



IN ACADEMIC COLLABORATION WITH
A.P.U.
ASIA PACIFIC UNIVERSITY
OF TECHNOLOGY & INNOVATION

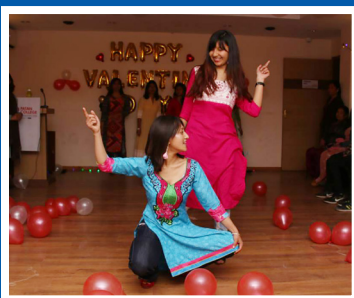


PATAN
COLLEGE
for Professional Studies



in partnership with
University of
Bedfordshire

HIGHLIGHTS



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Valentine's Day Celebration



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Manager, Academic Partnerships,
University of Bedfordshire Ms. Banke
De-Marro



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World Environment Day

National ICT SCHOLARSHIP

Lord Buddha Education Foundation (LBEF) and CAN Federation have joined hands to work together in the development of academic sector of Nepal and provide National Wide Scholarship. The objective of the scheme is to award scholarships to meritorious students belonging to economically weaker sections of the community so as to provide them with better opportunities for higher education, increase their rate of attainment in higher education and

enhance their employability. The scheme also aims to encourage female students to undertake computer science. With this objective, LBEF have introduced National ICT scholarships to females and weaker sections of the society in association with CAN Federation. A total of **49 students** will be able to take advantage of this scheme amounting to a total scholarship amount of **NPR. 1, 83,36,500/-** (One crore eighty three lakh thirty six thousand five hundred).



Er. Pankaj Jalan (Chairman, LBEF) with Mr. Hemant Chaurasia (President ,CAN Federation, Nepal)



Awarded By



National ICT SCHOLARSHIP

49 Scholarships worth Rs. 1.8 Crore

1. SARASWOTI

100% Scholarship

No of Scholarships: 7 (1 from each state)

Only for Female Students

Total Scholarship Amount: Rs. 48,96,500/-

2. SAMRIDDHI

100% Scholarship in Tuition Fee & Lab Fee

No of Scholarships: 7 (1 from each state)

Only for Female Students

Total Scholarship Amount: Rs. 27,30,000/-

3. SANSKRITI

100% Scholarship in Tuition Fee

No of Scholarships: 14 (2 from each state)

Only for Female Students

Total Scholarship Amount: Rs. 39,90,000/-

4. SHAKTI

100% Scholarship in Tuition Fee & Lab Fee

No of Scholarships: 7 (1 from each state)

Open to all

Total Scholarship Amount: Rs. 27,30,000/-

5. SATHI

100% Scholarship in Tuition Fee

No of Scholarships: 14 (2 from each state)

Open to all

Total Scholarship Amount: Rs. 39,90,000/-

HOW TO APPLY

Students can apply through www.can.org.np or www.lbef.org/ictscholarships website

Implementing Partner



THE FIRST IT COLLEGE OF NEPAL

Supported by



FROM THE DESK OF EDITOR- IN- CHIEF

OPENING MESSAGE WELCOME TO THE FIRST ISSUE- SPECIAL EDITION



Dear Readers,

The quotation from John Muir *“The power of imagination makes us infinite”* seems to be realistic these days, the remarkable development of technology, changing the human life surprisingly. The technology is acquiring its space of everyone's life. The world is shrinking to the smartphone. Artificial intelligence and the robotics are no more fiction, rather became the reality in daily routine. Sophisticated machines, driverless cars, automated agents and much more leading the world. Every day, technology is growing by leaps and bounds. Technology is evolving seamlessly with the imaginations of the few visionary practitioners and transforming the world.

Lord Buddha Education Foundation (LBEF), is one of the largest social transformation organization in Nepal, effortlessly developing young brains, since last two decades, to inculcate and nurture the *imagination of infinite possibilities to transform the world* by leveraging the technology.

‘All good things & ideas have a beginning’, LBEF have sown the seed of knowledge that has been growing into a large beautiful tree and has been providing knowledge to all. Under the visionary leadership of our founder **Hon'ble Mr. P. Kejriwal**, a well-known social transformer in the country, and his dedicated team, established first IT college in Nepal. The small seed of knowledge sown two decades back, became **LBEF group of institutions**, keep growing and spreading its roots to develop creative technocrats and best managers in Nepal with the affiliation of the world's best accredited universities. The smart and energetic team of LBEF family, led by **Er. Pankaj Jalan, Er. Prakash Kumar, Prof. (Dr.) Sunity Shrestha**, visualizes its sustainable development as an academy of excellence in professional education by adopting best practices, installing best potential of improving the efficiency & effectiveness of the academy's capability of providing the education.

It gives me immense pleasure to introduce LBEF's first edition of e-newsletter **“LBEF Connect”**, another milestone in the success journey of LBEF, to share our efforts and best practices adopted towards the holistic development of our students. This is an electronic platform where all the stake holders, students, alumni and friends keep informed and updated with the latest development and achievements of LBEF group of institutions, students' participation and achievements, faculty publications and achievements, and upcoming events, quarterly. This e-newsletter is a team work of our dynamic students, learned faculty members and dedicated administrative family members. I must be thankful to the management of LBEF to put their confidence on me and all the LBEF family members who are directly or indirectly involved in the development of this e-newsletter. This first edition is our *“special edition”*, covering major happenings of LBEF group of institutions from January 2018 to June 2018.

Wishing you all best of luck and happiness for your future endeavours.

Thanking You

Dr. Swati Sah

E-mail id: swati.sah@patancollege.org

EVENTS

Yomari feast

4th December, 2017



Students and teachers at the Yomari stall at PCPS

Patan College for Professional Studies organized “Yomari Feast” on the auspicious day of Yomari Purnima on December 4, 2017. The event was organized with the motive to promote and educate on Newari culture and tradition.

Yomari Punhi or Yomari Purnima is a festival celebrated by Newari Community in the full moon day of December. In Hindu lunar calendar it falls on Margha Sukla Purnima every year. The festival marks the ending of the rice harvest. Ingredients to make a Yomari are rice flour that is obtained from the harvest, which is then made into dough, filled with brown cane sugar and sesame seeds or Khuwa (ricotta-cheese-like dairy) product, shaped like a fish and then steamed. The day is celebrated by worshipping goddess Annapurna (the goddess of prosperity) and sharing and eating yomaris.

A stall to sell Yomari was setup in the



cafeteria and members of the club were there to volunteer in selling the Yomaris. Everyone enjoyed the delicacy of the

Yomari. The profit raised from the selling was given to social club for donation and welfare.

POTENTIAL DEVELOPMENT-SEMINAR

11th December, 2017

Lord Buddha Education Group of Institutions organized a seminar with the theme of Potential Development. The event featured four international guest speakers who shared their aspects of potential development that can be achieved as a student. The guest and the speakers for the seminar were Ms. Saira Shah Halim (Motivational Trainer), Prof. Ujjwal K Chowdhury (Head of School for Media at Pear Academy, India), Mr. Ravi Kanth Mantha (Chief Financial Officer at Bollant Industries) and Mr. Joy Chaudhary (Motivational Speaker).



From left to right: Ms. Saira Halim (Trainer), Prof.(Dr.) Sunithy Shrestha (Chief Academic, Advisor, LBEF), Prof Ujjwal Chowdhury (Head of School for Media at Pearl Academy, India), Mr Ravi Kanth Mantha (Chief Financial Officer at Bollant Industries) Er. Prakash Kumar (Director, LBEF), Mr Joy Chaudhary (Speaker) at LBEF.



Ms. Saira Halim (Trainer) Halim delivering session on Effective Communication at PCPS



Mr. Joy Chaudhary (Speaker) delivering session on Leadership at PCPS

Speaker Prof. Ujjwal took a powerful session on the topic "Brand: YOU". He talked about how we are a brand and what is the importance of personal branding in our professional life. He dazzled everyone with his simple yet effective thoughts on how we can brand ourselves as a professional and establish ourselves as a brand.

