INSTITUTE OF ENGINEERING & MANAGEMENT



# RENAISSANCE

MAGAZINE 02'

2023

DEPARTMENT OF
BUSINESS ADMINISTRATION

VOL.
01

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IEM
श्रद्धावान लभते ज्ञानम्
INSTITUTE OF ENGINEERING & MANAGEMENT
Good Education, Good Jobs

# DEDICATION

This magazine is dedicated to the entrepreneurs, scientists and doctors who have successfully made the lifesaving Covid vaccine, Covid survivors and the teachers ; also students for giving their massive support and to the notable personalities who lost their lives to Covid-19, start-up owners who have been successfully introducing new products and services, providing new employment and thus enhancing economic development; we are eternally grateful to you for the work you have done and for the contributions you made to save the lives of people in that menacing situation. The patience and the courage of the covid survivors will surely be inspiring to a lot many sufferers out there. We would like to thank you all for, in some way or other for benefiting the society.

Thank you



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# FROM THE DIRECTOR'S DESK



**PROF. (DR)**
**SATYAJIT CHAKRABARTI**
DIRECTOR
IEM-UEM Group

The word 'Renaissance', which means 'to be reborn', signifies the rebirth or the regrowth of the students of IEM of fine character who live by their values, morals and ethics. True character thus encompasses the capacity for self-discipline in our institution. Character which not only creates self-respect but also emphasizes the self-esteem of oneself. Challenges such as COVID-19 did not even dare touch the motivation of any student rather pushed them to put forth their best. With the enormous and constant support of all the faculty members, I can proudly say, there is nothing that is stopping us from the upcoming bright future. The students have not only reached their top in academics but also proved them versatile and active. IEM Renaissance 2023, denotes the enthusiasm and versatility skills of our students. All my heartiest blessings and immense support to our students, teachers and parents. Congratulations to the editorial team for their consistent determination in bringing out this magazine, yet another year, successfully.

# FROM THE PRINCIPAL'S DESK



**PROF. (DR)**
**MOHUYA CHAKRABORTY**
PRINCIPAL
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Kolkata

I am happy to announce the publication of "IEM Renaissance", an annual publication of the department of BBA written and edited by the departmental students and teachers of IEM. The magazine is multilingual and comprises poems, short stories, speeches by eminent personalities, short essays, tech reviews, reports of activities and photo gallery depicting the campus activities in an elaborate and beautiful manner. This is urgently needed for the information of dissemination among the stakeholders for great motivation and awareness of the success of the BBA department. I am also delighted to mention here that IEM BBA department has bagged the top position in the category of best BBA colleges of West Bengal in 2023 by Times ranking in Times of India. This is a great teamwork and I congratulate all the teachers and students of BBA department for the success and fame of the organization.

# FROM THE HOD'S DESK



**DR. PROF. RABIN MAZUMDER**
HEAD OF DEPARTMENT
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The second edition of the yearly departmental magazine "Renaissance," published by the Department of Bachelor of Business Administration of the Institute of Engineering & Management, Kolkata, fills me with great delight. The saying "Success comes to those who work hard and stays with those, who don't rest on the laurels of the past" comes to mind after the first edition of Renaissance achieved such great success.

Since the world is changing so quickly these days, educators need to take a moment to think critically about the educational system as a whole. The Institute implements a well-balanced international level course curriculum as part of the ongoing evolution of the educational system to make sure that our students not only enjoy their college over time but are also equipped to handle the challenges of life. We take delight in assisting them as they mature and transform into compassionate and accountable citizens of the future. A department's magazine is a powerful way to communicate the advancements and noteworthy accomplishments that department has to its name. The department's faculty and students always take the lead in organising technical, cultural, and social events. I'm hoping that this E-magazine will serve the objective of showcasing the talent and skills of our students and faculty members and inspire others to work hard. I extend my best wishes and heartiest congratulations to the editorial board for their hard work, which is clear throughout the magazine's pages.

# FROM THE EDITOR'S DESK



From Tabula Rasa to Renaissance: We are glad to initiate the magazine "IEM Renaissance" of dept. of BBA(H); Institute of Engineering and Management Kolkata for the year 2023. In the milieu of global pandemic, where literary works are fashioned, processed, published and documented through the digital and cyber media, the departmental e-magazine is an endeavor to keep pace with the changing nature of readership and convenience. We hope that this venture will achieve a greater circle of bibliophiles and literary criticism both within and beyond the college. The journey of the magazine from its notion to manifestation, from the realm of imagination to its actualization in the cyber medium, would not have been achievable without the shared initiative taken by the faculty and students in terms of vision, tech-savvy skills, meticulousness and persistence.

We would like to thank our President of IEM UEM group, Prof. (Dr.) Satyajit Chakrabarti and Director of IEM UEM group Prof. (Dr.) Satyajit Chakrabarti, Principal; IEM Ashram Building Prof. (Dr.) Mohuya Chakraborty , Head of the Dept. of BBA(H) Prof. (Dr.) Rabin Mazumder for believing in this innovative venture and for their unyielding support and dynamic rendezvous with the project. We earnestly appreciate the enthusiasm of our students who ensured the smooth completion of this voyage by putting their heart and soul in the visual designing of this magazine.

# FROM THE OTHER SIDE OF THE DESK

Starting online college, when COVID first rolled into our lives, was overwhelming. When one starts college, it's a whole new world for the person. New faces, new ways, new places; everything is new. Along with the excitement, lies a thin layer of anxiety. And what if those interactions are online? That sounds like a disaster, right? But it wasn't. The professors at IEM BBA department welcomed us with open hearts. And the experience which had a high chance of being filled with awkward silences, instead turned out to be memories we'll cherish our whole lives. Any educational institution aims at educating their students to aid them become knowledgeable individuals. Our professors taught us to be excellent human beings at every point of our journey. We met them as their students but they took us in as if we were their own children. From sharing with us experiences that might have taken us years to acquire to helping us go through tough situations, guiding us throughout college, we are truly blessed to have such individuals that we can learn from and it's not just the faculty members that taught us and took care of us, the non-teaching staff took equal care of us. Prashanta Da became our friend but



was also strict with the entry-time; teaching us to respect rules. Overall, it proved to be a immensely great decision to join this college. "We are immensely proud of our prestigious department."

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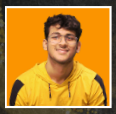
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INSTITUTE OF ENGINEERING & MANAGEMENT

# ARTICLES & POEMS

THIS SECTION FEATURES THE ARTICLES AND POEMS FROM THE PENS OF IEMIANS



# THE VALUE OF DESIGN THINKING IN EMERGING BUSINESSES

-Abichal Tewari
(3rd Year)

In recent years, Design Thinking has received a great deal of attention as some innovative companies have demonstrated its application in their product or service offerings to differentiate themselves from their competitors. The term innovation along with invention coins the fundamental design thinking concept that is innovention. The core of design thinking is understanding context and engaging people continuously to determine what problem to solve, what metrics drive success, and what business will emerge from the solution. The process can be broken down into five stages: empathize, define, ideate, prototype, and test.



