

# e-News Letter

Volume: 5 - Issue: 2 (October - December, 2023)

<b>ICFA</b> 1	Foundation for Higher Education
	1 0 1 2 (1 1700 1 1 1050

(Deemed-to-be University under Section 3 of the UGC Act, 1956)

IFHE Campus, Donthanapally, Shankarpalli Road, Hyderabad 501203, Telangana, India.

#### **Editorial Team**

Dr. S. Vi	ijaya I	Lakshmi
Ms. Indu	ı Pere	epu
	-	

Dr. V. Padmavathi Dr. P.L. Javanthi Reddy

Dr. P. Rohini

Prof. Nikita Manvi

Coordinator: Mr. Muralidharan Pasula

e-News Letter Format & Design

Mr. PSRASV Prasad (CRC-Dept)

#### **CONTENTS**

Water Insecurity and Women	
Wall of Kindness	2
Effect, Importance and Power of Thoughts	3
Faculty Achievements	
Does Promoter Ownership Affect Dividend	
Policy? An Agency Problem Perspective	3
Centre of Excellence in Banking and Finance (CoEBF) hosted APSBF 2023 summit	3
Dr. C Anita C Raman has been awarded the Degree of Doctor of Philosophy PhD in JNTU	4
Deep learning based apparatus and method for moni-toring behavioural norms in hospital	4
Effect of Non-Fully Developed Flow and the Surface Roughness in	4
Childhood Trauma and its Impact on Young Adults: An In-depth Analysis in Hyderabad	5
Traditional Farming for Sustainable Future	5
Intelligent IoT based Smart Farming Framework for Soil Moisture Analysis	5
Evolving Research Landscape	5
Designing for Sustainability and Accessibility in To-day's World	6
International Practices in Parametric Design and 3D Printing.	7
Faculty Seminars	7
Crypto Currency in Indian Financial Landscape; Regu-latory Overview	7
Cyber Governance of Health Care Sector with Special Reference to Protected Health	
Information	7
Cultural Club	7
Student: Academic Achievements	7

## WATER INSECURITY AND WOMEN

"By failing women and girls, we risk the 2030 Agenda, Access to water and sanitation are human rights. Where females are unable to enjoy those rights, their health is profoundly affected, curtailing their educational and economic opportunities, and denying them their full role in societu." – UN-Water.

According to WHO / UNICEF (2023), "1.8 billion people still do not have drinking water onpremises, and in two out of three households, women are primarily responsible for water collection." More than two decades after the launch of the WASH project, water sanitation and hyaiene remained one of the important issues that needed attention.

UN started the Water Supply and Sanitation Collaborative Council (WSSCC) in 1990 to promote universal access to sanitation to address the needs of 2.2 billion people who lacked basic sanitation services and 3 billion people who did not have access to basic handwashing facilities at their homes.

The WASH campaign was started by WSSCC in 2001 as a alobal advocacy effort to place sanitation, hygiene, and water on an important global agenda. The campaign worked towards providing clean drinking water, using improved sanitation facilities, and handwashing with soap. Several organizations like UNICEF and WHO, local NGOs, and several charitable organizations were a part of WASH. Women were found to be particularly susceptible to water and sanitation challenges and were at higher risk of diseases due to lack of access to clean water and sanitation.

The Millennium Development Goals called for reducing the proportion of the population without sustainable access to safe drinking water to half and increasing access to safe sanitation. Later, when the world leaders adopted the Sustainable Development Goals of the 2030 Agenda in 2015, WASH became a part of several goals.

#### Sustainable Development Goals: Targets related to WASH

3.3 by 2030, end the epidemics of AIDS, tuberculosis, malaria, and neglected tropical diseases and combat hepatitis, water-borne diseases, and other communicable diseases:

- 3.9 by 2030, substantially reduce the number of deaths and illnesses from hazardous chemicals and air, water, and soil pollution and contamination:
- 6.1 by 2030, achieve universal and equitable access to safe and affordable drinking water for all;
- 6.2 by 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations:
- by 2030, expand international cooperation and capacity-building support to developing countries in water and sanitation-related activities and programs, including water harvesting, desalination, water efficiency, wastewater treatment, recycling, and reuse technologies;
- by Support and strengthen the participation of local communities in improving water and sanitation management.

