



VAISHNAVI Group of Institutes

ENGINEERING : B.Tech, MTech – PHARMACY: B. Pharmacy, D. Pharmacy - MANAGEMENT

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VGI TEAM



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INDUSTRIAL VISIT



DECEMBER

RBI cuts CRR by 50bps. 7 ways in which banks will benefit

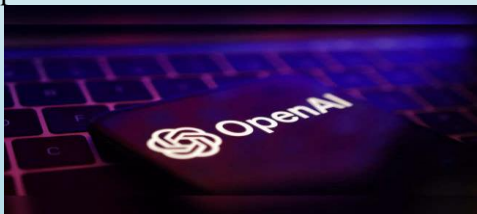
The Reserve Bank of India (RBI) lowered the cash reserve ratio (CRR) by basis points in two phases, injecting ₹ 1.16 lakh crore into the banking system. This move is expected to boost lending capacity and improve banks' profitability, although some analysts predict margin pressures and asset quality challenges may persist.

Diamond sector has been facing challenges during the last three years due to reduced demand: Piyush Goyal

India's diamond sector has struggled in the last three years due to lower demand and sanctions on Russian diamonds. Exports dropped to \$18.37 billion in 2023-24 from \$25.48 billion in 2021-22. The government and industry are working together to explore new markets and products to bolster the sector, which employs over a million

Open AI eyes education market with AI-driven custom GPTs

Open AI plans to empower educators to create custom GPTs for online courses, envisioning lifelong learning engagement. Professors are already using Open AI's tools to build GPTs loaded with course content for student interaction. With the education sector identified as a key growth area, Open AI aims to expand its presence in schools and universities.



What's New? Summit 2023: Navigating the new-age evolution of digital marketing from data to personalization to privacy

What's New? Summit 2023, hosted by KIT Global and supported by The Economics Times, provided insights into the future of digital marketing. Key takeaways the dominance of e-commerce, the transformative role of artificial intelligence, the significance of emerging trends, and the importance of customized solutions for e-commerce. Other discussions focused on the shift towards mobile apps, the importance of personalization, and the rise of performance marketing.

We can breathe easy, but for how long?



Delhi's air quality improves slightly. The Supreme Court relaxes some restrictions. Authorities must continue to monitor pollution levels. Weather changes helped, not ground actions. The government plans to tackle air pollution. Thermal power plants are major polluters. A new technology could cut pollution from these plants. Real change requires action from big polluters.

Air India Express is in expansion mode; defers Kolkata-Dhaka direct flight plans

Air India Express is expanding its fleet and adding, aiming for over 100 aircraft by March 2025 and nearly double that within three years. Kolkata-Dhaka flights are postponed due to Bangladesh's political climate, but Kathmandu service begins in March 2025. Expansion targets short-haul routes, connecting major cities with smaller destinations, and increasing presence in Southeast Asia and the Gulf.



News Provided By

Prof. Sadaf Khan
AP, MBA

VITS students visit to the L.M. Bakers, Mandideep, Bhopal



The visit to L.M. Bakers was a valuable experience for VITS students. A Visit was scheduled on 11th November 2024 for engineering students of all branches of I sem. Here students learn so many things like work ethics, time management, teamwork, resource management etc.

VIP & SVIP students visit to the Regional Science Center



Vaishnavi Institute of Pharmacy and Shri Vaishnavi Institute of Pharmacy visited the Regional Science Center on 12th November 2024. It was a valuable experience for VIP & SVIP students. Students learn here how to popularize science and technology in cities and urban and rural areas for the benefit of students and for the masses. And also conduct research in science and technology in the areas pertaining to the activities of the council and evaluate traditional science and technology in the light of modern scientific and technical concepts.

Fresher's Party 2024

Fresher's Party 2k24 was organized by BTech II year students on 26th Nov 2024. The first year students were welcomed in a very beautiful manner by the second year students. Second year students started the event by making beautiful invitation cards and performed various cultural activities. Chairman (VGI), Mr. Mukash Patidar, Secretary Sir, Mr. Rahul Patidar, along with the CEO, Director and Principals of each wing, Heads of all departments and students were present in the function. The Chairman wished the students good luck for their brightfuture.