To create an end product that truly meets the needs and wants of users, each should be given adequate time and resources. While empathizing, businesses develop an understanding of the challenge/the problem/the need or the requirement and clarify who has to be integrated into the process, particularly which technical perspective is necessary. As the renovating factors are understood and observed, the findings are then distilled into a clearly defined question describing the needs and problems of a prototypical user. Then comes the process of ideating where the actual brainstorming process takes place. The good concept of design in businesses then analyses the ideas in a customer-oriented manner to identify weak points, and a selection decision can be made based on an idea evaluation. Ideas are visualized as quickly as possible, made tangible, sketched, designed, simulated, etc. There are several methods available for the development of prototypes. Businesses use it as per their ideation and understanding of the problem.

Through further experiments and customer feedback, the ideas will be further developed and tested in this final phase. With all these businesses take proper action to clarify important development, production, and market issues. For instance, a good example of the concept is the renovation of Royal Enfield bikes. Empathizing the situation, he understood that problem lay in the execution level of the bike, and observing it from the ground level of a consumer, allowed Siddhartha Laal, MD of Royal Enfield to ideate how a consumer feels while riding on it. While ideating and designing the prototype lots of decisions have been made based on thoughts of the new design but keeping the product iconic as before. Building a brand that has a strong connection with its consumers was a privilege for Eicher Motors and finally, it had a mushroom growth. So, in simple words to conclude that the concept of design thinking is a proactive process that starts with abductive thinking and then continues the process of problem towards its solution. There is nothing better than a simple, elegant, and easy-to-use design. It creates a sense of purpose that responds to user needs and it simply works. Apart from these to identify whether a design is good or not, moreover to know whether the investment of time and money into a design was worth it or not for the business, the proof is just numbers. To keep up with changing trends and consumer behaviour, businesses have begun to recognize the value of design as a differentiator. With time companies such as Apple, Microsoft, Disney, and IBM, the Fortune 500 have demonstrated the inherent value of "design thinking" as a competitive advantage that impacts the bottom line and drives business growth. Again, for instance, the success stories of Uber, Ola cabs, etc. are good examples of how the entire process of hailing a taxi can be redesigned through disruptive innovation to gain a competitive edge. There are several methods available for the development of prototypes. Businesses use it as per their ideation and understanding of the problem. Through further experiments and customer feedback, the ideas will be further developed and tested in this final phase. With all these businesses take proper action to clarify important development, production, and market issues. For instance, a good example of the concept is the renovation of Royal Enfield bikes. Empathizing the situation, he understood that problem lay in the execution level of the bike, and observing it from the ground level of a consumer, allowed Siddhartha Laal, MD of Royal Enfield to ideate how a consumer feels while riding on it. While ideating and designing the prototype lots of decisions have been made based on thoughts of the new design but keeping the product iconic as before.

Building a brand that has a strong connection with its consumers was a privilege for Eicher Motors and finally, it had a mushroom growth. So, in simple words to conclude that the concept of design thinking is a proactive process that starts with abductive thinking and then continues the process of problem towards its solution. There is nothing better than a simple, elegant, and easy-to-use design. It creates a sense of purpose that responds to user needs and it simply works. Apart from these to identify whether a design is good or not, moreover to know whether the investment of time and money into a design was worth it or not for the business, the proof is just numbers. To keep up with changing trends and consumer behaviour, businesses have begun to recognize the value of design as a differentiator. With time companies such as Apple, Microsoft, Disney, and IBM, the Fortune 500 have demonstrated the inherent value of "design thinking" as a competitive advantage that impacts the bottom line and drives business growth. Again, for instance, the success stories of Uber, Ola cabs, etc. are good examples of how the entire process of hailing a taxi can be redesigned through disruptive innovation to gain a competitive edge.



# CELEBRATE HER

- Rupsha Ghosh
( 2nd year )

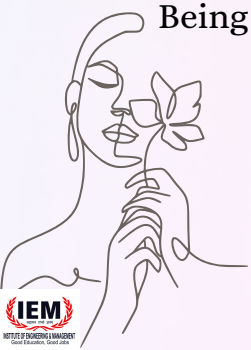
She is the voice of her own mind
master of her soul;

She is the sun that can burn you
And the moon that can Heal you;
You can defeat her but not destroy her.
She is the queen of her own kingdom.

She is a warrior and not a victim.
You might burn her down into ashes.
She will rise just like a Phoenix.

She is not just a name in the crowd.
She is more than what we can see.
You might judge by seeing her clothes,
But she is not someone you can trap
Within that cotton or silk,

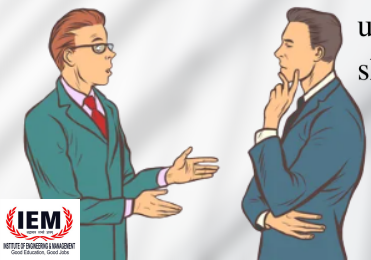
Being with her is a celebration for herself.



# WHY GOOD ARGUMENTS MAKE BETTER STRATEGY

- *Akash Chatterjee*
*( 2nd Year )*

Good arguments gives us a better reason that everyone gives their opinion on making upon the strategy and during that course of time they give their best because there is a competitive nature among them. It is said that if u dont start your strategy discussions with good arguments, you are not achieving u are not getting the best potential mind around u or setting your Organization on course of success. Strategic decisions are very serious or critical decisions for the team or the organization. People working in the team should not be scared of giving arguments even in front of their higher officials so that the best can come out of it. Good arguments lead to good decisions and these lead good communication between the members so that they work in coordination and in a proper alignment. In most strategy meetings, people present ideas – with inconsistent reasoning and bias to confirm what everyone wants to hear. Some questions are asked, an agreement is reached, and a strategy is set. People are not convinced and follow their own agenda once out of the boardroom. And then the strategy fails. Now a days leaders are spending time on strategies and the next step is to present arguments with good logic and thinking and encourage constructive which results in taking decisions that people try to understand and believe in. A good argument should not be wasted and should bring in proper logic and a bold move is to be taken so good arguments give us better strategies.

