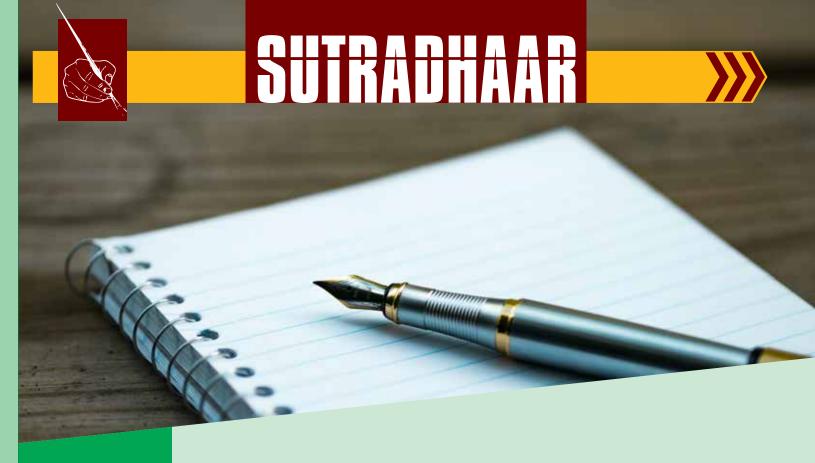


66

साक्षरता अच्छी चीज है और उससे जीवन की कुछ, समस्याएं हल हो जाती है।

मुंशी प्रेमचंद





As the year draws to a close, December brings with it the crisp chill of winter and the warmth of new enthusiasm. It is a time of reflection, celebration, and renewed aspirations. At **Srinath** University, December holds a special place as we come together to honour the richness of our language and culture through the much-awaited Hindi Mahotsav.

Organized annually, Hindi Mahotsav is more than just an event—it is a tribute to the soul of our linguistic heritage. It celebrates the power of Hindi in uniting diverse voices, inspiring creativity, and fostering a deeper appreciation for our roots. Through thought-provoking debates, mesmerizing poetry recitations, and captivating literary performances, students and faculty immerse themselves in the beauty of the language.

The Paush Issue (December Issue) of our magazine encapsulates the essence of the festival, reflecting on the vibrancy it brings to our campus. Alongside, we embrace the winter spirit—a season of warmth found in shared laughter, heartfelt conversations, and the joy of new beginnings. As we step into a new year, may this celebration of language and learning continue to ignite our passion for knowledge and cultural pride.

The Editorial Committee-

Ms. Shibani Gorai

Ms. Shalini Ojha

Ms. Amita Rani Mahato

Mr. Narmadesh Chandra Pathak

Mr. Amit Mishra

Mr. Sanjay Bharti

Mr. Subhadeep Bhadra



JOURNEY THROUGH EDITING









SADACHAAR

Examination: A test of Integrity

Examination is not only a test of students' knowledge and ability, but also a test of the integrity for every student. Students should abide by the bottom line of integrity and take the exam honestly.

Discipline in an examination hall is crucial as it ensures a fair and unbiased testing environment, allowing students to demonstrate their actual knowledge without distractions or cheating, ultimately leading to accurate assessment of their abilities and maintaining the integrity of the exam process.

A disciplined environment minimizes distractions, enabling students to focus solely on the exam questions and perform at their best. When students adhere to exam rules, the results accurately reflect their individual knowledge and abilities, rather than being influenced by dishonest practices.

Sringth University places the highest value on integrity and honesty in students' academic work. The University ensures that exams are conducted fairly and honestly, where students are expected to complete assessments based solely on their own knowledge and abilities, without resorting to cheating or other forms of academic dishonesty, upholding the credibility and validity of the assessment process; it involves measures like proctoring, plagiarism detection, and clear guidelines on what constitutes acceptable behavior during exams.







SAKSHATKAAR

WORDS OF WISDOM



Deepak Sharma, Entrepreneur and Graphic Designer at BRANDMISTRI, shared his insights on branding, creativity, and the power of visual communication. A graduate of the National Institute of Industrial Engineering, he emphasized the importance of design in storytelling and business success. His journey reflects a blend of strategic thinking and artistic innovation, inspiring aspiring designers and entrepreneurs. Through his expertise, he continues to shape impactful brand identities, proving that creativity is a driving force in today's competitive market.