During his session he highlighted points of personal branding like building trust and loyalty, having our own unique identity, having a positive opinion for ourselves and many more. The most inspiring part was when he described how we can improve by competing with ourselves.

Ms. Halim, delved upon "Effective communication and its importance in the working arena." The main objective of her part of session was to teach the importance of effective communication in the personal as well as professional life.

Mr. Joy Chaudhary, galvanized the audience with a stirring discourse on "The ability to make the correct choices in life thereby ensuring the desired results." Sharing his experiences with us he insinuated us about the importance of our everyday life actions. Mr. Chaudhary recommended us to apprise on the positive aspects of life and suggested to try a different approach if our initial plan failed. He said the line "it's how you react what defines you".

Master's Degree Programmes Launched at LBEF Campus

19th December, 2017

Lord Buddha Education Foundation (LBEF) announced education collaboration with Asia Pacific University (APU), Malaysia, for M.Sc.ITM (Masters of Science in Information Technology Management) and M.B.A (Masters in Business Administration). The launching Ceremony was graced by Mr. Gurpardeep Singh (Vice President, APU) honor was done by LBEF's Chairman Er. Pankaj Jalan.



From the left: Mr. Ajaya Kr. Sharma, Er. Prakash Kumar (Director, LBEF), Hon'ble Mr. P.Kejriwal (Founder, LBEF), Er. Pankaj Jalan (Chairman, LBEF), Mr. Gurpardeep Singh (Vice President, APU), Prof. (Dr.) Sunity Shrestha (Chief Academic Advisor, LBEF) at LBEF, Nepal

Industrial Tour for 1st semester students of LBEF

23rd to 26th January



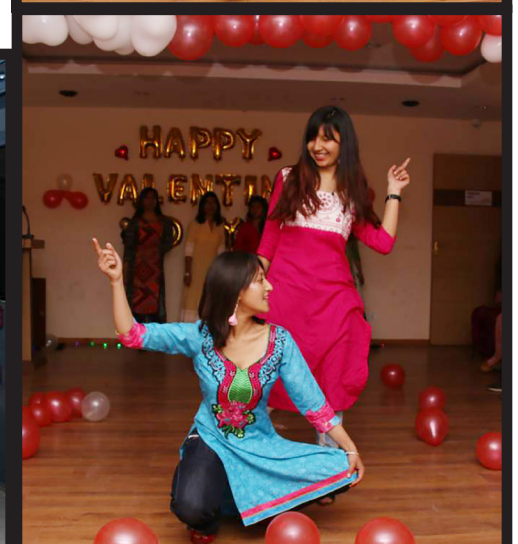
Students of LBEF at Chaudhary Group at Nawalparasi, Nepal

Industrial visit was organized for the students of Lord Buddha Education Foundation (LBEF) from 23rd-26th Jan 2018. Industrial visit is the platform where students get to learn practically through interaction and working methods. Moreover, it gives them the opportunity and exposure for better understanding of the academics that they learn in their classroom along with the scenic pleasures B.Sc (IT)/BBM (1st semester) students successfully completed industrial visit to Pokhara, Lumbini, CG Nawalparasi and Sauraha.

VALENTINE'S DAY CELEBRATION

14th February

Lord Buddha Education Group of institutions celebrated the Valentine's Day by exchanging gifts and flowers. The campus hosted a mega event whereby ecstatic decorations, dance and lots of interesting games were conducted. Major highlights of the event were the fashion show, paper dance, acoustic music sessions, musical chair and the announcement of Mr. & Miss Fresher, Best Couple and Best Dress.



Students of LBEF & PCPS Performing on Valentine's Day



Students of PCPS with Hatti Hatti Organization on International Women's Day

INTERNATIONAL WOMEN'S DAY CELEBRATION

8th March, 2018

On the occasion of International Women's Day on 8th March 2018, Patan College for Professional Studies (PCPS) celebrated International Women's day by donating 57 sarees to "Hatti Hatti" organization who will recycle and reuse those sarees by converting them into kimonos, bow tie, bag etc. All the sarees were collected by the students and then donated.

Their small initiation of empowering the women in the organization have created smiles on their faces and encouraged them to make extra effort to empower more women in the future.

AWARENESS PROGRAM ON SAFETY RIDING

21st March, 2018

Safety riding has become an utmost important issue especially when we see increasing number of accidents happening everyday especially to the young people who are mainly the college students.

Therefore, to make the students of Patan College for Professional Studies (PCPS) more mindful on the road while riding a Safety Riding awareness program with the trainers from Syakar Honda was organized on March 21, 2018.



Students of PCPS participating during Safety awareness Program



PCPS 1st ANNIVERSARY CELEBRATION

11th April, 2018

Patan College for Professional Studies (PCPS) celebrated its first anniversary on April 11, 2018. PCPS committed to provide quality education and will keep up the promise in coming years too. It was a great moment for all of us at the Patan College. Er. Pankaj Jalan addressed the ceremony by congratulating the Patan College family and wish good luck for future prosperity.



Students of PCPS participating in the Anniversary Celebration

Sports Week

29th March to 13th April, 2018



Students of LBEF & PCPS celebrating after the prize distribution

An intra class tournament was organised in the institute from March 29 to April 13, 2018 with an objective to rejuvenate students and giving them some time off from their regular studies. Teams from all in the classes participated in the event with loads of excitement, vigor and passion. With the motive of bringing the two families together through sports, the participants at Lord Buddha Education Foundation (LBEF) and Patan College for Professional Studies (PCPS) collaborated to mark the sports week for 2018. Starting from March 29, the sports week featured varied indoor and outdoor games to suit the student's preferences. The major highlights of indoor games were Chess and Table Tennis. Outdoor games included basketball, badminton, cricket and football.

The debut event of sports week was basketball tournament whereby, PCPS Basketball team was able to secure victory. The Chairman of LBEF, Group of Institutions Er. Pankaj Jalan awarded the winners with trophies, medals, certificates and cash prize.

The winner of the Table Tennis tournament



Er. Pankaj Jalan handing the trophy to Sanil Shrestha, the captain for the winning team of the Basketball competition

was Saroj Chapagain from PCPS.

The winner for the Badminton tournament was Milan Singh from PCPS.

For Chess, the winner was Niranjana Shrestha from LBEF.

Football amongst other sports was able to

gather the highest number of spectators. The knockout tournament selected the top two finalist team. At the finals, the LBEF football team bagged the trophy with a winning score of 2-0.

NEPALI NEW YEAR CELEBRATION 2075

29th March to April 13, 2018

Intercultural club of PCPS initiated the celebration of Nepali New Year by organizing a fun filled event with the theme of "Happy New Year 2075". There were many fun programs through out the event. Students and teachers enjoyed the 'Treasure Hunt', 'Momo eating contest' along with amazing dances and songs performed by the students.



Students of PCPS performing: singing & dancing at the New Year event.

GAMING COMPETITION

25th & 26th April, 2018



Students of PCPS participating in Gaming Competition

The increasing popularity of e-sports has influenced a big part of online community. To expose the students of BBA and B.Sc. (CS &SE) to this growing community of video gaming, the members of the IT Club at Patan College for Professional Studies (PCPS), organized a gaming competition on April 25 and 26, 2018.

The competition was for both PC and Mobile Gamers. The competition comprised of Four games, two for each platform. The games were FIFA and Counter Strike for the PC gamers, while Clash Royale and Ludo for mobile gamers.

NATIONAL ICT DAY

2nd May, 2018

On 2nd May, 2018, Lord Buddha Education Foundation (LBEF) faculty, staff and students participated in "Prabhatferi" organized by the Federation of Computer Associations of Nepal (CAN Federation) and government agencies throughout Bhrikutimandap to celebrate Information, Communications and Technology (ICT) Day.