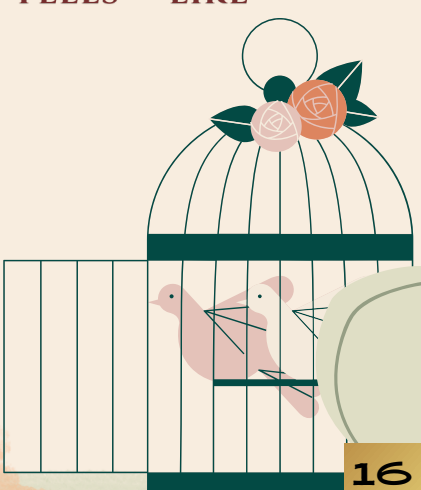


# A CAGE-FREE BIRD

- *Merilyn Ray*
*( 3rd Year )*

GO WHERE
THE MYRIAD OF YOUR DREAM LIES
GO WHERE
THERE IS NO BEREFT OF BEAUTIFUL TINCTURE
GO WHERE
YOU DON'T NEED TO REFRAIN YOURSELF
GO WHERE
YOU CAN CAPTURE THE CLOSE UP VIEW OF YOUR CONTENTMENT
ISN'T THAT PLACE FEELS LIKE PARADISE ON EARTH?





# IT'S GOOD TO QUESTION

- *Manisha Saha*
*(3rd year)*

It's good to question. Question things that do not make sense to you. A lot will be thinking the same thing but only a few will question. Only a brave person can ask stupid questions. And the thing about stupid questions is that, once you ask them, you'll never have to ask them again. Whether it be any plan or strategy, cross-check and question it; the results from the thus-formed strategy will be better.

Before starting with the strategy and arguments, let us look at what strategy means. The term 'strategy' refers to any plan with calculated steps in it. And as for what arguments mean, they are the questions against this thought that will arise after you complete reading this.

However, the question is why good arguments make better strategy; the answer to that is quite simple; be it identification of loopholes; different points of view, more faith in the plan, etcetera, and the list goes on.

Beginning with questioning the strategy, seems like the best way to find out why a strategy might not work. And once one lays it all out, finding the solutions to those loopholes in the strategy gets a lot easier. To be precise, the more the number of faults recognized and mended, the better the chances for the strategy to work. Not to forget that the pre-nominations of what might go wrong were resolved. And like it has always been said, question what you have faith in; well, the same goes for a person who makes a strategy, be it personal or professional. When one questions something continuously and that something proves itself to be right, their confidence in it strengthens.



Ever bunked tuition with friends? And when the time to forge up a story comes, one makes it all up and the rest counters it with the loopholes and at the end of the discussion, we have the best forged-up story to justify the bunk. Exactly how it works.

The possibility of getting a different view on the problem increases which can be better than the strategy that was going to be finalized. However, if the intent is to just demean a strategy, It is a different discussion. Now, if you are not agreeing with the things said before and have questions, that right there is an ‘argument’.

Ask questions.



# The Eternal Walk Of Two Lovers

- Soham Banerjee
( 3rd year )

And suddenly that evening, there was a knock on the door;
She hurried for response and then they met once more.
The evening became darker than usual,
Darker than the memories left for each other.

For two minutes, they faced one another;
Both happily rejoicing, for they found their lover.
Words failed in front of their emotions,
Both trying to expose their passion.
The only sound they could hear was……
Their hearts ringing loudly
Because of fear.

Then steadily he came ;
And whispered a few words into her ear.
She eventually forgot all their fights,
And started everything fresh.

And then they both walked hand in hand,
Unless Cupid presented them his land.

# Neo Normal, a New Horizon

- *Editing team*

We have heard the phrase neo normal repeated times in recent weeks. I believe that this is the time to be thinking more radically about the long-term future. Life should not return to the way it was. Being as before and walking with confidence is not something that can be achieved in a matter of a second as this would need a lot of confidence and the application of the proper vaccine which has been tested and proven. Until then, it is the new normal for us and not the regular normal. This has brought the same story to all the countries and people around the world. Lives changed for everyone, where some lost their jobs while others were able to build a new life and a new normal. The Governments around the world and the hospitals and healthcare workers under them were and are still working day and night to get us out of this virus. The covid-19 crisis has come up with both challenges and opportunities, as many enterprises are launching many new opportunities for employees and students digitally, from the working class to the normal household things have changed and we can see that people around the globe are going back to normal. But this is not the old way and how we used to live before, but today it is the new normal with new definitions and adjusting ourselves to the world and how it is now. Remote working, despite not being a new concept, is something that has been adopted on a large or wide scale now. Many companies were rather forced to adopt remote working with one sector of its employees working from home while the other sector worked from the company.

Companies also changed their whole working platform in such a manner that all the systems were integrated and installed for making work from home possible. These changes may seem difficult, but these may bring a lot of differences for ourselves and our loved ones. From public gatherings to maintaining social distancing, wearing masks, sanitizing, staying at home, and many more, we all have accepted and started living with these changes happily. This situation pandemic had taught us many valuable things that creating partnerships and the digital economy can create a better world for all, while savings are important in life and investments prove to be the real saviours.



# Arsttle

-Ankit Mukherjee
( 2nd Year )

Eye's are yet to fill
Heart is in wait to melt
Noses are in dearth to smell
Fingers want to touch and sense
Drowning boat stands by for solitary essence
Hidden love in your vexation
Sprinkled the corner of my sole
I still fear to loose you
Once again, Cause I can see the sudden change



# Redesigning the post pandemic workplace



- Rudra Pratap Ghosh
( 2nd Year )

Thinking anything which is related to post-Pandemic, some of the words which comes to all of our mind, are proper mask, sanitization of the places, using sanitizers frequently, vaccinated or not.

The Post-Pandemic Workplace should be built in such a way so that no one gets affected from any kind of disease, most of the places inside the office building should be spacious enough and some open places should also be there. Some of the factors which should be kept in mind while redesigning the Post-Pandemic Workplace are, there must be plenty of greeneries from which enough amount of Oxygen will be available, the sitting place or the arrangement must be made spacious so that enough amount of space remains among the employees or workers, multiple set-ups of sanitization system as well as sanitizers all throughout the office building, the place of canteen should be designed in such a way that there must be enough amount of space among the tables and proper sanitization also must be done after a fixed interval of time all throughout the day and it must be followed every day. Most of the Offices or Organizations should invest some amount of money in setting up a new alerting system for which a camera is also required. The function of the camera will be to capture some images which can be used as a proof later on and that of alerting system will be alert the victim as well as to the nearby people of the victim. The camera will be almost similar to an ordinary CCTV Camera but there will be just only one difference and that is, it will be clicking images at certain times only when it catches people breaking any Covid Protocol; like for example, not wearing mask in crowded places, without any reason, not maintaining proper social distance and many other things.