Deepak Sharma is a visionary entrepreneur whose professional journey is defined by a deep commitment to blending innovation with sustainability. After completing his early education in Jamshedpur, Deepak pursued a degree in Computer Engineering. His career began with Oracle, where he spent four years as a software developer, working on impactful projects for global clients such as Citigroup. With a relentless drive to expand his expertise, Deepak pursued an MBA from IIM Mumbai. This propelled him to further corporate excellence with Hindustan Coca-Cola Beverages.

However, it was his entrepreneurial instincts and passion for design and communication that led Deepak to establish Brandmisrtri, a cutting-edge creative agency. Brandmisrtri has quickly earned a reputation for providing exceptional design and communication solutions for some of the biggest names in the industry, including Danone India, Marico, Zydus Wellness, Jubilant Foodworks, Adani Group, and Fosroc

India. The agency's core services include the creation of Corporate Reports, Animated Videos, Safety Communication strategies, CMS-based websites, and Brand Identity solutions-each crafted with precision to elevate brand presence and align with the

> highest standards of corporate sustainability and innovation. Through Brandmisrtri, Deepak continues to shape the future of branding and communication, offering transformative strategies that drive success for leading corporations across the globe.

Shri Deepak Sharma Entrpreneur & Graphic Designer, **BRANDMISTRI**



What inspired you to start Brandmistri, and how did you identify the gap in the market?

Brandmistri was born from a passion for design and communication. While working in brand management, I noticed a significant gap in non-sales and non-marketing teams often struggling to translate their ideas into compelling visual content. Safety, HR, and sustainability teams needed engaging ways to communicate, yet few agencies specialized in this area. Recognizing this, I saw an opportunity to bridge the gap by creating high-impact, user-friendly designs. Brandmistri was built on the philosophy of solving real business problems through design, offering customized branding, corporate messaging, and creative solutions to enhance visibility and engagement.



What were the biggest challenges you faced during the early stages of your startup, and how did you overcome them?

The early days of Brandmistri were filled with challenges-establishing credibility, securing clients, and assembling the right team. As a new agency, gaining the trust of businesses was difficult. To overcome this, I focused on delivering high-quality work, even for smaller projects, ensuring that each success became a stepping stone for the next. Word-of-mouth referrals and maintaining a strong portfolio helped build credibility. Hiring the right talent was another hurdle, but I prioritized people who aligned with Brandmistri's vision of creating impactful, problem-solving designs. Patience, persistence, and a commitment to excellence were key to overcoming these challenges.



What have been the top three lessons you learned from your entrepreneurial journey?



Client-Centric Approach Wins: Understanding a client's pain points and delivering solutions tailored to their needs ensures long-term relationships and repeat business.

Quality Over Quantity: Rather than chasing numerous projects, focusing on delivering exceptional work for fewer clients leads to sustainable growth and stronger credibility.

Adaptability is Key: The design industry evolves rapidly. Staying ahead requires constant learning, investing in new tools, and being open to innovative approaches. By continuously adapting to changing client needs and industry trends, Brandmistri has maintained its competitive edge.



What advice would you give to aspiring entrepreneurs in the creative industry?

Passion alone isn't enough; combine it with a business mindset. Focus on problem-solving rather than just aesthetics. Clients seek solutions, not just beautiful designs. Build a strong portfolio, network actively, and always deliver beyond expectations. Pricing your work right is crucial-avoid undervaluing your skills but remain competitive. Adapt to technological advancements and market shifts, ensuring your services stay relevant. Lastly, persistence is key. The creative industry is competitive, but consistent quality and innovation will set you apart.



Who or what has been your greatest source of inspiration throughout this journey?

My greatest inspiration has been the impact of design on businesses. Seeing how well-crafted visuals transform communication and engagement motivates me daily. Additionally, working with diverse clients-from startups to large corporations-has been inspiring. Their challenges push me to think creatively and refine Brandmistri's approach. On a personal level, global brands known for their design-driven strategies, such as Apple and Airbnb, have influenced my thinking. Their ability to blend aesthetics with functionality inspires me to create designs that are not only visually appealing but also serve a strategic purpose.