Students and Staff participating in National ICT day

VISIT FROM, UNIVERSITY OF BEDFORDSHIRE MS. BANKE DE-MARRO

30th May, 2018

The Account Manager from University of Bedfordshire (UOB) Ms. Banke De-Marro visited Patan College for Professional Studies as a part of her regular visit. She was welcomed by Er. Pankaj Jalan, Chairman, LBEF Group of Institutions & Er. Prakash Kumar, Head of Academics, LBEF & staff members. Ms. Banke had an interaction session with Students of B.Sc (Computer Science & Software Engineering) and BA. Hons (Business Administration).

During her visit she was accompanied by Er. Prakash kumar (Head of Academics) who briefed her about the institution.



From left to right: Mr Saurav Satyal (HoD, School of Business, PCPS), Prof. (Dr.) Sunity Shrestha (Chief Academic Advisor, LBEF) Chairman Er. Pankaj Jalan (LBEF), Ms. Banke De- Marro, Mr. Ajaya Sharma (Dean Academics, PCPS), Er. Prakash Kumar (Director, LBEF), Dr. Swati Sah (HoD, School of Computing, PCPS)



Account Manager UOB Ms. Banke De- Marro interacting with staff and students of PCPS.

WORLD ENVIRONMENT DAY

5th June, 2018



Chairman of LBEF Group Er. Pankaj Jalan and Mr Shailendra Raj Giri from Merojob planting the tree

Lord Buddha Education Foundation (LBEF) & Patan College for professional studies (PCPS), Nepal organized the World Environment Day 5th June 2018, to spread awareness about environment and to promote eco-friendly practices. The objective was to motivate the students to preserve environment by planting trees. The tree plantation was done by both the institute at the hands of chairman PCPS Er. Pankaj Jalan and Mr. Shailendra Raj Giri from Merojob, a HR Solutions.



Students of LBEF at the World Environment Day



PCPS family at the World Environment Day

YOUTH EMPOWERMENT PROGRAM

7th June, 2018

Lord Buddha Education Foundation (LBEF) Students Participated in launching ceremony on Youth Program on June 7, 2018 conducted by Unlimited Technology Pvt Ltd at Big Cinemas which was inaugurated by Mr. Allen Bailochan Tuladhar, Microsoft Regional Director followed by guest speaker Sophie Kemkhadze, Deputy Country Director from UNDP Nepal and Jihwan KIM, CEO from Alleys Wonder lab, Inc. They also showcased Nepali Movie "Hairran". LBEF student's actively participated in the program.



Students of LBEF at Youth Empowerment Program

PATAN COLLEGE HOSTED BASKETBALL TOURNAMENT

7th June, 2018

On 7th June Patan College for Professional Studies with Ace Media & Marketing Pvt. Ltd. team organized Nivea Play Fresh Campus Basketball at the premises of Patan College for Professional Studies. The setting was marvelous along with superb organization, great support, super ground staff and umpires. The match was won by the PCPS team.

Winner teams from both the boys and girls' basketball competition posing for the photo. It was a pleasure seeing all students together having the prettiest smiles on all faces.



Ms. Samikshya Dhakal H.R (PCPS) and Mr. Amardeep Mandal ,Marketing Head (LBEF) -The Winning teams at PCPS.



INTERNATIONAL YOGA DAY

21st June, 2018

International Day of Yoga, or commonly and unofficially referred to as Yoga Day, is celebrated annually on 21 June. On the occasion of International Yoga Day, LBEF group organized a yoga session for students and staffs.

The session was taken by Riya Thapa, Yoga Trainer from “The Art of Living-Nepal”. In the session she introduced Pranayama, Stretching, and Meditation to relax body, mind and soul.

Yoga is not just exercise, it is how skillfully one can communicate and act in any given situation. It embodies unity of mind and body; thought and action; restraint and fulfillment; harmony between man and nature; a holistic approach to health and well-being. Following the Quotation, the short yoga session occurred and was very productive for students. They thoroughly enjoyed the session



Ms. Riya Thapa from Art of Living facilitating yoga on International Yoga Day at PCPS.



Students and Staffs of PCPS performing yoga on International Yoga Day.

SOCIAL ACTIVITIES

VOLUNTEER WORK FOR HINDU SWAYAM SEVAK SANGH, NEPAL

21st February, 2018

Lord Buddha Education Foundation(LBEF) students volunteered to act as invigilators for Swami Vivekananda Sanskrit Gyan Pariksha 2074 at Tudikhel. The scholarship exam was conducted by Hindu Swayamsevak Sangh Nepal.



Students of LBEF volunteering in Hindu Swayam Sevak Sangh, Nepal

MARKING THE AUTISM MONTH

24th April, 2018

In continuation with its Corporate Social Responsibility (CSR) initiative, Lord Buddha Education Foundation (LBEF), and Patan College for Professional Studies (PCPS) organised Social club activities every year.

Patan College for Professional Studies (PCPS) Social Club organized a skillful session with the kids of Friends of Parents of Children with Autism (FPCA) to mark the Autism month.

The major objective of FPCA is to provide care and support for the people/children with Autism.

PCPS Social Club had a productive and wonderful experience interacting with the Kids and mothers of FPCA by engaging them in the activities like art and craft.

By spending time with the kids, they learned how to collaborate with them and brought smiles on their faces.



Students of PCPS at FPCA

STUDENT'S CORNER



FORTNITE RENOVATING THE GAMING INDUSTRY

Pravin Raghubanshi, B.Sc (Level 4- PCPS)

Gamers new crush and for everyone else Fortnite is the talk of the town. The game has been able to gain tremendous popularity in a short span which is why top video game sites such as Twitch and YouTube have featured it as most loved for several months now. Fortnite, a sandbox endurance game

published by Epic Games is the free-to-play battle royale game. The game broke the category from its rivals PlayerUnknown's Battlegrounds (PUBG) to a worldwide spectacle on every platform.

People for all age, race and interest like Drake, Diplo, and Boston Red Sox pitcher

David Price play Fortnite and for specific class of YouTube and Twitch streamers, Fortnite has become a profession. The game has fashioned a new class of live entertainment with the competitive e-sports-quality presentation.

The game is compelling and compels to rethink how their products are





industrialized, monetized, and updated over time. From the verge sources, the game made an estimated \$300 million in the month of April. This earning was entirely on in-app purchases of stuff like costumes, dance moves, and other cosmetics that have no outcome on your capability to compete for a match.

If you have not heard the terms “chicken dinner” or “battle royale”, maybe it’s time to update yourself about PlayerUnknown’s

Battlegrounds (PUBG). The game has sold over 50 million copies on PC and Xbox One console and is accessible for free on Android and iOS devices.

According to gamers industry, over 90 million copies of GTA 5 have been sold grossing \$ 6 billion which makes this Rockstar masterpiece, the highest grossing media title till date. Its total grossing is more than twice the highest grossing movie Avatar which made earnings of \$ 2.8 billion. Within 24

hours of its release, GTA V engendered more than US \$800 million in worldwide revenue, connecting to approximately 11.21 million copies sold which is astonishing. Three days after release, the game had exceeded one billion dollars in sales, making it the wildest selling entertainment artifact in history.

The gaming industry has already taken the global market to skyrocket figures. So, there is a great scope in this field for the current generation and the future ones. So, video games, after all, is not as bad as it might seem to be.

The video game industry is largely built on discovering plans that work, either by originating or replicating others and using those formulas to generate gigantic, trustworthy businesses, like the ones sustaining popular franchises from Assassin’s Creed to Call of Duty. Fortnite has shown the game business a new formula. It’s only a matter of time before someone certainly comes up with another new and exhilarating idea that shocks the world — or at the very least does it better than the original.