Now the interesting/ exciting thing about the alerting system is, whenever the camera will take a picture, it will alert the victim as well as to the nearby people of the victim. By this way, some strict action or at least some punishment can be given to the victim so that he/ she learns from it and does not repeat it again. This alerting system can somehow just prevent the spread of Coronavirus by keeping on alerting many people every day.

Another new thing can also be introduced by the Offices/ Organizations in their buildings from which the whole of humanity can benefit. They can install some human like Robots in some of the places inside the office building and its function will be to make people follow all the Covid-19 Protocols if any employee or staff does not follow the Covid-19 Protocols properly. In those Robots, AI Technology will also be there. There will be a place on the body of the Robot, where a small digital screen will be there and those screens will be actually showing some message to the only people who will not follow or break any kind of Covid Protocol. Most of the time, they will be standing at some particular places only.

For example, if any person talks to someone physically or on the phone without wearing a mask, then the Robot will go to them and a message will be displayed on that screen that says, "Please wear a mask while." It will be working something like this: -

❖ Whenever it sees any people not wearing a mask or not wearing it properly, then it will go near them and show a message, from which they will understand that either they have to wear a mask or they have to wear their mask properly.

❖ If any person does not maintain proper social distance in some crowded place, then also it will go near them and show a message, from which they will understand either they have to maintain proper social distance or they have to go away from that particular place.

Thus, the post-Pandemic Workplace will be something like this; so that no people get affected from the virus, get plenty of Oxygen, get proper sanitization and many other things along with these.

# CHILD MARRAIGE

- *Kritika Singh*
*( 1st Year )*

In many parts of the world, CHILD MARRIAGE is considered as a cultural tradition, often linked to religious or economic reasons. Despite oppositions from international organizations and local activists, child marriage has not decreased in recent years. In fact, according to UNICEF, the members of child marriage have increased in last decade. The practice of child marriage is harmful for both boys and girls. It denies children their childhood, interrupts their education, and expose them to early pregnancy and all its associated risks. CHILD MARRIAGE also increases the livelihood of domestic violence and creates a power imbalance within the household that can last a lifetime.



Despite the harmful effects of child marriage, it persists for a variety of reasons. In some cultures, child marriage is seen as a way to protect girl`s virginity and ensure her future marriage prospects. In others it is seen as a way to consolidate land or property holdings, or to strengthen political alliances. Child marriage is most common in south Asia and Sub- Saharan Africa. In these regions, the practice is often linked to poverty and lack of education. In many cases, families marry off their daughters at a very young age in order to reduce the financial burden of raising a child.There are a number of reasons why child marriage occurs. In some cases, it is seen as a way to protect the girl from premarital sex or pregnancy. In other cases, it is seen as a way to ensure that the girl will have a husband and a support system when she reaches adulthood.



In still other cases, child marriage is seen as a way to increase the family's social status or to consolidate the political alliances. CHILD MARRIAGE has a number of negative consequences for the girls involved. Girls who marry at a very young age are more likely to drop out of school and are at a greater risk of experiencing the domestic violence. They are also more likely to give birth before they are physically or are emotionally ready, which can lead to health complications for both the mother and the child. Moreover, child marriages often prevent girls from achieving their potential in life. CHILD MARRIAGE is a complex issue with far-reaching implications. It is a violation of children`s rights and has a lasting impact on their lives. While there is no easy solution, increasing access to education and economic opportunities for girls is a critical first step in the fight to end CHILD MARRIAGE



# MADE IN CHINA ; A THREAT FOR INDIA?

- *Raktim Patra*
*( 2nd Year )*

When we talk about brands, what strikes our minds? Clothing brands like Adidas, Turtle and Nike and item brands like Beyblade. But there is one more 'brand' if I do say so myself. Its name is 'made in China'. I know many people would disagree, but I can prove it. Like many people don't know that the brand Adidas is from Germany, but they know that it is a branded company. It is the other way round for 'made in china' as a brand is a trademark or a name by which everybody knows it.As nobody knows the company's name but only knows that it is 'made in china' So let's talk about the most populated country, lead by its great leaders xi Jinping aka CHINA. The most earliest traits we found about this country is that early men or hominids set foot on the country nearly 2.25 million years ago. The first dynasty was the Xia dynasty. One thing we know is that the Chinese love their rice as they have the highest consumption of it around the globe. They love it so much that sticky rice is also used in the Great Wall of China. China has the largest standing military and is the 3rd power in the world. We all know that life is a race. But are you struggling to win? Well, no problem eliminating everyone and ta-da you are the winner as you are running alone. This is exactly what China wants or plans to do, mainly against India. It is greatly done by giving underdeveloped and developing countries millions of Yuan( units of money in China) as loans to boost their economies. But little did these naive countries know that this is a kind of master plan of China. China follows the rules. The enemy of my enemy is my friend', which is why it has a prominent relationship with Pakistan.

Moreover, Chinese brands have greatly influenced the Indian market, like OPPO,XIAOMI and VIVO etc. They are cheaper and durable but they are not safe at all. If, in the near future, China attacks India, the first phase of the attack will not include bullets and pools of blood, but rather a digital cyber attack which will breach our privacy. All our bank accounts can be drained to the least penny. But despite knowing this, China makes up a lot of India's economy. And in my opinion, China is a storage house of viruses like SARS, swine flu and coronavirus. This is because the Chinese government considers consumption of brushed meat, which causes the rise of these little demons which could cause the extinction of humans from the face of the world. And some of the country's largest big tech companies, like Alibaba. DIDI,Tencent holdings and Byte have come under the government scanner of India for alleged violations. For instance, China's largest messaging service has temporarily suspended (wechat)registering new users due to ongoing upgrades to comply with the new security regulations. Big moment for an Indian startup. It is because of the rise of ' ethics' in India. The actions of the Chinese government could kickstart a flight of capital and there is little doubt that India's 'ethical tech sector will be a hot destination for investors. Finally, a crackdown on domain-specific tech companies like online tutoring companies could reduce market competition for Indian companies and open doors to foreign markets and new customers.

# HUMANISM : BASED ON RELIGION

- Prapti Pal
- Prapti Pal ( 1st Year )

"Humanism is the belief that we can live good lives without religious or superstitious beliefs".

Humanism is an outlook that emphasizes common human needs and shows concern for the development of humankind in a responsible and progressive way. Thus the platitude that only the religion is humanism is self-assertive. Religion stresses on the spiritual facet of human development by the art of flowering eternal human values like love, truth, and compassion in the human heart. Barring these values the human soul gets degraded to the beastly level but religion endeavor to sublimate the human soul to build a cosy human environment of coexistence on the earth. Spirituality is the dynamics of a higher luminous and infinite consciousness. The core contents of all religions inspire man to soar higher and higher in the horizon of spirituality to grow befittingly as a human being.