What advice would you give to students who are thinking of becoming entrepreneurs?

Start small but think big. Learn the fundamentals of

your craft while gaining real-world experience. Focus on solving problems rather than just selling a service. Build a network-mentors and industry peers can accelerate your growth. Failure is part of the process, so don't fear it; instead, learn from it. Time management and financial discipline are crucial-understand cash flow early on. Finally, stay curious and adaptable. Industries evolve, and the best entrepreneurs are those who keep learning and



innovating.

If you had to describe your journey with Brandmistri in one sentence, what would it be?



A relentless pursuit of design excellence, solving business challenges creatively while continuously evolving and inspiring meaningful visual communication.



SHIKSHAGAAR

CENTRE OF EXCELLENCE





The Chemistry Department **Leading the Way**

scientific education and research, setting new benchmarks for aspiring chemists. With its state-ofthe-art infrastructure innovative academic programs, the departme nt has become a preferred destinatio n for students passionate about chemistry. One of the department's most remarkable features is its world-class





SHIKSHAGAAR

practical learning ensures that students graduate with not only theoretical knowledge but also practical expertise, making them industry-ready.

The department's robust curriculum is designed to align with global standards, covering diverse fields such as organic, inorganic, physical, and analytical chemistry. Eminent faculty members, many of whom are accomplished researchers, provide mentorship, guiding students through their academic and professional journeys.

The career opportunities for chemistry graduates from **Srinath** University are vast and promising. The department provides first hand experience with state- of- the- art facilities in various fields of Applied Chemistry. Also, students are being involved in awareness program in the area of drinking water, clean environment and Green Technology students are well-prepared for roles in pharmaceuticals, petrochemicals, environmental science, and material research. Additionally, the department actively collaborates with industries and research bodies, providing internships and project opportunities that enhance employability.

CENTRE OF EXCELLENCE

Srinath University's Department of Chemistry is more than just an academic hub; it is a launchpad for students to achieve their aspirations in the dynamic field of chemistry. Its exceptional facilities and forward-thinking approach make it a standout choice for budding scientists.





The Department of Chemistry in **Srinath** University explores the composition, structure, properties, and reactions of matter. It covers topics like atomic theory, chemical bonding, thermodynamics, kinetics, and organic chemistry. Laboratory work enhances understanding through experiments. Chemistry is essential for fields like medicine, engineering, and environmental science, offering insights into molecular interactions and material transformations.

Dr. Dolly Chakraborty

Associate Professor & HoD, Dept. of Chemistry



The study of chemistry is not just about formulas, it's about unlocking the secrets of the elements that shape our world.

Shri S. K. Samir
Assistant Professor, Dept. of Chemistry

A chemistry lab is where curiosity meets experimentation, transforming elements into discoveries and theories into reality.

Shri Loko Krishna Jha
Laboratory Incharge, Dept. of Chemistry





SHANDAAR



Sringth University strives to create an academic environment that nurtures research and innovation. By actively supporting faculty in their scholarly pursuits, the university recognizes the vital role of research in advancing knowledge and addressing real-world challenges. Faculty members are encouraged to explore new ideas, contribute to their respective fields, and make meaningful societal impacts. The university values their dedication and remains committed to providing the necessary resources and opportunities for growth. With a strong emphasis on academic excellence, Srinath University envisions a future where research-driven initiatives contribute to both intellectual progress and practical solutions for contemporary issues.

Congratutations

Mrs. Suman Singh

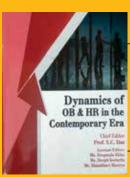
Asst. Professor, School of Commerce and Management

and

Ms. Jaya Rani Mahato

Asst. Professor, School of Commerce and Management

for
Contribution in Book Publication



Dynamics of OB & HR in the Contemporary Era

Ms. Suman Singh (Asst. Prof.) and Ms. Jaya Rani Mahato (Asst. Prof.) showcased their academic expertise at the International Conference on "Metamorphosis of HR Width", held from 19th-21st November 2024 at the Faculty of Commerce, Banaras Hindu University (BHU), Varanasi, India. Their research contributions were well received and later published in the book "Dynamics of OB & HR in the Contemporary Era."