Source: Outcome document OWG (2014)

The 2023 WHO/UNICEF JMP report on household drinking water, sanitation, and hygiene provided an in-depth analysis of WASH services. The report found that while 2.1 billion people gained access to safely managed drinking water between 2000 and 2022, 1 in 4 people worldwide needed access to safely managed drinking water. Safely managed water services coverage was 94% in Europe and North America and 31% in sub-Saharan Africa. As of 2022, 57% of the global population used safely managed sanitation, but 2 out of 5 people still lacked it. Basic hygiene services were unavailable to 25% of the world's population.

The report focuses on gender and provides a detailed analysis of gender inequalities in WASH services. It found that 1.8 billion people collected drinking water from a source located off their living areas and homes. In 70% of the cases, women and girls collected the water. In most countries where such practices exist, the burden of water carriage was more on women and girls. Over half a billion people shared sanitation facilities with other households, and women felt unsafe accessing such facilities. Lack of handwashing impacted adolescent girls and women. Inadequate WASH services limited the ability of women and adolescent girls to manage their periods safely.

The report stated that achieving universal coverage by 2030 would require a six-fold increase in the existing progress rates for safely managed drinking water, a five-fold increase for safely

managed sanitation, and a three-fold increase for basic hygiene services.

As far as India was concerned, between 2015 and 2022, the country achieved more than a 20% increase in basic sanitation coverage. India made rapid progress in sanitation with the increased use of toilets and hygiene practices. UNICEF supported the Government of India's programs like the Swachh Bharat Mission, the Jal Jeevan Mission, and WASH in Schools. India also witnessed rapid progress in providing piped water in rural homes. The proportion of the population using at least basic drinking water services stood at 93.29% as of 2023.

Indian women played an important role in making the villages open defecation-free and in bringing fresh piped water into several villages. Recognizing their achievement, in March 2023, the President of India, Smt Droupadi Murmu, conferred 36 women with the 'Swachh Sujal Shakti Samman' awards. These women from Self Help Groups and Community-based organizations have played a key role in spreading awareness about water conservation, management, hugiene, and sanitation. These women helped make 2 lakh villages open defecation free. and provided access to piped water to 11 crore rural households. The Indian government is emphasizing water conservation and recharge efforts by launching programs like 'Jal Shakti Abhiyan - Catch the Rain 2023'. ♦

# Wall of Kindness



On October 15, 2023, the Center for Women's Development (CWD) at IFHE Hyderabad organized the 'Wall of Kindness' event. Multiple collection booths were strategically placed across the campus to facilitate donations from the university community. Students and staff generously contributed items in good condition, including clothing, blankets, toys, books, and other essentials.

The primary purpose of the event was to support nearby orphanages and old-age homes by distributing the collected items. This initiative aimed to make a positive impact on the lives of those less fortunate within the community. The IFHE Hyderabad community actively participated in the 'Wall of Kindness,' showcasing compassion and generosity. The success of the event can be attributed to the collective efforts of individuals from diverse backgrounds coming together for a common cause. Every small act of kindness played a crucial role in ensuring the event's overall success.

The collected items, ranging from clothing to essentials, will undoubtedly bring comfort and happiness to the beneficiaries in nearby orphanages and old-age homes. This initiative not only demonstrated the spirit of empathy within the campus community but also highlighted the university's commitment to social responsibility and community service.

# Effect, Importance and Power of Thoughts



- Dr. A. Suneetha Rajesham, Asst. Professor, FST

Did you know that every thought that we create has an effect on every cell of our body. They not only affect our body, they also create our destiny! How?

Every thought that we create generates emotion. This emotion makes us behave in a certain manner. This behaviour leads to certain consequences. These consequences may be seen in the immediate future like within the next minute, hour or day or they might show up in the long run – a year or ten years. And these consequences are our destiny. This is the natural law of 'Cause and Effect', which we Indians call it the 'Law of Karma'.