Man has a body that needs breath. Similarly he has a breath within, which inspires man to do good shun evil. Tolstoy terms it the light of God. It is familiarly called conscience. All religions persuade man to imbibe the art and craft of embodying this very breath of goodness in life. Swami Vivekananda expostulates the subtility of breath intricately and proclaims to the world :



" My shadow cannot frighten me
Know once for all that I am He"

Why do we come on earth ? Where do we go from here ? What are we ? The mystery of such queries has no solution whatsoever even in the age of revolutionary and rapid advancement of science and technology. But our conscience that in the world of binary contrast, we must adhere to right-eousness lends meaningfulness to life whereas evil perturbs us and makes us write us writhe with mental agony. Leo Tolstoy has pertinently scripted:

“ Life demand nothing but that we should do right.” Rigveda invokes God to make noble thoughts rush to man from every side as noble deeds emanate from noble ideas of mind.

Man is the measure of everything. Rabindranath Tagore enunciates the same fact in his melodious diction :

“ Thou art the sky,
and thou art the nest as well.”

So, man must grow upright to make heaven descend on earth that is why the Veda invokes man to transform himself into a human being “ manurvaw.”



Man is destined to be the ruler of his own soul. Lord Mahabira has aptly proclaimed : Fight with yourself. Why do you fight with the external foes ? He who conquers himself through himself will obtain happiness.” Man is divine by nature. If man is subjugated by the evils of the brutal animality within, he is bound to lose the luster of spirit and the rhythm of life. The healing of touch of thee noble behaviour and the warmth of the heart need to be applied ubiquitously, by everyman for the betterment and prosperity of mankind.

Man must have noble emotions because their grip over our intelligence and body is proverbial. Goodness of the soul is imperative for the healthy development of humankind.



# THE FUTURE OF WORK IS THROUGH WORKFORCE ECOSYSTEMS

- Tribeny Saha
(2nd Year)



"What is the goal of the workforce of an organization?" The most common answer to this question is to create value for the organization. Gone are the days when only employees defined the workforce. It now consists of internal and external players such as employees, gig workers, contractors, application developers and others. Effectively managing a workforce comprising internal and external players in a way that is both aligned with an organization's strategic goals and consistent with its values is now a critical business necessity. Workforce ecosystem is a structure consisting of interdependent actors from within the organization and beyond, working to create value for the organization.



Through this approach organizations can understand the various forms of value different aspects of the workforce bring. It shines a light onto their full potential for value creation and where organizational design needs to change for better synergy between workforce and business strategy. This approach can help companies adopt efficient strategies to macro shifts driven by social, technological and economic forces. At present more companies are relying on non-employees to get more work done and more work is changing to task and project oriented. Including various people in the workforce helps in coming up with creative ideas and working more efficiently. Companies that adopt a workforce ecosystem make sure to manage it effectively to take advantage of any shifts regarding the business operation and better align work with strategy.

# MADE IN CHINA "MARKETED BY INDIA?"

- Akash Ganguly
(3rd Year)

The Frame of mind of China towards India has been seen like Bird's point of view of the so-called “Chinese Dream.”, which is the first and foremost reason for China behaving in a highly irresponsible way towards India. It has been seen that Chinese made products imports are economically more competitive as compared to products which are made in India which is also been challenged by China. It is pretended that all the Made in China products are not of good quality for us. China will never stop harming their neighbours. India needs to reduce power asymmetrically with its neighbours and build its muscles so that it can flex them for position of strength. This asymmetry exists across four areas-economic, diplomatic, political and military. Therefore, a holistic strategy is necessary to make India stronger and help it responds more effectively and efficiently to any such kind of future threat to the country. Yes, China is a big threat for India. China has adopted the best policy to develop themselves and they have created the friendly environment which is the backbone of China and this favourable condition, China has almost captured the global market by their cheap products in the Indian market.

They have been coming up with innovative and new ideas to keep their export at a higher scale and at the same time they are capable enough to encroach any strong industries and any country. This is happening with every country. Now, China has become the global power and tries to dictate its items to other small countries which are really threats to India. China is also influencing Nepal, Pakistan, Bangladesh, Sri Lanka and other neighbouring countries



of India to create problems for us and to divert our attention from the development agenda. India and China got a new government around the same span of time. But China's economy was liberated in 1978, when India just came out of the emergency horror. India is the seventh largest economy in the world, with a capitalisation of $2.25trillion. The Indian economy was liberated after the major economic crisis our country faced in 1991. China moved on to become a manufacturing hub of the world with a breakneck growth of 25 years, making it the second largest economy in the world with a capitalization of over $11 trillion. It is the largest economy in the world in terms of PPP, where India comes in third position.

India is expected to become the third largest economy by the year 2025. But still, we would be distant from China in terms of economy size. China is built on the manufacturing industry sector while on the other hand India is built on the software sector. India is a dependent economy unlike China. The United States and Europe are our major export makers for software. Most of the software developed in India is outsourced by these companies based in the US and Europe. If we lose this market due to various factors like, our economy will suffer as India's service sector contribution to the economy is close to 50%. On the other hand China is a dependent country. The government can take bold decisions which can help the country to survive in a crisis situation as it isn't a multiparty government system like India. Cheap labour will keep China going on and on with varieties of innovative products. Holi is the festival of colours but pichakaree are Chinese products, Diwali is the festival of ours but electric lamps and crackers are Chinese. We worship God but idols are made up in China. We use mobile, television, computer, lamps, kitchen appliances, pencil, eraser even refills. Everything is made in China. China market is a threat to the Indian market as they provide very cheap products with good quality and quantity as compared to Indian products. Holi is the festival of colours



but pichakaree are Chinese products, Diwali is the festival of ours but electric lamps and crackers are Chinese. We worship God but idols are made up in China. We use mobile, television, computer, lamps, kitchen appliances, pencil, eraser even refills. Everything is made in China. China market is a threat to the Indian market as they provide very cheap products with good quality and quantity as compared to Indian products. The kind of technologies that are used by China is far better than the technologies which India uses. Every year a huge number of Chinese items are being imported to India and a lot of people are using it on a daily basis. The industries in China are much bigger and growing everyday than Indian Industries. The inventions which are being made by China are much more developed and advanced and then selling of those technologies at cheaper rates is affecting the Indian market frequently. China's IT is spreading rapidly, and the Chinese government is supporting a lot of IT sectors. Chinese firms are adapting more to provide attractive jobs for workers. Even many Indian software professionals and developers are not working for India. They would like to work for foreign countries. More than 100,000 Indians migrate to the foreign states each year for better paid software jobs. This is a big advantage to the Indian Software industry and for the future also.