Ms. Suman Singh presented a paper titled "Comparative Study of HR Policies on MSME Companies with Special Reference to Jamshedpur City," offering an in-depth analysis of HR practices in small and medium enterprises in Jamshedpur. Her study provided valuable insights into the effectiveness of HR policies in driving organizational growth and employee satisfaction.

CELEBRATING EXCELLENCE

Ms. Jaya Rani Mahato's paper, "Impact of Financial and Digital Literacy on Employee Performance – A Study of Women Employees Working in Jharkhand," explored how financial and digital literacy influence workplace efficiency among women employees. Her research highlighted the crucial role of knowledge empowerment in enhancing professional productivity and financial independence.

Their participation in the conference reflects their commitment to advancing research in Human Resource Management and Organizational Behavior, contributing significantly to academic discourse in the contemporary business landscape.

University's pursuit of academic excellence.





SRI VAAN



SRI VISTAAR

Srinath University Inks MoU with **Assam Down University**





Memorandum of Understanding (MoU)

signed between

Srinath University

Assam Down Town University

- Student Exchange
- ► Faculty Exchange
- Research Degrees
- **▶** Summer Spring Program
- ► Intern Exchange
- Visiting Faculty



SSAM

own town



Srinath University proudly announces its collaboration with Assam down town University through a landmark Memorandum of Understanding (MoU). This partnership heralds a new era of academic excellence and mutual growth.

The MoU facilitates:

- Student Exchange Programs for global
- Faculty Exchange Initiatives for knowledge
- Collaborative Research Degrees to promote innovation.

- Seasonal Programs like summer and spring sessions.
- Internship Exchanges for practical learning, and
- Visiting Faculty Engagements to enhance teaching quality.

This alliance reaffirms our dedication to offering a global perspective to education while fostering cultural and intellectual enrichment. It is a significant step in equipping our academic community with diverse opportunities and experiences.

Stay connected for updates on how this collaboration will transform learning at Srinath University!

EXPANDING HORIZONS

Srinath University **Partners** with Remassis Solution Pvt. Ltd.

Srinath University

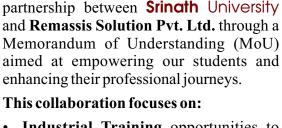
Memorandum of Understanding (MoU)

signed between

Srinath University and Remassis Solution Pvt. Ltd.

for IT Students Training Placement and Internship





We are proud to announce a transformative

- Industrial Training opportunities to bridge the gap between academics and real-world applications.
- Placement Support to guide students in launching successful careers.
- Skill Development aligned with the latest industry standards, ensuring students are future-ready.

This initiative is a significant step under the NRIIC mission, which encourages local professionals to invest in their communities, create job opportunities, and drive skill enhancement. By joining forces, we are paving the way for a brighter and more innovative future for our students and the region.

We extend our heartfelt gratitude to Remassis Solution Pvt. Ltd. and NRIIC for their support and look forward to a longlasting, fruitful partnership that will benefit the academic and professional growth of our students.





Concept of Group Discussion (GD) in Campus Placements:

A Group Discussion (GD) is a selection process used during campus placements to evaluate candidates' communication skills, teamwork, leadership abilities, critical thinking, and problem-solving skills. It involves a group of participants discussing a specific topic or case within a set time. Recruiters assess candidates based on their contribution to the discussion and how well they work in a group dynamic.

Factors to Keep in Mind for an Effective Group Discussion:

Preparation and Understanding

- **Know the Topic:** Research current affairs, general knowledge, and industry trends to be well-prepared for any topic.
- Clarify the Objective: Understand whether the GD focuses on problem-solving, knowledge sharing, or decision-making.

Communication Skills

- **Speak Clearly:** Use simple, concise language to express your ideas effectively.
- Maintain Neutrality: Avoid controversial or extreme viewpoints; aim for a balanced argument.
- **Listen Actively:** Pay attention to others' points and avoid interrupting.

Participation and Contribution

- **Initiate Wisely:** Starting the discussion can create a good impression, but only if you have relevant points.
- Support Ideas: Back your points with examples,

facts, or logical reasoning.