Prof. Kalpana Pawar AP, Shri Vaishnavi Institute of Pharmacy, Bhopal

READER'S COLUMN

DNA RECOMBINANT TECHNOLOGY

The technology used for producing artificial DNA through the combination of different genetic materials (DNA) from different sources is referred to as recombinant DNA technology. Recombinant DNA technology is popularly known as genetic engineering. The recombinant DNA technology emerged with the discovery of restriction enzymes in the year 1968 by Swiss microbiologist Werner Arber.

Application of Recombinant DNA Technology

- DNA technology is also used to detect the presence of HIV in a person.
- Gene Therapy: It is used as an attempt to correct the gene defects that give rise to hereditary diseases.
- Clinical diagnosis- ELISA is an example where the application of recombinant.
- Recombinant DNA technology is widely used in agriculture to produce genetically modified organisms such as tomatoes, golden rice rich in proteins and Bt cotton to protect the plant against bollworms and a lot more.
- In the field of medicines, recombinant DNA technology is used for the production of insulin.

Process of Recombinant DNA Technology

The complete process of recombinant DNA technology includes multiple steps, maintained in a specific sequence to generate the desired product.

Step-1: Isolation of Genetic Material.

Step-2: Cutting the gene at the recognition sites.

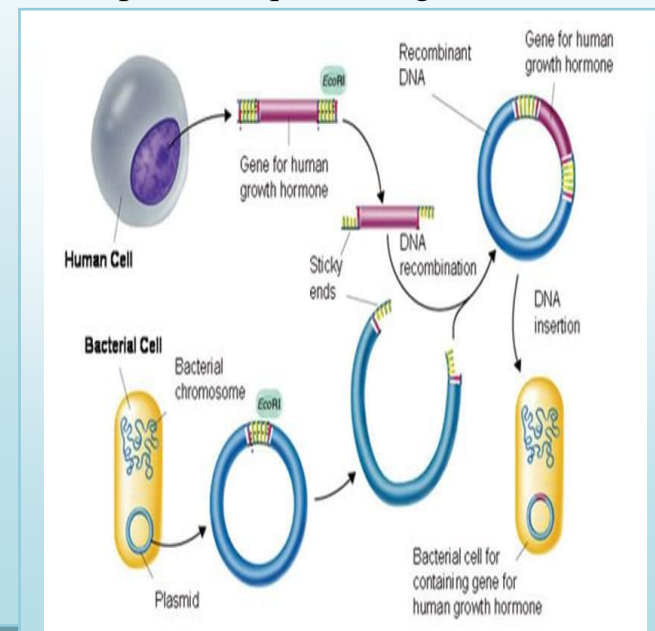
Step-3: Amplifying the gene copies through polymerase chain reaction (PCR).

Step-4: Ligation of DNA Molecules.

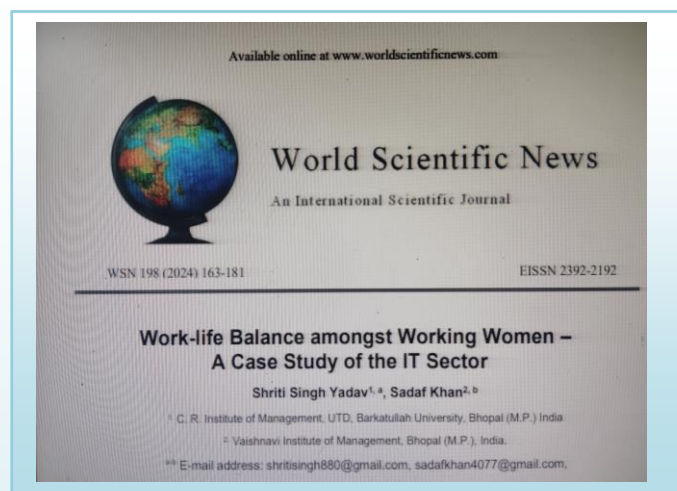
Step-5: Insertion of Recombinant DNA into host.

NEW APPROACHES

Recombinant DNA technology is a fast growing field and researchers around the globe are developing new approaches, devices and engineered products for application in different sectors, including agriculture, health and the environment. For example, Lispro (Humalog), in comparison with regular human insulin, is a well effective and fast acting recombinant protein that can be effectively used in the curing of anaemia. Recombinant hGH was found with a great improvement in treating children lacking the ability to produce hGH in a required quantity.



VGI MILESTONE



Prof. Sadaf Khan, Asst. Prof., Department of MBA has published a research paper on International Scientific Journal, “**World Scientific News**”, on “**Work- life Balance amongst Working Women- A Case Study of the IT Sector**”.

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