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NEWS LETTER OF RICIS INSTITUTIONS, EXCLUSIVELY FOR PRIVATE CIRCULATION

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STUDENT OF THE YEAR 2018



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

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,pashim 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.

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.lt is a great pleasure to have an opportunity to express mygratitude 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 been 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-Ricis'ian (2015-2018 batch)

EDITORIAL TEAM

Editor: Prof. Ashim Mitra Mazumdar Editorial Team: Prof. Arunava Maitra Prof. Bijoy Gupta Prof. Avijit Bangerjee Photo: Mr. Avijit Roy Email: info@ricisonline.org



Mr. Abhishek Kumar Burnwal

MESSAGE FROM THE PRESIDENT

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 fromtheir 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 privilage to be a part of the RICIS Institutions growth and development. This year we have celenbrated 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. Thepaper 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. Hemant Kr Mahato 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 one 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.



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.

Its 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.

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



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 perform -ance 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 automatical -ly 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. Gurudev Adhikary HOD, BCA Department

Application of Information and Communication technology for Agriculture Production and Matrketing

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"

Expression

A Lion's Heart

Even lion have the strongest hearts But they still fall weak to lionesses, A man's heart can tighter in all parts It only takes a touch to bring him into pie.

When a man falls weak to his world
A part of him leaped over a wall
The tricky phase is to retrieve his part
Searching the world with an incomplete heart,
The finder of his heart is always his near- God
But finders only leave men in a melting

Men are known to be tearless
They don't cry and in pain they remain fearless,
Men are fragile and sensitive
Listen to him and see the world in his perspective,
Men will live on 'till the last survivor'
Because men are forever............

By- Shubham Thakkar (BBA 3rd Semester)

Why should we learn Computer Science

Homo sapiens, the human are the smartest creature in this universe we know so far. We have rights to know how this universe and we came into existence. With biggest brain and 10 percent accessibility of it, we have a strong concept of how universe came into existence. We can prove The Big Bang with strong evidences right after 13.6 billion years of the beginning of baby universe. But how human came into existence in this world we have no idea. We only have a theory of evolution and numerous religious beliefs. And there is a strong possibility that these computers will take us on that point of knowledge that will lead to the source of our creation.

In 21st century we are very much familiar with a gaming environment, which is nothing but a virtual world i.e., a result of human creation and virtual reality is the next step. Our computer scientists are working over robots and trying to build up a perfect blend of art and machines which can take decisions on its own. Similarly, the way Almighty has created world, living beings and us with a unique ability of free wills.

Without knowing the way living beings are created, we are creating the replica of our own world. This revolution can take us at a point when we can merge the evaluation theory with beliefs, and will be able to recreate the history and sciences behind it. Thus we will be able to live in a perfect world.

I know that we couldn't recreate anything which Almighty has already created, but at least we will able to know how he created us.

By- Sk. Mahfuz BCA 3rd Semester

FACEBOOK FRAUD

In this digital world with increasing numbers of social media users, Facebook is known to host most of them. With the increasing number of user the social media platform is used as one of the best place to scam people. And the question arises that how they use the users to involve them in their fraud?

Few days ago Facebook launched an update. That was 'Speech to Text Converting' feature. The working of this feature is known to a few. The working of this feature is maintained by an employee who acts as a mediator converting the speech in text hired by Facebook community. Thereby the users risk their privacy in the hands of an unknown third party. There may be chances of losing their credential data or being spied. So one should be aware of that kind of frauds.

Facebook has become one of the best stages to host scam in form of ADs. Some of the scammers don't to have been savvy enough to hide their names from the operations. One page running similar ads, called "CHEAP PHONES" redirects to a site that calls itself "Modi Mobiles" which is still active. Most of the scammers use free domain in ads which appears similar to the original website by which victims get trapped. And when you check out, you are directed to a Paytm gateway for a payee called "Surieet singh".

Facebook has announced many a times that it was seeking to make its pages more accountable, including by taking action against those that use similar names of pages that were previously found to violate Facebook's rule .But it seems that still there are works to be done on account of reduction of scam, frauds and safety of user who don't have enough knowledge on regard of this.

By- Ashish Kr. Verma and MD. Farhan BCA 1st Semester

AFFECT OF ELECTRONIC GADGETS ON LIVING BEING

Technology and gadgets are now indispensable in our daily life. There are thousands of inventions which have revolutionized human life. Technology help advance the human race forward and makes doing mundane things more efficient and repeatable. Technology has helped create the information revolution.

Each and every object in this universe have two sides, good and bad hence there are no exception on electronic gadgets. A small electronic gadget seems harmless but the manufacture and disposal of these have a significant impact on the global environment. Electronic device like cell phone generate radio frequency waves which may affect our brain and health if we excessively use these gadgets like T.V, Cell Phone, Video Game etc. are the main cause of our eye problem.

If we look just 50 years ago society was technically undeveloped that time but the environment was green and people are strong by health and mind. But now it's totally opposite, all are because of the over and miss use of technology. Where we all are become the servant of technology, when it was built to serve mankind.

There are two sides of a coin when it was come to modern gadgets. On one side implementation of technology, others show how modern devices could breed un healthy choices when used excessively. However the fact that the positive effect of these modern gadgets outweighs there negativity.

By- Suman Singh Jayanta Kr. Gorai BCA 3rd Semester

The Annual Fest STAMBH



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 informat -ion 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.

10:2

Student & Faculty Ratio 95%

University Exams Passing Record 80+

Placements & Training Partners 85%

Students Got Placed 2017-18 19

Year Old Institution

4000+

Alumni Network Across India & Abroad



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

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