• **Encourage Others:** Motivate quieter members to share their views to showcase teamwork.

Interpersonal Behavior

- **Respect Others:** Be polite and never criticize someone personally.
- **Avoid Dominance:** Participate actively but ensure others get a chance to speak.

Body Language

- Maintain Eye Contact: Engage with all group members to display confidence and inclusivity.
- **Stay Calm:** Keep your posture upright and avoid fidgeting to appear composed.

Time Management

- **Stay Focused:** Avoid deviating from the topic or repeating the same points.
- **Conclude Effectively:** Summarize the discussion concisely if given the opportunity.

By keeping these factors in mind, you can maximize your chances of performing well in a group discussion.

Shri Subhadeep Bhadra
(Director, Training & Placement)

CAMPUS TO CORPORATE

Campus Interview

Questions and Sample Answers

1. Tell me about yourself.

Sample Answer: "I am [Your Name], currently pursuing my [Degree and Specialization] from [University Name]. I am passionate about [specific interest or field related to the job]. During my academics, I developed skills in [mention relevant skills, e.g., data analysis, programming, or communication]. I also undertook [projects/internships/extra-curriculars] where I learned [specific learning outcomes]. My strengths include [list strengths, e.g., problem-solving, teamwork], and I am excited to bring these skills to contribute to your organization's success."

2. What are your strengths and weaknesses?

Sample Answer: "My strengths include my ability to adapt quickly to new environments, work collaboratively in a team, and maintain strong problem-solving skills. For example, during my internship at [company], I successfully [specific achievement]. As for my weakness, I sometimes tend to focus too much on details. However, I have been working on managing this by setting deadlines for tasks and focusing on prioritizing the bigger picture."

3. Why should we hire you?

Sample Answer: "I believe I am a strong fit for this role because of my [specific skills/experience that align with the job]. For instance, during my project on [describe project], I applied [specific tools/techniques] and achieved [positive outcome]. Additionally, my ability to quickly learn and adapt, combined with my passion for [field of work], ensures that I can contribute effectively to your team and bring value to your organization."

4. Describe a time you faced a challenge and how you resolved it.

Sample Answer: "During my final year, I worked on a group project where we faced a challenge meeting deadlines due to miscommunication. I took the initiative to organize a clear task breakdown, set up regular update meetings, and assigned responsibilities based on each member's strengths. As a result, we not only completed the project on time but also received recognition for its quality. This experience taught me the importance of communication and proactive problem-solving in teamwork."

These answers are adaptable and can be tailored to fit your background and experiences for the best impact during interviews.





SUNPUT SANAGRAN

Spreading Love and Joy!

Students of the Commerce and Management Department, accompanied by Assistant Professor Shalini Ojha, visited Nirmala Orphanage, an old age home in Baradwari, Sakchi. They spent meaningful time with the senior citizens, sharing smiles and stories. This heartwarming initiative fostered emotional connections and enriched the students' social quotient, instilling in them the invaluable art of compassion and giving back to the community.

Bridging Academics with Industry

B.Tech and Diploma students from Mechanical and Electrical & Electronics Engineering (EEE) visited Bravo Erection Pvt. Ltd., gaining practical insights into realworld engineering. They explored domestic cylinder manufacturing, advanced welding techniques, laboratory testing for quality assurance, and safety standards in production. This hands-on experience enriched their understanding of industrial practices, empowering them to connect theoretical knowledge with industry requirements and prepare for successful engineering careers.

BREAKING NEWS

Empowering Future Engineers

Diploma and B.Tech Civil Engineering students from the School of Engineering visited Srinath Global Village, gaining practical exposure to real-world applications of civil engineering. This enriching experience bridged the gap between theory and practice, deepening their understanding of the curriculum and fostering skills essential for a successful career. Such initiatives reflect our commitment to shaping innovative and skilled engineers prepared to meet tomorrow's challenges.