Also, when we create a thought, the cells of the nervous system, which are known as the neurons, release a set of hormones called the neurotransmitters. Positive thoughts cause the neurons to release the 'Feel Good' hormones which are dopamine, serotonin, endorphins, and oxytocin. They are called 'Feel Good' hormones because when they flow through the body, the cells of the body relax and absorb more oxygen and nourishment. So they feel good; when they feel good the whole body feels good; when the body feels good, we create pleasant thoughts and experience pleasant emotions. Pleasant emotions lead to pleasant behaviour. These are the four main hormones that are primarily responsible for creating those feel- good emotions and sensations.

If it is a negative thought, the neurons release another set of hormones which have a negative effect on the body. It causes a reduction of the Feel Good hormones and production of cortisol, epinephrine and norepinephrine, which make us hyperactive causing stress and tension. Depending on the thought, it generates fear or anger and the consequential behaviour.

Therefore, it is very important to be aware of our thoughts. We should think of what we are thinking and always create positive thoughts. Thoughts are powerful, whether positive or negative. They create our future. If we consciously create positive thoughts, we will experience pleasant emotions and behave in a pleasant manner that lead to pleasant consequences, which are our destiny.

You must be thinking, "Thoughts just keep coming. What can we do?" That's not true. We create our thoughts using the information we had been feeding our mind with. And we can change all our negative thoughts into positive thoughts. Our 'thoughts' are the only one that we can control. Nothing else is in our control. Once we learn to control our thoughts everything around us will fall in place. •

# **Faculty Achievements**

Part of PhD thesis of Ms. Geeta Singh, Assistant Professor in Finance and Accounting department of IBS Hyderabad was published in November 2023 as an article titled "Does Promoter Ownership Affect Dividend Policy? An Agency Problem Perspective", in the American



Business Review. American Business Review is an 'A' category journal as per the ABDC listing. The co-authors are Prof. Satish Kumar and Prof. Kaushik Bhattacharjee is from IBS Hyderabad, and Prof. Rajesh Pathak, IIM Raipur.



**Dr Anita C Raman** and team from Department of Finance and Accounts, under the banner the Centre of Excellence in Banking and Finance (CoEBF) hosted APSBF 2023 summit on 24-25<sup>th</sup> November 2023 held at IBS Hyderabad under the able guidance of his Excellency Padma Vibhushan, Dr. C. Rangarajan, Chancellor IFHE, and Former Governor, RBI. The Deliberated topics were ESG, FINTECH,NPAs and NBFCs. Industry experts representatives from Pan India included were Axis Bank CEO, former CMD Corporation, Federal Bank, Director-NIBM Institute, Founding team-Cognida.ai Founder CEO- DGV, Managing Partner Praxis, invitees included KV Rao NABARD - National

Bank for Agriculture and Rural Development EX-CGM and other dignitaries included Madam Sobharani Yasaswy, President ICFAI Society, Prof S Mahendra Dev, and Prof J Mahender Reddy, Advisor IFHE. The platform was meant bridge the gap between industry and academia; and the event received great appreciation from the industry participants and social media. ◆



Dr. C Anita C Raman, working with Dept. of Finance, IBS Hyderabad, has been awarded the Degree of Doctor of Philosophy PhD in Management Science of Jawaharlal Nehru Technological University Hyderabad, Telangana from Sreedhara Panicker Somanath, ISRO Chairman on 5 th Jan 2024 on the topic, 'Micro Finance Institutions (MFIs) Transformation Process In South India: A Comparative Analysis Of Select. The research explored the transformation process of NGOs into NBFC-MFIs towards inclusive growth, and the role played by leadership in employee and customer satisfaction which eventually lead to organizational performance and growth. The work was reviewed by senior Profs from IIM, IITs and Central University received good amount of appreciation. Reviewers acknowledged that 'the study is a magnifying attempt document the transformation of NGOs into more regulated NBFC-MFIs, an interesting piece of research work area; which is less explored in Indian context'. 'Study results are realistic in nature and form a platform for forthcoming dimensional studies of MFIs and economic advancement of rural folk in southern India. ◆



Dr P Rohini, Assistant Professor, Dept. of Computer Science and Engineering, Faculty of Science and Technology, published a patent on "Deep learning based apparatus and method for monitoring behavioural norms in hospital"

The patent titled "Deep learning based apparatus and method for monitoring behavioral norms in hospitals" addresses the critical need for maintaining stringent behavioral standards among healthcare professionals in hospital settings. The healthcare industry prioritizes patient care, safety, and trust, making adherence to established protocols and ethical standards imperative.