The Indian industry is substantially ahead of the Chinese software industry, not only in terms of revenues but also in quality, quantity, labor intensive technique and skill management skills. China's rapid growth in internet connectivity technology could wind up being a plus for India; many are beginning to view China as a great market rather than as a potential competitor. China concentrates more on its domestic growth of the country, whereas the Indian software industry is more dependent on exports and outsourcing in companies. In the last few decades, China's software market and IT sector has experienced impressive growth and has become a key industry in the country's economy as a whole.

The Software as a Service (SaaS) market in China is one of the fastest-growing markets in the world and the current boom has only really begun to serve various countries. In the first half of 2020, China's software industry posted 6.7% year-on-year revenue growth, showing a positive resumption of work, production and employment. According to the Ministry of Industry and Information Technology in China, in the first half of the year 2020, the country's software industry generated sales revenue of 3.56 trillion yuan (approximately $ 508 billion), an increase of 6.7% year-on-year and 12.9% points higher than the first quarter of the year 2020. In the first half of the year, software exports also rose slowly and steadily in the Chinese software industry to $22.3 billion, down 0.4% year-on-year. As the technology industry of the country develops, its products are becoming more popular abroad and have been able to compete with the incumbents of the industry.



# Our PRECIOUS MEMORIES
























# OUR DEPARTMENT, OUR PRIDE

The prestigious BBA program is a 3-year full time degree course which has gained autonomy but the degree will be provided jointly by The Institute of Engineering & Management and Maulana Abul Kalam Azad University of Technology (formerly known as West Bengal University of Technology). Iembba.org is the official website of our department which consists of all the details of the curriculum starting from academics to placements. We have tied up with the prestigious Harvard Business School, IACBE-International Accreditation Council for Business Education and Wadhwani Foundation for taking the teacher-learning process to the next level. The journey of the BBA department started in the year of 2006. Over the years we have grown to an advanced level to create a learning environment where leadership, knowledge, management skills and technology blend together. The department of Business Administration believes in a three-level agenda.

First, making a student-friendly classroom environment. Second, dissemination of knowledge and third, the application of knowledge.




Apart from regular classroom training, we offer best management through innovative pedagogy like sessions on business case study, summer and winter internship programs, research and value added programs like industry speaks. The department's uniqueness lies in the fact that we accept students from various backgrounds and during three years of rigorous training, we prepare them according to the industry needs. Discipline is the key to our departmental success. This department always contributes in finding and implementing new pedagogy of teaching such as implementing analysis method, experimental learning, case study methods, role playing methods, etc. The three year bachelor programme moulds all the aspirants not only into market ready professionals, but also the best resources industries can have, both in India and abroad.

# Library Facility

At IEM, the college library is crucial to our education. It offers a calm setting where we can concentrate on our studies. It has a huge selection of books that are a goldmine of information and wisdom. Without a complete library of its own, a college is considered to fall short of being complete. Apart from the knowledge we gather in class, students also require additional information to their doubts and improve their comprehension of the subject at hand. It gives us every chance to broaden our horizons in terms of knowledge.

Our library also has books on a variety of topics, including Finance, Marketing, Human Resources, Business Magazines, Novels, and Newsletters published by professionals in their respective fields. Students cannot rely on a specific book on any subject for their college education. We must consult numerous textbooks to fully comprehend a topic from all possible perspectives. Our college aims to quench the thirst for knowledge and wisdom of both professors and students.

We learn everyday. To support this notion, our library provides not only the students but also the professors with up-to-date materials on subjects and affairs.



# Library Facility

It is true that no textbook is self-sufficient in the topics it covers. Each book might shed light on a certain topic or body of information. And the library, which is an ocean of knowledge, offers a wide selection of books on every topic. The textbooks may be used as a reference or for in-depth study in preparation for exams. For conducting research, writing articles, or creating textbooks that meet that quality, some of these might be helpful. For easy reference, the library also has magazines, journals, and newspapers. Students and Professors can utilize the college library to its fullest extent in order to improve their ideas, broaden their perspectives, and deepen their understanding.

## Services of the Library

- **OPAC: For rapid and simple access to the requested book from the library in a short amount of time, our library has an OPAC facility (Online Public Access Catalogue). This system is based on Author, Title of Books, and Subject-Wise Information Interchange Protocol.**
- **Question Bank: The college has a collection of previous years' test questions that are organised by courses and semesters.**
- **Reading room: Our library provides all the necessary materials as well as a peaceful environment so we can focus on our studies. A sufficient number of tables and chairs are provided, allowing the maximum number of students to study together.**




- **Magazines, Journals, and News Papers: The library subscribes to over ten different magazines and four renowned newspapers, which are organised by subjects and semesters.**
- **Publication Display: A variety of published research papers from faculty and student research projects are systematically presented and made available to students. The final-year students' published project work and dissertations are preserved there to give the students fresh formats and ideas.**
- **Promotion of Communication Skills: Through mobile applications like Smart Stem Learning and foreign language communication development applications like My Lingo Learning, developed by IEM and UEM, the Library is able to provide services for the development of communication skills for Beginners, Advanced, and Expert levels.**
- **User-Orientation Program: At the start of the first semester, an orientation programme is set up to inform new students about library holdings, the process of issue and return, how to obtain desired documents using a catalogue card or OPAC, library policies, and the process of issue and return.**
- **New Arrivals Display: The OPAC "New Arrivals" section and the Notice Board are used to directly inform all students of new titles (Books) that have been added to the library.**
- **Book Exhibition: Periodically, book exhibitions are organised with the assistance of numerous reputable publishers, including SPD, Willey India, McGraw Hill, Vikas, and S Chand.**



# LAB FACILITY

Computer labs are fully well equipped with systems and latest software with an environment to implement and experiment knowledge acquired in the classroom. All the systems have high speed internet facilities. The availability of continuous high speed internet facilities also ensures smooth usage at all times. Labs are easily accessible to nurture the true self and the interest of this "gen z" students.

"Truly Technology opens a new door to the World"





# CLUBS OF IEM BBA

## WILE : THE MARKETING CLUB

This club of BBA dept. came up with several notable events last year like Green Walk and Marketing Conclave. The idea of “Green Walk” was to take a step toward establishing awareness among the people to embrace the natural environment by abolishing the use of non-biodegradables in our daily life .



## FINANCE CLUB

This club was established to serve the Finance related events and finance activities .This club organizes various activities to strengthen the knowledge of Finance.



## HITAISHEE : THE SOCIAL CLUB

This club was established to serve the society as a whole, helping the needy people of the society and help them to come back to the maim steam of the society. This club have a moto to collab with different NGO’s and do something to make the country safe and sound for all.