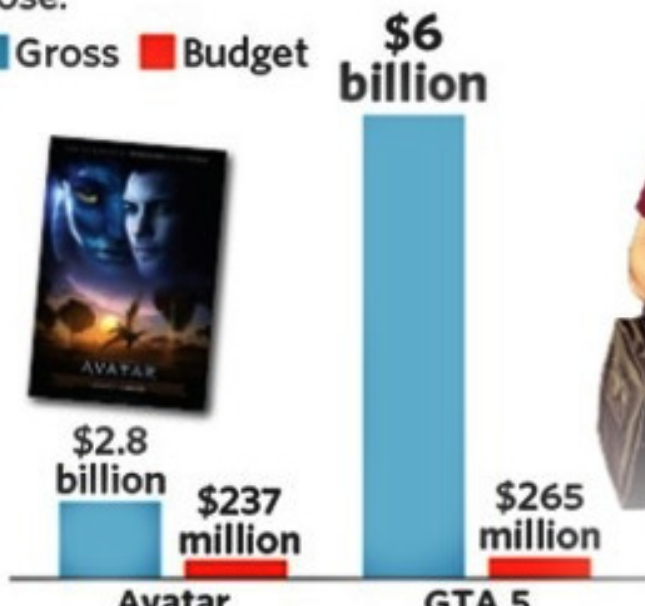
Grand Theft Auto V's record run

Since its launch in 2013 Grand Theft Auto V (GTA 5) has sold 90 million units, putting its total haul for publisher Take-Two Interactive Inc. in the neighborhood of \$6 billion, making it the highest grossing media title to date.

A true blockbuster

Comparing GTA 5 to the highest grossing movie of all time, ‘Avatar’, it’s not even close:

◀ GTA 5 protagonist
Michael De Santa



Sources

www.theverge.com, www.thestar.com
www.usgamer.net

STUDENT'S ACHIEVEMENTS (LBEF & PCPS)

S.No	Activity Name	Student Name	Position	Prize
1	Sports Activity Chess	Niranjan Shrestha	Winner (LBEF)	Medal, Certificates
2	Sports Week 2018 Football	Roshan Thapa, Milan Shrestha, Bipin Khand, Prabesh Maharjan, Prabin Shrestha, Bob Karki, Prince Shrestha, Nischal KC, Bijay Shrestha, Ajay Raj Pokhrael, Anish Mandal, Snajeeb Dhanuwar, Lila Dhwoj Lama, Haleem Ansari, Sagar Khadka	Winner (LBEF)	Certificates, Trophy, Medal
3	Sports Week 2018 Badminton (Girls)	Aarya Bharti	Winner (LBEF)	Medal/ Certificate
4	Sports Week 2018 Badminton (Boys)	Durga Chaulagain	Runner Up (LBEF)	Medal/ Certificate
5	Sports Week 2018 Basketball	Suvash Shah, Roshan Thapa, Kiran Thapa, Mandip Poudel, Nuraj Rajbhandari, Sagar Thapa, Jasar Shrestha, Rajeev Shrestha, Bijay Shrestha.	Runner Up (LBEF)	Trophies/Medals
6	Sports Week 2018 Cricket	Saujanya Regmi, Kiran Thapa, Shuvam Shah, Sagar Khadka, Bijay Shrestha, Amar Badhadur Bogati, Sudeep Kunwar, Pramod Khatri, Binaya Subedi, Evan Thapa Magar, Manish Pokhrel, Amrit Chhetri, Roshan Thapa, Niranjan Shrestha	Runner Up (LBEF)	Trophies, Medal, Certificates
7	Sports Week 2018 Basketball	Prajwol Thapa, Darshan Koirala, Rajesh Rai, Sanil Shrestha, Anup Gautam, Suman Gautam, Susan Tamrakar, Jenish Tamrakar	Winner (PCPS)	Trophies/Medals
8	Sports Week 2018 Cricket	Simanta Tiwari, Rohan Pathak, Darshan Koirala, Ravi Sah, Ayush Acharya, Saujan Bindukar, Kumod Khadka, Anup Gautam, Jenish Tamrakar, Suman Gautam, Milan Singh, Chakra Singh Thagunna, Lokendra Dangi, Bhagawan Bhatta	Winner (PCPS)	Trophies, Medal, Certificates
9	Sports Activity Table Tennis	Saroj Chapagain	Winner (PCPS)	Medal, Certificates
10	Football	Prajwol Thapa, Basanta Karki, Darshan Koirala, Amosh Shrestha, Amrit Sharma, Rajesh Rai, Anup Gautam, Sanil Shrestha, Jenish Tamrakar, Susan Tamrakar, Suman Gautam, Buddha Lama, Dhruva Karki, Rashim Joshi, Milan Singh	Runner Up (PCPS)	Certificates, Trophy, Medal

LBEF WELCOMES ON BOARD



Dr. Sandeep Kautish, Dean Academics (LBEF)

Dr Sandeep Kautish is seasoned Academician with over 14 Years Quality Experience in Academics since 2004. He has worked with few of Educational BRANDS of India i.e. ICFAI University Hyderabad (Autonomous Status receipt by UGC) and IMS Dehradun. He holds PhD, MTech, MCA, MSc, PGDIM and

specialized in Computer Science domain (Data mining specialization with social network analytics topics). He is Certified by Microsoft in various domains i.e. Python, R, Power BI, Tableau etc, and from Cambridge Intercontinental University, USA in Electronic Commerce. Dr Kautish is internationally recognized PhD Supervisor/Thesis Examiner in Computer Science. One PhD has already been awarded under his supervision from Bharathiar University, Coimbatore and three in process from GITAM University, Anna University, Chennai and MS University, Tirunveli. He is member of Editorial boards of reputed journals i.e. Image Mining (Inderscience Publications), IGI Global Journal of Decision Support Systems, Australasian

Journal of Information Systems (ESCI and SCOPUS Indexed) and more than 20 journals of national and international repute. Dr Sandeep Kautish has successfully organized more than 10 national/international conferences/FDPs at Jaipur, Dehradun, Moga and Bathinda as Organizing Secretary/Resource Person on Data Mining, Research Paradigms kind of topics. He has been nominated as Technical Program Committee member of 07 International Conferences at Bangkok, Paris, Singapore and others. He has over 60 quality publications into account which includes Articles/Research Papers/Cases/Review Papers. He is an active member of CSI, IEEE, CSTA, SCIEI, IACSIT, IABE, IAENG and WASET and many more.



Dr. Swati Sah (HoD, School of Computing, PCPS)

Dr. Swati Sah joined Patan College for Professional Studies (PCPS), Nepal as HoD of Computer Science Dept. in May 2018.

She has an excellent experience of 6+ years in research and teaching. Her interest area of research are Artificial Intelligence, Machine Learning, Project Management etc. She was associated with Bharati Vidyapeeth Deemed University, Pune during 2010 to 2017.

She got awarded her PhD degree in Computer Application from Bharati Vidyapeeth University, Pune, India, in 2016. The topic of her PhD research was "Evaluating Optimal Clustering Techniques for Efficient Storage Retrieval Methods in Large DataBase

Using Soft Computing Techniques". She did her MCA from UP Technical University, Lucknow, India.

She has also been awarded the Master degree M.P.M from Birmingham City University, United Kingdom U. K.

She has also been proactively involved with professional associations and professional bodies.

She has attended and organized various FDP/Seminar/workshop/Conferences. She has published her research papers in National and International journals.

NEW ADDITIONS IN FACULTY POOL

S.No	Name of the Faculty	Designation	Department
1.	Mr. Avishek Chaudhuri	Lecturer	Department of Computing
2.	Mr. Jyotir Moy Chatterjee	Lecturer	Department of Computing

FACULTY ARTICLES



Mr. Saurav Satyal (HOD, School of Business, PCPS)

HOW APPEALING IS THE SMELL OF YOUR BRAND? ADDING FLAVOR THROUGH MARKETING

As social animals we are perceptive beings; however, the dominant role of senses in how we perceive the world has remained something of a mystery up to now.

However, in recent years, with the development of the field of marketing and neuro science, scientists have started to understand the way the five senses interact with one another in the brain to influence our perception of everything from the food on our plate to the environments in which we live and work.

The theory of perception and implications are astounding in the real world, from the perception of the color of the car to the golden MacBook that we see around. Perception doesn't only impact the way we think but also influences the way we make and store memories.