Traditionally, monitoring and upholding behavioral norms in hospitals relied on manual observations, peer reviews, and administrative oversight. While somewhat effective, these methods lacked scalability, consistency, and real-time responsiveness, especially considering the complex dynamics of hospital environments.

In response to these challenges, the invention leverages deep learning and artificial intelligence (AI) technologies to revolutionize behavioral norm monitoring. Deep learning models, empowered by extensive data and computational resources, excel in recognizing patterns, anomalies, and deviations from established norms.

The proposed system continuously analyzes audio, visual, and textual data streams within the hospital, including interactions between healthcare professionals and patients, verbal and non-verbal cues, patient feedback, and policy compliance. By processing data in real time, the system identifies deviations from expected norms, such as unprofessional conduct or breaches of patient privacy.

Furthermore, deep learning models improve accuracy over time by learning from historical data and ongoing observations. They can adapt to recognize context-specific norms across different hospital departments or units, providing administrators, compliance officers, and supervisors with timely alerts and insights to address behavioral issues proactively.

Integrating deep learning-based systems for monitoring behavioral norms signifies a significant advancement in healthcare management. These technologies have the potential to enhance patient safety, improve care quality, and foster a more accountable and transparent healthcare environment.

It's important to note that the invention's scope isn't limited to specific rules or arrangements outlined in the patent. Instead, it can be applied and practiced in various ways to meet the evolving needs of the healthcare industry. The accompanying drawings and descriptive matter illustrate preferred embodiments of the invention, highlighting its operating advantages and specific objectives achieved through its implementation. ◆

**Dr T Divya,** Assistant Professor, Department of Mathematics, Presented a paper in the 68<sup>th</sup> International conference ISTAM-2023 organised by NIT Warangal during Dec-7<sup>th</sup> to 9<sup>th</sup>



Paper Entitled: "Effect of Non-Fully
Developed Flow and the Surface Roughness in An
Elbow Pipe under the Indian NPP flow Conditions"

The objective of this paper is to examine the last step of the mechanistic model of wall thinning degradation mechanism i.e., convective mass transfer in feeder pipes under different environments of piping of nuclear power plants (NPP). In the present study, the flow and mass transfer of demineralized water in carbon steel double elbow simulated under Indian NPP feeder water system conditions. The analysis carried out in this study based on the position of the first elbow i.e., the first elbow positioned at the non-fully developed flow in the upstream region of first elbow as the piping system in NPP contains such type of construction of piping. For this analysis, the upstream horizontal limb of the double elbow considered to be of different lengths 0.09 m, 0.11 m, 0.13 m and 0.15 m. In addition, the surface roughness of the primary side of the pipe plays major role in detecting the prone areas. Analysis will be done for the various range of surface roughness. MTC is the most important parameter to predict the highly susceptible FAC locations. For the MTC analysis, the Chilton-Colburn analogy in terms of wall shear stress used.

The reported results are useful for developing the targeted inspection plans in predicting the vulnerable FAC locations. ♦



Dr K Shyamal Reuben, Assistant Professor, presented a paper tilted "Childhood Trauma and its Impact on Young Adults: An In-depth Analysis in Hyderabad" in International Conference on Multidisciplinary Research & Innovation (IC-MRI-2023) organized by Internal Quality Assurance Cell (IQAC), St. Joseph University, Chumoukedima, Nagaland on 09th & 10th November, 2023. ◆