SUNEWS SANAGRANK

BREAKING NEWS



Enhancing Healthcare Knowledge

D.Pharm students visited the Pradhan Mantri Janaushadhi Kendra, Adityapur, gaining valuable insights into its operations and the significance of affordable healthcare. The visit enriched their understanding of accessible medicine and its societal impact. We sincerely thank Ajit Sir for his guidance and support, helping students bridge academic knowledge with practical experience in the pharmaceutical industry, fostering a deeper appreciation of healthcare services.



A Memorable Welcome

The School of Engineering at **Srinath** University hosted its much-awaited Freshers' Party with great enthusiasm and joy. The event was filled with laughter, exciting games, and vibrant activities, meticulously organized by seniors to warmly welcome the new batch. The spirit of love, energy, and camaraderie displayed by the students made this celebration truly unforgettable, marking the beginning of an exciting journey for the freshers.



Students from the School of Science visited CSIR National Metallurgical Laboratory (NML), Jamshedpur, for an enriching industrial experience. The visit bridged the gap between theoretical knowledge and real-world applications, exposing students to advanced research and industrial processes. Such opportunities not only deepen their academic understanding but also foster professional growth, equipping them with insights essential for a successful career in science and technology.





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BREAKING NEWS





Celebrating **India's Culinary Diversity**

TThe Department of English celebrated India's vibrant cuisines and cultural heritage on 14th December 2024, with esteemed dignitaries including Honourable Chancellor Mr. Sukhdeo Mahato, Vice Chancellor Prof. (Dr.) S. N. Singh, and other notable guests. Students showcased the attire, language, and cuisines of states like West Bengal, Jharkhand, and Punjab. Team West Bengal won first place, followed by Uttar Pradesh and Jharkhand. The event highlighted India's rich "Unity in Diversity."



National Energy Conservation Day 2024 at Srinath University

On 16th December 2024, the Department of Chemistry at **Srinath** University observed National Energy Conservation Day with a series of insightful talks and activities. Dr. Rajesh Kumar's lecture on energy conservation and air pollution in Jharkhand inspired sustainable practices. The Hon'ble VC emphasized renewable energy's role in a sustainable future, and the HoD highlighted India's transition to clean energy. Students from various departments contributed to the event's success, fostering energy awareness.



Spreading the Glory of Hindi Worldwide: 8th International Srinath Hindi Mahotsav The 8th Srinath International Hindi Mahaotsay, held from December 20-22, 2024, at Srinath University, Adityapur, was a grand celebration of the Hindi language and culture. The Mahaotsav was inaugurated by the Chief Guest, Mrs. Savita Mahato, MLA from Ichagarh Constituency, who expressed her pride in the event's focus on Hindi. Distinguished speakers such as **Kumud Sharma** from Delhi, **Morjum Loi** from Arunachal, and Divya Mathur from UK engaged in insightful discussions about Hindi's global

influence and evolution.

On the second day Sri Ananya Mittal, DC of East Singhbhum and Sri Ravi Shankar

Shukla, DC of Seraikella-Kharsawan grace the occasion and share their valuable insights.

On the third day, Honorable Justice Anand Sen of the Jharkhand High Court and

Smt. Seema Samridhi Kushwaha, Advocate of Supreme Court graced the occasion,

highlighting the importance of Hindi in the judiciary. The event featured a range of competitions, including Hasya Kavi Sammelan, Nukkad Natak, Diwar Sajja,

> Wak Chaturya, Laghu Natika, Sanskriti ke Aath Rang (Rangoli), Start-up Srinath, Reels Sanchar, Blog Lekhan, Sahityik Kriti etc.

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- **Ph.D.** in Commerce

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BCA

(Add-on Web Development / Generative Artificial Intelligence & Machine learning / Cyber Security)

- MCA
- **Ph.D.** in Computer Application

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- B.Pharm

FINE ARTS

- BFA
- Diploma

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- **B.Sc.** (Hons./NEP-2020)
- M.Sc.

(Math / Physics / Chemistry/Zoology/ Bio-Technology/ Agriculture)

• Ph.D. in Chemistry / Physics / Mathematics/Zoology

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- M.A.

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- B.Ed.
- B.A. / M.A. in Education
- Ph.D. in Education

HUMANITIES & SOCIAL SCIENCE

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- M.A.

(English / Journalism and Mass Comm.)

• **Ph.D.** in English

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