## PRATYAGRA : THE ENTREPRENEURSHIP CLUB

This club was established to foster and equip businessman and women for the future endeavor . This club also came up with events like making new article & artefacts by using “straw” and many more.




## AIKYAM : THE HR CLUB

A platform to the students for having heuristic empirical aspects of human resource concepts and imply them before joining the corporate. They also came up with several successful events.






# Faculties

# Dept. of B.B.A





**Prof. (Dr.) Rabin Mazumder**

Head of the Department & Professor, Department of BBA
Institute of Engineering & Management Kolkata



**Prof. Dibyendu Chattaraj**

Assistant Head of the Department Department of BBA
Institute of Engineering & Management Kolkata



**Prof. Ajanta Ghosh**

Assistant Head of the Department Department of BBA
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**Prof.(Dr.)Saikat Chakrabarti**

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**Prof. (Dr.)Dipak Saha**

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**Prof. (Dr.) Soumik Gangopadhyay**

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**Prof. Soumik Das**

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**Prof. Arkaprava Chakrabarty**

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**Prof. Sreeparna Guha**

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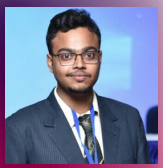
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# TECH REVIEW

GoPro Hero 9 Action Camera is an updated version of the GoPro Hero 8. It comes with a new version with updates and improvements in stabilization, transmission, and acceleration. It has a Sensor Resolution of 23.6 Megapixels and a Hyper smooth Stability of the 3.0 version. You can shoot high-quality videos up to 5k 30fps (resolution). It has a higher power backup than GoPro Hero 8 as it comes with a bigger battery of 1720amh. GoPro cameras have been one of the most versatile ones in the industry. There's almost zero chance of mentioning 'action cameras' without 'GoPro' being a part of the chat and the fact that with each year these cams get better and more powerful, just proves their worth. With Hero 9 Black, the firm is trying to do the same. There are more features than before and so is the price. The highlight this time is the inclusion of two colour screens. While all of this sounds nice and something that all traveller vloggers should have, what might make them think twice is the price, which also increases every year. The Hero 9 Black is available at 49,500 in India and considering that price is a major factor for a product here, things do get interesting for the Hero 9 Black.

1) Why is GoPro so popular?
GoPro is so popular because it is easy to shoot high-quality videos and it is easy to carry. It has a feature of Hyper smooth Stability which helps you to shoot videos without any jerks.

2) What is GoPro best used for?
GoPro Hero 9 is best for recording sports; whether it be skiing, running, skateboarding, climbing or mountain biking. It helps to capture the amazing moments you are experiencing.

3) How long does the GoPro 9 battery last?
The full battery life of the GoPro Hero 9 camera is linked to the modes of recordings. When used in Full HD (1080 pixels) it allows usage for 100 minutes, and when you choose to record at 5K (5120 x 2880 pixels) you can use it for about 90 minutes.

4) Is the GoPro Hero 9 waterproof?
Yes, the GoPro HERO9 is a waterproof Action Camera without the need for a separate waterproof case up to 10 meters under the water.

5)Does GoPro Hero 9 have voice control?
The GoPro HERO9 supports voice control, so you can control some basic camera functions hands-free. Here's how it works and the list of available commands.

6)Can you take selfies with GoPro Hero 9?
Yes, you can easily shoot selfies with GoPro Hero 9 because it comes with a separate screen on the opposite side also.

7)Can I use GoPro Hero 9 while charging?
If you record with the highest resolution, then you can expect the power to drain faster. (Sometimes your GoPro can overheat and needs cooling, so keep that in mind). The good news is that you can now use these devices while charging.





# INTERVIEW WITH WHERE'S THE FOOD WTF!

## SAYAN CHAKRABORTY

**CEO**

WTF - WHERE'S THE FOOD

Founder of WTF - Where's The Food, a fledgling restaurant chain in Kolkata. A young entrepreneur started WTF! in August 2018 with his savings of Rs. 8 lakh that he had earned doing part-time jobs in the US. The young F&B entrepreneur is also the author of his autobiography "WTF! Just Happened", that has also been recognized by none other than the legendary Ratan Tata.




THE ART OF BUSINESS THINKING

# THINK LIKE AN ENTREPRENEUR




AN INTERVIEW WITH SAYAN CHAKRABORTY

at Bidhanagar - Sector 1

**14 May, 2022**

# QUESTIONNARE WITH RESPONSES

- **Can you please Tell us something about yourself.**

Ans: I'm a big-time dreamer, and when I say dreamer, I also mean doer and when I say so it means a go-getting attitude. If I have to describe me in one word then perhaps it will be 'go getter'.

- **How did the idea of WTF came across your mind?**

Ans: The idea came by as to create a brand for the middle class which they will be proud of. I placed the price modelling in such a way of the menu that everyone can come and enjoy our food. The name came to be WTF as I wanted it to be eye catchy and at the same time out of the box.

- **Were you interested in entrepreneurship from the childhood itself?**

Ans: From my early day all I ever wanted was to solve people's problems, it can be through art, cooking etc. "I have always been problem fascinating, I get fun solving real life problems". That's why entrepreneurship is what I choose to be when I grew up.

- **What are your hobbies ?**

Ans: My all-time favourite hobby was investing. From an early age it used to intrigue me that as an investor, there are always so many people working for you to make you richer.

- **Who has been the most influential personality in your life?**

Ans: Me after 10 years

- **What is the How advertisement strategy of your venture?**

Ans: We never had heavy advertisement. According to me "Your most satisfied customers are your most loyal market executives". We always focus on serving good food so that customers will keep on referring us and people will talk about us.

- **What made you choose the restaurant's location?**

Ans: The research which I made let me realize that though Salt Lake is a high-end area yet the location where we have our restaurant (Sukanta Nagar) was at water rates at that time because it was one of the late back areas of Salt Lake at that time.

- **What is your goal with this restaurant in the future?**

Ans: To make it grow into a large brand where everyone one can come and enjoy themselves with good food at minimum cost. Also live music, stand-up comedy shows etc will be soon performed live at the outlets.

- **What is unique about your restaurant?**

Ans: The fact that you talk about it, the fact that you come back there, the fact that you think its affordable, are the very USPs we wanted to target.

- **What are your future plans?**

Ans: For now, I will be launching 'lazy secret sauce' with the help of which people can easily cook restaurant style Chinese food at their house.

- **How did your parents help you with your journey till date and what role did they play?**

Ans: Very much. Not initially but it is how the rule of the world is.