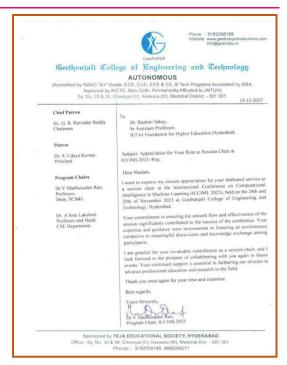


M.Geetha Privadarsani Assistant Professor, ICFAI Law School, Hyderabad

Published Paper on 4th World Environment Summit 2023' from November 4-6, 2023 organized by Environment & Social Development Association (ESDA), Delhi,



and presented a paper titled "Traditional Farming for Sustainable Future". ♦



Dr. Rashmi Sahav was invited to be a Session Chair for one technical session (Online) of 3rd International Conference on Computational Intelligence in Machine Learning, Hyderabad on 25th November 2023. The conference was organised by Geethanjali College of Engineering and Technology, Hyderabad. •





Dr. Rashmi Sahay, Sr. Assistant Professor, Dept. of Artificial Intelligence and Data Science, Faculty of Science and Technology, presented her research work titled "Intelligent IoT based Smart Farming Framework for Soil Moisture Analysis" in the 23rd International Conference on Intelligent Systems

Design and Applications held on December 11-12, 2023. The conference was organised by Machine Intelligence Research Labs, USA. ♦

**Prof. Nikita Manvi** and **Prof. Asha Devadas** attended FDP titled *'Evolving Research Landscape'* on 16.10.2023 organised by IFHE Hyderabad



Prof. Shraddha Bahirat, an Assistant Professor at ISArch, has achieved a significant academic milestone by successfully completing her Ph.D. Her Doctoral Dissertation, titled 'Impact of Gatedness on Social Dynamics between Gated Communities and their Neighbourhoods,' was defended at the Department of Architecture and Regional Planning, IIT Kharagpur.

Prof. Bahirat's research, under the guidance of her supervisors, Dr. Sanghamitra Basu and Dr. Arjun Mukerji, delves into the critical subject of gated communities and their interactions with neighboring areas. Her work promises to shed light on the social dynamics influenced by gatedness. This achievement highlights Prof. Bahirat's dedication to scholarly pursuits and her commitment to advancing knowledge in the field of architecture and urban planning. We extend our warmest congratulations and anticipate the valuable contributions her research will bring to the understanding of gated communities' societal impacts. ◆



First Online International Symposium titled "Designing for Sustainability and Accessibility in Today's World - Learning from Global Practices" organised by Dr. Sri Aruna Reddy, Professor ISArch

On October 3, 2023, Dr. Aruna Sri Reddy, Professor at ICFAI School of Architecture, Hyderabad, orchestrated a compelling online symposium titled "Designing for Sustainability and Accessibility in Today's World - Learning from Global Practices" to commemorate World Architecture Day 2023. The sympo-



sium, held from 09:30 am to 02:00 pm, featured four insightful sessions that delved into the critical theme of sustainability and accessibility in contemporary design.

The symposium commenced with a keynote session by Ganesh Nayak, titled "Sustainability And Accessibility Today: Facets And Themes." Ganesh Nayak's presentation provided an overview of the current facets and themes surrounding sustainability and accessibility in the field of architecture, setting the tone for the subsequent discussions.

The second session, "Incorporating Sustainable Design Solutions in Your Projects, an international experience," was led by Taruna Gupta. Through her international experience, Taruna Gupta shared insights on how sustainable design solutions can be effectively incorporated into architectural projects. Her session provided valuable perspectives on integrating sustainability into practical design scenarios.

Reeshika Vallabh took the stage for the third session, titled "Consulting in Accessibility, Investing in People – My Professional Journey from South Africa to Australia." Vallabh shared her professional journey, emphasizing the importance of consulting in accessibility and the meaningful impact it has on people. Her experiences, spanning from South Africa to Australia, added a diverse and enriching dimension to the symposium.

The symposium concluded with a forward-thinking session by Simba Garikai, titled "Forward-Thinking Universally Accessible Environmental + Economically Sustainable High Design." Garikai explored the intersection of universally accessible environmental design and economically sustainable high design. His insights contributed to the overarching theme of the symposium, emphasizing the need for forward-looking approaches in architectural practices.