For example, the business that is involved in selling products as fabric conditioner can influence the perception of the customers. Adding the right fragrance (i.e. smell) to a fabric conditioner makes clothes 'feel' softer. Add a 'clean' smell and whites may even appear 'whiter' provided the combination of multi-sensory cues correct (what we call congruent) and it brings dramatic benefits.

A research conducted by Aradhana Krishana, Professor at the University of Michigan, states that a product's fragrance can appear 30% more intense

if the consumer's other senses are also stimulated, and food and drink will taste more than 10% sweeter when given a suitable coloring.

A research conducted by the scholars of France have stated in their research papers as even expert wine tasters can be fooled into thinking they're drinking red wine, simply by adding coloring to white wine.

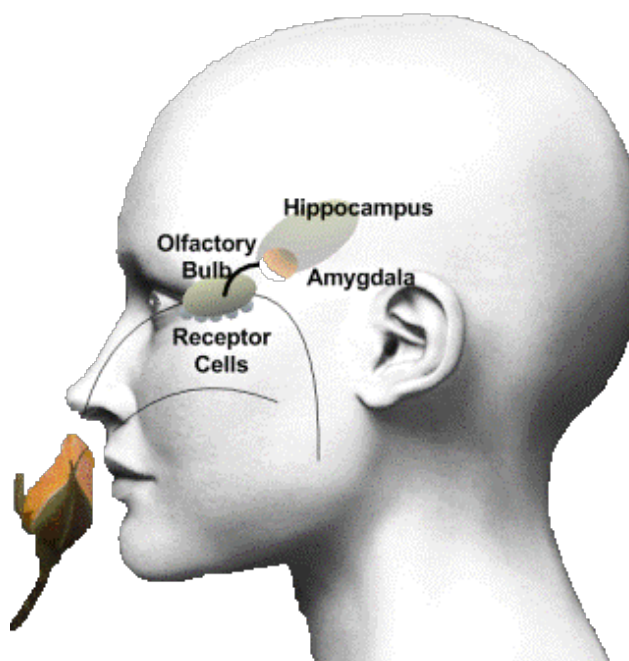
Such discoveries are leading companies to develop packaging with multi-sensory appeal. For example, wrapping for crust less bread is now coated with a soft-

touch lacquer, to echo the softness of the product.

For other products that are expensive and delicate, the soft texture of the packaging helps customers relate to the delicateness of the product increasing in the perceived quality.

Pandering to the sense of touch is important – the skin is our largest sense organ.

Fragrance companies such as Prada and Polo have introduced testers in their promotion pamphlets which induces smell when rubbed, which will not



The representation of how stimulation works through smell

only create an immediate impact, the senses of smell can be triggered every time when the contact sees or rubs the paper again. Another company perfumes its packaging to mask any smells that might make people think the product had been on the shelf for some time.

Sound too is important in shaping consumer expectations. Why else are crisps so often sold in noisy packets? And most Japanese car manufacturers have, for years, recognized one key selling point – the sound a car door makes when it closes.

Sensory signatures and brand recognition In the past, industries that provided focus on the creative aspect discovered the multi-sensory phenomena through serendipity. But with marketers, psychologists and cognitive neuroscientists now uncovering the fundamental rules underlying multi-sensory perception, there is a real opportunity for manufacturers to develop 'signature' sensory attributes that can be uniquely associated with their brand.

Companies have, for years, tried to protect their 'brand' colors – think of the HTC mobile's green or Kodak' yellow. Product sounds (or 'signature sounds') are also often strongly associated with a particular product. Nokia, HTC, Samsung has gone to great lengths to try to patent the sound of its Startup window. Beer and cola manufacturers are trying to vary the hiss of cans and bottle as they are opened.



Various pigments and chemicals to stimulate senses

It won't be long before companies start mass-producing products and packaging that have a 'signature feel' and/or 'signature smell'. British Airlines has already experimented with a signature scent, 'Meadow Grass', released in all its executive lounges in airports worldwide.

Marketers are now using multi-sensory appeal. One perfume has 'I sense therefore I am' as a strapline. Unilever has released five new Magnum ice

creams, each one targeted at a different sense. Tourist boards are doing the same. You can 'Come to your senses in Helsinki', and holidays in Scotland promise that you will not only 'see it', but also 'hear it', 'feel it' and even 'smell it'.

The tourism board of Scotland has also incorporated sensory branding in the visit Scotland campaign by focusing on all the five aspects.

Increasingly, brand owners are trying to create emotional attachments for their products in the minds of their consumers. Traditional media (TV and radio) are fundamentally limited in this regard: hearing and vision are rational senses and have a very weak link to the emotional centers of the brain.

The challenge is to stimulate a consumer's more emotional senses, such as touch, smell, and taste (which have direct links to the emotional centers in the brain). This is one of the reasons why advertisers and marketers are looking at ways to include a 'synesthetic' element in their advertising.

In Nepal, businesses have not focused much on these strategies to connect with the customers and building a stronger brand. But with the increasing choices and niche market, organizations must work towards creating a signature experience.



Food coloring used for stimulating consumer senses



DECISION SUPPORT SYSTEMS TURNING INTO DECISION MAKING SYSTEMS?

Dr. Sandeep Kautish, Dean Academics (LBEF)

As we know, decision making is the fundamental job of managers and there are various information systems i.e. Management information systems (MIS), Executive information system (EIS) that are helping managers in decision making process. Decision Support Systems (DSS) are a class of computerized information system that supports decision-making activities. DSS are interactive computer-based systems and subsystems intended to help decision makers use communications technologies, data, documents, knowledge and/or models to complete decision process tasks. The wide umbrella of decision support systems (DSS) has long provided a welcome gathering spot for those interested in building software applications based on a mixture of models, data analysis, and powerful interfaces. DSS attracts practitioners, scholars and students from a range of fields including information systems, operations research/management science, computer science, psychology and other business disciplines.

The problem: There has been a virtual revolution in terms of spreadsheet based management science and operations management courses that seems to have stuck in business schools. Spreadsheets have evolved into a quite capable platform for end-user decision support modeling. For example, within Microsoft Excel, this evolution has resulted in the inclusion of Solver for optimization, Pivot Tables, database connectivity, numerous mathematical and statistical functions and the Visual Basic for Applications (VBA) programming language. The problem is coming from this picture where instead of using management skills for making decision, managers are very much dependent on DSS tools for making decisions. It might be more crucial when new managers will have lack of management skills and they will totally dependent on DSS tools.

So, few questions arise:

- What are the reasons behind that

managers are depending so much on DSS tools?

- What should be the optimized ratio of using desktops and management skills for decision making?

First of all we have to understand decision making model: the set of activities that DSS environments support. The key elements of this model are fairly common, and include:

- A decision-maker: an individual or group charged with making a particular decision.
- A set of inputs to the decision-making process: data, numerical or qualitative models for interpreting that data, historical experience with similar data sets or similar decision-making situations, and various kinds of cultural and psychological norms and constraints associated with decision-making
- The decision-making process itself: a set of steps, more or less well-understood, for transforming the inputs into outputs in the form of decisions,
- A set of outputs from the decision-making process, including the decisions themselves and (ideally) a set of criteria for evaluating decisions produced by the process against the set of needs, problems or objectives that occasioned the decision-making activity in the first place.
- As soon as we look at this model, we realize that talking about decision support systems outside of a particular domain of decision-making is not particularly useful.

How do DSS environments support decision-making? DSS environments support the generic decision-making model above in a number of ways:

- In decision preparation, DSS environments provide data required as input to the decision-making process. This is all about data mart and data warehousing environments do today.
- In decision structuring, DSS environments

provide tools and models for arranging the inputs in ways that make sense to frame the decision. These tools and models are not pivot tables and other aspects of data presentation found in query tools. They are actual decision making tools, like fault tree analysis, Bayesian logic and model-based decision-making based on things like neural networks.

