 2018  
Manas Gope- BBA 2018  
Nayan Bauri- BBA 2018  
Kinshukh Paul- BCA 2018  
Subham Singh- BBA 2019

## Extracurricular Activities