Dr. Aruna Sri Reddy's initiative to host this symposium successfully created a platform for engaging discussions on global practices in architecture. By bringing together renowned professionals and experts, the event facilitated a valuable exchange of ideas and experiences, furthering the understanding of sustainability and accessibility in today's architectural landscape. •

First Online International Lectures titled "International Practices in Parametric Design and 3D Printing" organised by **Dr. Sri Aruna Reddy**, Professor ISArch





On October 31, 2023, Dr. Aruna Sri Reddy organized the first online guest lecture series, dedicated to the memory of Zaha Hadid, focusing on "International Practices in Parametric Design and 3D Printing." The event featured esteemed speakers, including Ar. Yash Mehta from Chicago, USA, and Ar. Bruno Silva

from Milwaukee, USA. Ar. Yash Mehta shared insights into parametric design, emphasizing its application in shaping dynamic structures. Ar. Bruno Silva discussed the evolving landscape of 3D printing in architecture, showcasing its impact on construction methods and design possibilities. The interactive Q&A session allowed participants to engage with the speakers, fostering a dynamic exchange of ideas. The addition of international perspectives enriched the discourse, highlighting the global nature of advancements in parametric design and 3D printing. The success of this inaugural online series sets a promising precedent for future collaborative endeavors in the field of architecture and design.

# **Faculty Seminars**



Ms Sridevi Shet, Assistant Professor, Presented a Paper On "Crypto Currency in Indian Financial Landscape; Regulatory Overview" 11<sup>th</sup> October, 2023.◆



Ms Raneeta Pal, Assistant Professor, Presented a Paper on "Cyber Governance of Health Care Sector with Special Reference to Protected Health Information" 19th October, 2023. ◆

### **Cultural Club**

#### **Classical Singing**

First prize Dr. Aruna Kammila Assistant Professor, ICFAI Law School, Hyderabad



Second prize Dr. Arpita Assistant Professor, ICFAI Law School, Hyderabad



#### **Quiz Competition**

First Prize Ms. Sakshi Assistant Professor, ICFAI Law School, Hyderabad



Third Prize Dr. Tasneem Assistant Professor, ICFAI Law School, Hyderabad



# **Student: Academic Achievements**



Team consisting of Pranav Kumar, Sakshi Trivedi and Samridhi Singh of Fifth year, we're adjudged Semi-Finalist in 10th Lex Omnia National Moot Court Competition, 11th October, 2023 organised by BITS GOA In Association with MNLU MUMBAI. ◆



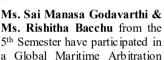
**Ms. Aliya,** 9th Semester has participated in the Essay Competition conducted by HKIAC | Hong Kong International Arbitration Centre and she has received the Honorable



Mention by the HKIAC. The Title of her Essay was-'The impact of geopolitics on international arbitration' ◆

At Amjad Ali Khan Memorial National Moot Court Competition, 2023 organised by Sultan-UlUloom

College of Law, Hyderabad, from 22<sup>nd</sup> - 24<sup>th</sup> December, 2023. Runners-up Best Mooter 1. Aditi Dixit, 2. Varun Chakilam 3. Asin Hibba •





Conference hosted by Center for Arbitration and Research, Maharashtra National Law University, Mumbai. The title of the conference was 'Treaty Interpretation in Investment Arbitration', the student members were enlightened about the nuanced exploration on interpretation of international treaties predominantly on Article 31 and 32 of Vienna Convention on Law of Treaties (VCLT).

Researcher – Leena Sharma: ICFAI Law School Students has participated in 10<sup>th</sup> National Moot Court Competition, 2023 organised by IMS UNISON University, Dehradun, from October 09th - 11th, 2023 and were adjudged as Semi-Finalist.◆



Nidhi Iyer from second year took a guidance session for the students who applied for Women Engineers 2024 program. She got selected into the WE program in the beginning of 2023. She has so far attended 2 physical bootcamps and everyday online classes for about 11 months now. She has built several projects via this program's curriculum. She is also the recipient of the AWS AI/ML global scholarship. ◆