- In context development, DSS environments again provide tools, and provide the mechanisms for capturing information about a decision's constituencies (who's affected by this decision), outcomes and their probabilities, and other elements of the larger decision making context.
- In decision-making, DSS environments may automate all or part of the decision-making process and offer evaluations on the optimal decision. Expert systems and artificial intelligence environments purport to do this, but they work only in very limited cases.
- In decision propagation, DSS environments take the information gathered about constituencies and dependencies and outcomes and drive elements of the decision into those constituencies for action.
- In decision management, DSS environments inspect outcomes days, weeks and months after decisions to see if (a) the decision was implemented/propagated and (b) if the effects of the decision are as expected.

What is required is to-

- Pick the class of decision-making processes to focus on,
- Narrow the range of inputs, the range of activities and the differences in models and methods,
- Most importantly, to understand where technology ceases to play any meaningful role in decision-making, and where policy becomes the determinant of the quality and quantity of decisional effectiveness.

MVC IN JAVA

Mr. Sukant Kumar Sahu ,Faculty(LBEF)



These days whenever we talk about finding a solution for a problem using object-oriented programming concept, we often come across a word MVC. MVC stands for Model-View-Controller. This architecture is broadly used by all popular object-oriented languages like c++, java, C# etc. and frameworks like struts, springs, jsf, vaadin, grails, dotnet and others.

The Model-View-Controller(MVC) pattern for graphical user interface(GUI) software design was first formulated and introduced by Trygve Reenskaug in 1979. Later in 1980s, Jim Althoff and others implemented a version of MVC for the Smalltalk-80 class library.

Since then the MVC pattern has subsequently evolved, giving rise to many variations such as HMVC - Hierarchical Model View Controller

MVA - Model View Adapter

MVP - Model View Presenter

MVVM - Model View View-Model etc.

MVC is not merely a design pattern.

Rather it's a way to structure your application. Although the MVC pattern isn't specific to web applications only, it is extensively used in web programming globally. It's an object-oriented method for separating application logic from the user interface.

The MVC Architecture

As the name implies, the MVC design pattern consists of three layers - model, view and controller.

Model: The model represents the business logic of the application. It encapsulates application state. Responds to state query, exposes application functionality, notifies views of changes.

View: The view is responsible to displaying

data for the user. It renders the models, requests updates from the models, sends user gestures to controller and allows controller to select view.

Controller: The controller module acts as an interface between view and model. It intercepts all the requests from user and fetches necessary resources which manages flow of data. It defines application behavior, maps user actions to model updates, selects view for response and also one for each functionality.

Advantages of the MVC Architecture

Support for different type of devices is a major issue these days. The MVC architecture solves this problem as developers can create different interfaces for different devices. The controller selects an appropriate view based on the device that makes the request is made. The model sends the same data irrespective of the device being used, which ensures a complete consistency across all devices.

The MVC pattern isolates the view from the business logic. It also reduces complexities

in designing larger applications and makes the overall code much easier to maintain, test, debug, and reuse.

MVC Architecture in Java

Since MVC is a general-purpose architecture of software engineering designed for GUI applications, it can be used to develop both desktop-based applications and web-based applications. Hence, we can design Java SE applications and Java EE applications based on MVC. Many java development frameworks have been developed based on MVC that offers developers an environment of quicker development of applications by offering code reuse and eliminating the task of building boilerplate code. Some of them are listed below. We can use any of them for developing our application.

1. JSF
2. Spring Boot
3. Spring MVC
4. Grails
5. GWT
6. JHipster

It is a distributed system where a user

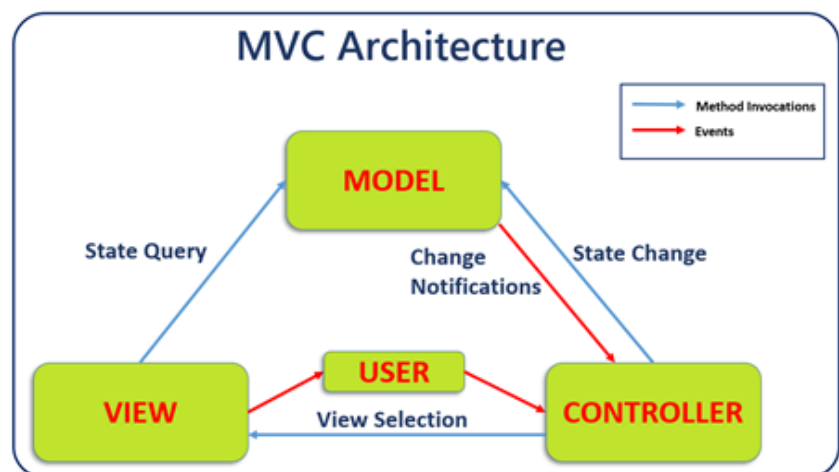


Fig 1: MVC Architecture

1. Play framework
2. Struts
3. Vaadin

Java SE 10 is released now and java SE 11 is about to be released with additional 12 new features [targeted 2023]. Even if java SE 11

may exclude Jakarta EE, CORBA and JavaFX etc., we are not going to have any problem in developing applications based on MVC since it is going to add more extensive features that will help for design and develop MVC based applications.

The following figure depicts how MVC is supported by Java SE for developing applications in java

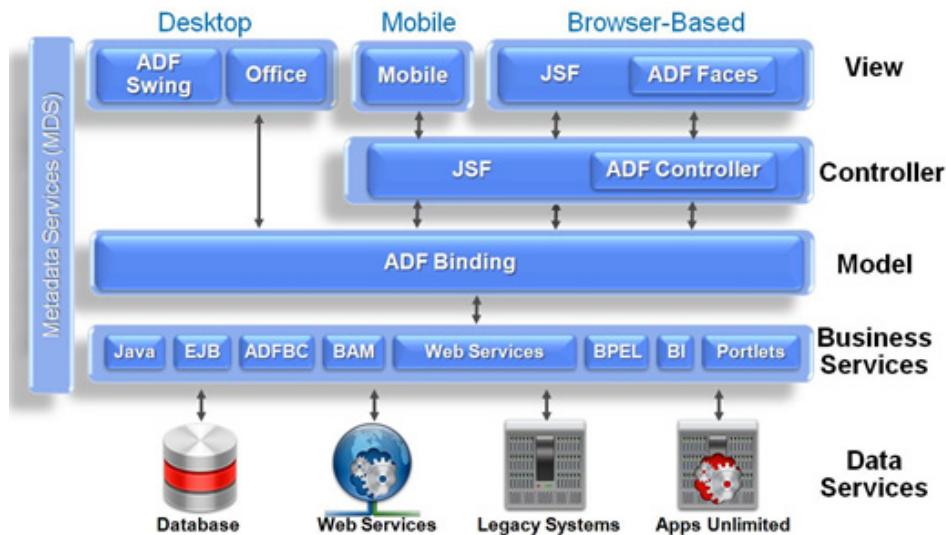


Fig 2: J2SE API

(Oracle, n.d.)

Let's understand how the Java SE is implemented with the following distributed app.

The following snapshots and demonstrate a simple implementation of MVC in a distributed application in java.

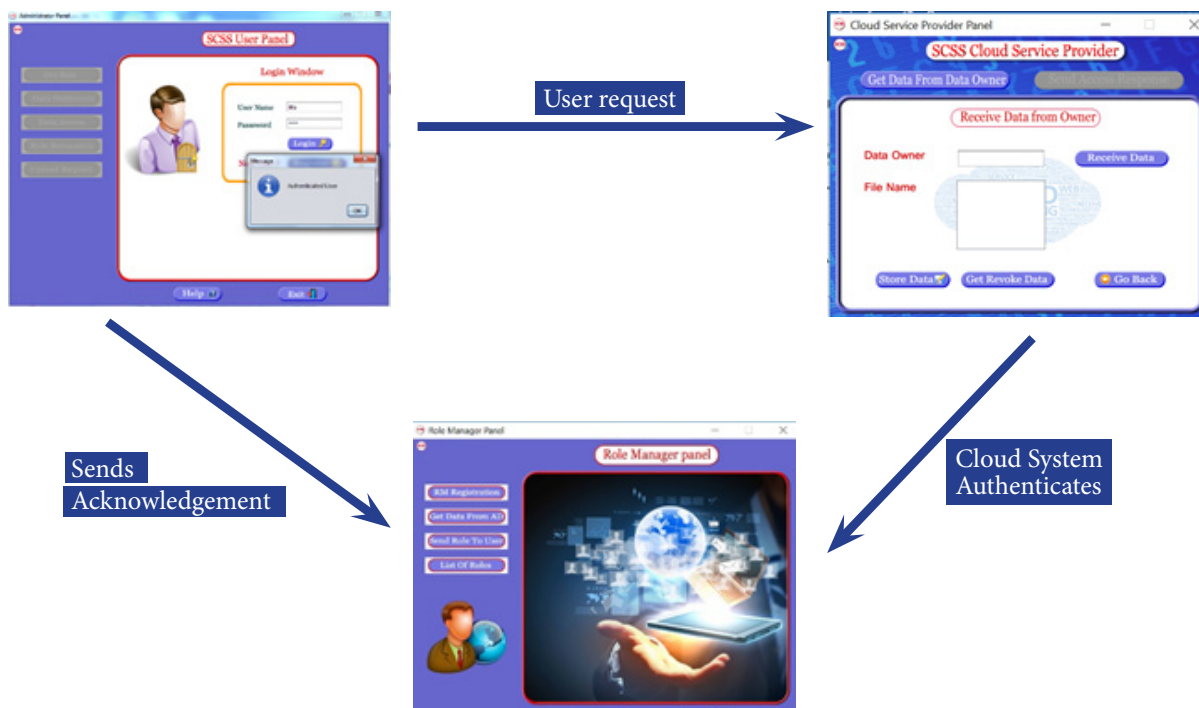
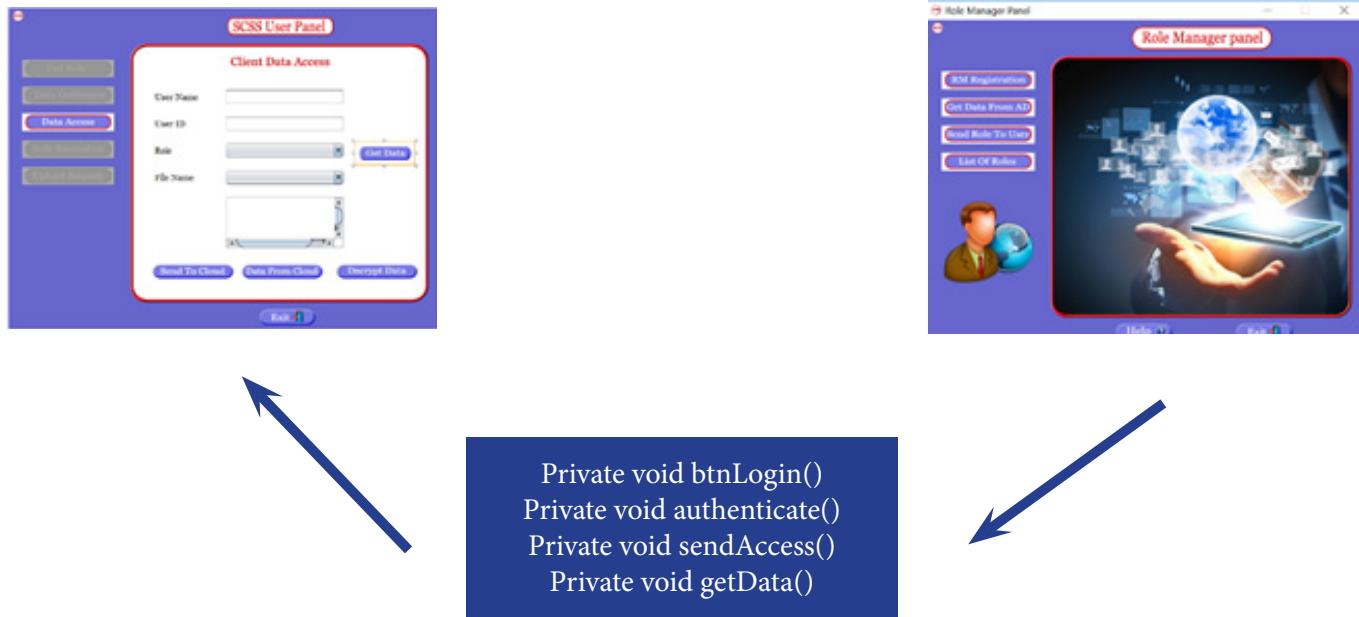


Fig 3: MVC implementation in distributed application

registers and stores data on the cloud. Later the user logs in and requests for accessing data from the cloud system. The cloud controller authenticates the user through the Role manager and sends acknowledgement to the user and gives accessibility according the role of the user.



The role manager validates the authenticated user and allows the user to access data from cloud using the methods of Controller. The above mentioned methods use java API and Cloudsim API to act as a controller of the system.

Fig 4: Distributed cloud security system

BOOK REVIEW



BOOK: THE FORTUNE AT THE BOTTOM OF THE PYRAMID, ERADICATING POVERTY THROUGH PROFITS AUTHOR: C.K. PRAHALAD

Book Reviewer: Mr. Surendra Raj Acharya (Faculty, School of Business, PCPS)

There are over 4 billion people who earn lesser than 2 dollars a day. Their earning standard shows not only economic status but also physical, social and cultural status. Often people under poverty line are victim and a burden to the society. But, if poor people are regarded as resilient, creative entrepreneurs and value –conscious consumers, because of their substantial population whole new world of opportunity would open up. This is referred as the fortune at the bottom of the pyramid which was termed by Late C.K Prahalad on his Business book called *The Fortune at the Bottom of the Pyramid, Eradicating Poverty Through Profits, Enabling Dignity and Choice Through Markets*.

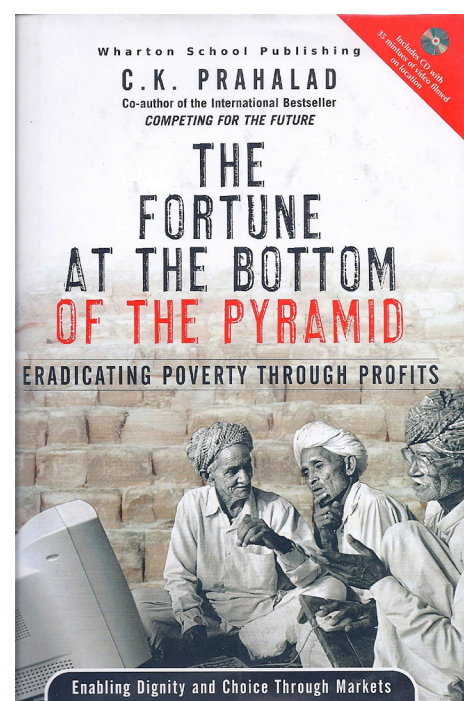
World's richest 1 % owns half the world's wealth. This extreme inequity of wealth distribution reinforces the view that poor cannot participate in the global market economy, despite of their substantial population. The cry of poor people is so intense and constant that there have been different approaches to solve this problem. Over the six decades, World Bank, donor nations, various aid agencies, national government, civil societies have all fought, but have not eradicated poverty. Needless to say, the philanthropy or welfare activities of business organization cannot obsolete their poverty. There has always been a mixed criticism on corporate social responsibilities. Some argue that it is about proving that there is a soul in the capitalist market. Whereas

other argue CSR is just smart business or reputation management. Whatsoever with the arguments, CSR is fading and cannot solve the problem of poverty.

BOP reengineer the approach to help the poor, which involves in partnering with them with to innovate and achieve sustainable synergic scenarios where poor are actively engaged and at the same time the companies providing products and services to them are profitable. It is difficult to unlock the opportunities at the BOP if large and small firms, governments, civil society organizations, development agencies and the poor themselves do not work together with a shared agenda.

Eradicating poverty through profit seeks poor as a consumer. The obvious question would be how would people earning lesser than 2 dollars a day have money. The emerging markets have witnessed significant growth in economy. Emerging markets like Brazil, India, China, Russia, South Africa, Indonesia, Turkey and Thailand collectively represent home to over 3 billion people representing 70 percent of world's total population. In terms of Purchasing Power Parity, their GDP is over 13 trillion USD which is larger than Japan, Germany, France, The UK and Italy combined. The obvious question would be how would people earning lesser than 2 dollars a day have money. This is a dominant assumption that poor have no purchasing power and therefore there is no feasible market. It is

obvious that buying power of poor people cannot be compared with the purchasing power of individuals in the developed nations. Actually, the poor represent a significant niche purchasing power that must be unlocked. However, poor people are compelled to pay high price as 5 to 25 times what the rich pay for the same services. This poverty penalty is the result of local monopolies, inadequate access, poor distribution and strong traditional intermediaries. This problem can be solved by large scale private sector businesses. It was found that poor has different priority in spending their



earnings. They might not spend their disposable income in sanitation, clean running water, and better homes but will spend in traditionally considered luxuries. Like television, telephones, domestic electrical appliances to mention few. According to the research by Financial express India, 45% of all soft drinks, 50 % of all motorcycles, 60% of all cigarettes, 55 % of FMCG products are either sold and consumed in the rural market of India.

There has been speculation that whether poor people are brand conscious or not. Many researchers have found that people at the bottom of the pyramid are brand sensitive who are extremely value conscious by necessity. They expect great quality at affordable prices. This leads to a great challenge to the managers with increased pressure on costs of development, manufacturing and distribution.

To make this concept viable price performance is important. It is not merely about lowering the prices rather restructuring the price performance relationship. For instance, for cataract surgery, even the poorest in the US can get access to the operation through insurance which costs \$2,500-\$3000. But in India cataract surgery would require around \$50 which is 50 to 70 times lesser than the US. Doctors at Arvind Eye Care Hospital (largest eye care facilities in the world) operate more than 200,000 surgery per year pricing from \$50-\$3000 per surgery including the hospital stay. It is true that BOP market does not

have high profit margin but BOP market is based on expectations of a large – volume, low risk and high return on capital employed business opportunity.

Many MNCs in developed market target rich segment which gives high gross margins. Such companies find BOP market inappropriate because of low buying power. However, in order to sell profitably to the bottom of the pyramid companies must focus on two key challenges, changing consumer's behavior and changing the way products are made and delivered in low income markets. Understanding these challenges would help companies to calculate resources accurately and strengthening the innovative capabilities.

Hindustan Unilever (HUL) is one of the MNCs that have successfully explored opportunities at the bottom of the pyramid. HUL offers products with multiple price and packaging options that target different segments in the market. In many South Asian nations BOP customers are served with low price sachets of shampoos, toothpastes, fairness creams and hair oil. In order to penetrate the market at BOP, HUL offers different product lines like Close-Up, Pepsodent, Pond's, Vaseline and many more. Companies like L'Oréal a French fragrance company has successfully entered Burkina Faso market in 2006 profitably and improved their working condition. Greenway Grammen, the Indian social enterprise selling stoves, aiming at improving

health and doing business profitably saving people's money and providing what they really want.

The markets in the rich world are facing low birth rates and slow economic growth. The developing market or the bottom of the pyramid on the other hand, is producing substantial birth rates and economic growth. In capitalist view, companies should devote their energies to develop new products that are suited to the developing markets and new ways of getting those products to the poor consumers rather than grooming themselves over how responsible they are. Recapitulating fortune at the BOP, there is a substantial promising potentiality in such niche market. Its greatest achievements would be availability of products and services at affordable prices, social recognition and respect and acceleration in the entrepreneurial spirit in the rural areas. However, approaching in the BOP market requires companies to have literal presence in the local market, robust research on tier 4 and 5 markets, affordable price for its product and services and profit margins through economies of scale. Whatsoever its consequences are it has changed preconceived notions about the commercial opportunities in serving the poor nations. Conventionally, Corporate Social Responsibilities (CSR) was just an approach to show that there is a soul in capitalism. However, the best way for business to help the poor is not merely philanthropic activities but rather engaging themselves to treat poor people as customers profitably.

FACULTY ACHIEVEMENTS/ ACTIVITIES

Papers Published in Refereed Journals / Conference or workshop or Seminar Proceedings

Sr. No.	Name of the Faculty	Title of the Paper with page numbers	Name of the Journal/ Conference Proceedings	ISSN/ISBN Number	Issue/ Volume / Date , month and year of Publication
1	Dr. Sandeep Kautish	Association clustering and Time Series based data mining in Continuous data for Diabetes Prediction	IEEE Xplore, SCOPUS Indexed Conference Proceedings	—	14-15 June, 2018
2	Dr. Sandeep Kautish	Multimodal Sentiment Analysis - A Survey and Comparison	International Journal of Service Science, Management, Engineering, and Technology	ISSN: 1947-959X EISSN: 1947-9603	July, 2018

Invited Lectures and chairmanships at national or international conference / seminar/ workshop/ FDP/ MDP/ etc.

Sr. No.	Name Of Faculty	Title of Lecture	Invited as Guest Speaker. Session Chaired/ Key Note Speaker/ / Expert Talk/ Panellist	Title of Conference / Seminar etc.	Organized by	Level of participation	Date & Place
1	Mr. Sagun Dhunguna	Google Classroom in Primary Schools	Trainer, Expert Talk	Google Educator Group Training Event of Q2	GEG	National	25/06/2018. Kathmandu

Training Course and Conference/ Seminar/ Workshop/ Symposia Attended

Sr. No.	Name Of Faculty	Programme	Date of Certification	Organized by
1	Dr. Sandeep Kautish	Introduction to Programming using Python	26 th April, 2018	Microsoft

Research Guidance

Degree	Name Of Faculty (Research Guide)	Name of the Research Scholar	Month and year (Awarded)
Ph.D.	Dr. Sandeep Kautish	P D Saxena	January 2018

GUEST LECTURES(CORPORATE-ACADEMIA CONNECT) AT LBEF

S.No	Speaker Name	Brief profile of speaker	Topic	Date	Class
1	Prof Dr. Ujjwal Chowdhury.	Media person and Educator	Brand "YOU"	10 December, 2017	B.Sc.(IT)/ BBM
2	Mr. Joy Chaudhary	Motivational Speaker	Leading Trainer	10 December, 2017	B.Sc.(IT)/ BBM
3	Ms. Saira Shah Halim	Writer, educator, theatre personality, corporate trainer, poet, social and political activist	Effective Communication and change Management from campus to corporate	10 December, 2017	B.Sc.(IT)/ BBM
4	Mr. Ravi Kantha Mantha	Renowned Investor, acclaimed author and political activist	Diversity and utilizing one's full potential	10 December, 2017	B.Sc.(IT)/ BBM

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21st July, 2018

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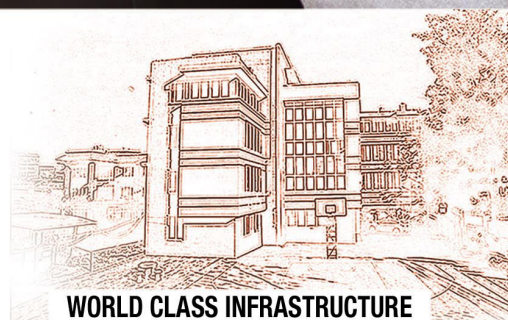
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- Faculty can contribute in the form of articles/ Book Review
- Students are encouraged to give their contribution in the form of articles, quiz, poems, or any other innovative ideas for the student corner.
- You may send in your article or queries at lbefconnect@lbef.edu.np

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