**THANK YOU SIR FOR GIVING US YOUR PRECIOUS TIME AND HOPE THE STUDENTS WILL GET INSPIRED BY YOU**

# ZERODHA BUSINESS REVIEW

Zerodha started operations on the 15th of August, 2010 to break all barriers that traders and investors face in India in terms of cost, support, and technology. We will know about this more in the later parts. They name the company Zerodha, a combination of “Zero” and "Rodha", the Sanskrit word for a barrier. In active retail clients, it is the biggest stock broker in India. Over 9+million clients.

It just turned 12 years old on this 15th. Over the last two years, it has grown spectacularly from twenty lakh customers to over one crore customers without ever spending a buck on marketing or advertising. Zerodha's resilience and sustainability probably stem from not spending on user acquisition!!! In-house groundbreaking technology and disruptive pricing models made all the difference. However we won’t be going in deep about the models or patterns in this review, rather the points being highlighted here will make you understand how the bootstrap grew up as a unicorn on the whole.



Over a decade ago, high brokerage charges were a bugaboo for active traders. Charging used to be done on the value of the trade. For those with heavy daily volumes, these charges added up. On the date mentioned, Kamath Brothers, Nithin Kamath, and Nikhil Kamath bootstrapped and founded Zerodha to overcome the hurdles they faced during their decade-long stint as a trader.

“If the work done per trade is the same, then why should fees be based on the value of the trade?” was a question Nithin often asked himself. Nithin knew that the industry was likely opaque. Clients were often not aware of the amount of securities transaction tax or brokerage charged by brokers. This was also the time when technology was booming into stock broking. Algorithmic hedge funds were making their mark in India and exchanges were becoming more and more digitized. Here Zerodha, Robinhood for the trading community came with the gamechanging strategy. Traders paid ₹20 per trade.

At its inception, it had a core following of approximately 10,000 users, but the lower brokerage fees made it an instant hit with users who had been used to paying many times that amount. Zerodha did not rely on advertising and wordof-mouth was the only publicity. Till today, the brothers haven’t advertised their service. One of the early converts was Deepak Shenoy, who runs Capitalmind, a portfolio management service. Following the company's word-of-mouth publicity, a steady stream of customers began trading and investing with it. Although it used to be an attractive offering, it lost its differentiation as several brokers began offering flat fees for trades valued at $20. In 2015, while waiting for a delayed flight to Kochi, Nithin had a brainwave. Why not make delivery trades free? Zerodha went viral for the first time when it made delivery trades free, and since then its user base has grown by 50 times (user base 75000 at that time).At The next turning point came around demonetization. Instead of the seven days it would have taken earlier, users could now be signed in within hours. Inspite of the pandemic, Zerodha's user base has grown to 1.5 million, which is its best year ever. It is now India’s largest broker by the number of customers and the largest worldwide by volume of trades.Since the collapse in March, the markets have been steadily rising, encouraging traders to get involved.Last year, Nikhil launched his fund, True Beacon, which invests in high-net-worth individuals. As a small fund with a corpus of 380 crores, it has made an impressive 35 percent in the last 1.5 years.

Let us take a sneak peek into the trading softwares offered by Zerodha: Kite - This is a web-based lightweight and reliable trading platform launched in November 2015. This platform offers a full market watch and a host of other features for trading at BSE, NSE, and MCX. Kite also has integration with other platforms it supports like Brokerage calculator, margin calculator, Quant, pulse, and ZConnect. This platform is free of charge to all its customers. There is a Mobile-Trading free App for Android and iOS that allows customers to trade from the convenience of their mobile phones. With live streaming data from BSE, NSE, and MCX, Kite Mobile App is the most advanced trading app available in India.



Console - Console is a backend platform for trade and reporting dashboard wherein Zerodha customers can access and monitor their investments - stocks, derivatives, mutual funds, etc. The traders are provided with access to various reports, obtain account statements, place withdrawal requests, and download contract notes. Analytics tools such as trade books and heatmaps are also available. There are no charges for using the Console.




Zerodha Sentinel - Sentinel is a cloud-based tool that permits customers to set up price alerts on stocks, futures, and options. The unique feature of Sentinel is that such triggers are available even when offline. A trader can set real-time price alerts for 80,000 stocks, derivatives, bonds, etc, across exchanges.

Coin - Zerodha Coin is a Mutual Fund investment platform that allows people to invest in Direct Mutual Funds. One can save over 1.5% on commissions every year. One can invest in equity too as a Demat account is opened along with the coin. Mutual Funds' investments in Zerodha coin are completely free.

Call & Trade - This option is available for customers who are not online and comes at an additional cost of ₹50 per trader. At present, the Kamath brothers are focused on what they do best: providing traders with the best trading experience and investors with a free option. Employees in the organization do not have any sales targets and there is no stock research. They've launched Varsity by Zerodha, which has tutorials on the markets. Among them Nithin is responsible for making decisions regarding products as well as building them, while Nikhil is responsible for risk management and trading activities. Today, Zerodha has tremendously changed the vignette of the Indian broking industry.

# EVENTS & HAPPENINGS

RENAISSANCE MAGAZINE 2023

## ADORABLE MOMENTS

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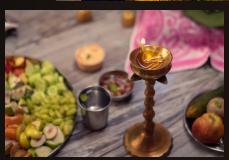
THIS SECTION FEATURES THE EVENTS & HAPPENINGS OF IEM(BBA)

# Saraswati Puja

Saraswati Puja or Vasant Panchami is celebrated to pay obeisance to Saraswati, the Goddess of knowledge and learning with great enthusiasm by the students and faculty of IEM, Kolkata at Ashram Campus this year on 26th January, 2023. Everybody came together on this auspicious day which also marks the advent of Spring Season. The colour yellow (Basanti), signifying the season of spring, was prevalent not only in the traditional attires worn by students and staff but also in the aesthetically designed handmade decorations by the students. The serene ambience, the artistically done alpanas, the sound of conch shells, the chants of the sacred mantras, melodious devotional songs sung by the students filled the air during the cultural programme performed by them. The students shouldered the responsibility of all the arrangements to also showcase their Management skills. Faculties and staff also joined hands together, with great zeal to make the event a memorable one also evoking the blessing of the goddess of knowledge to have a successful academic and career growth.









# FRESHERS PARTY!

Every year, IEM wholeheartedly welcomes young blood into the entirely unknown yet incredible phase of their lives. The youthful enthusiasts are furthermore shaped into their best selves by the institution through their outstanding and exceptionally talented faculty members and guided by their beloved seniors. Every single soul has a spark and, IEM just knows how to embrace it. A college is a place where you can elicit your talents, and the first shot to showcase them is the fresher's party. The 2nd Year batch of the institution is responsible to organize and govern the fresher's party for the tenderfoot with extensive care and support. The Ashram Campus Fresher's party arena is thereafter flooded with enormous talents of the freshers as well as immediate seniors.



# NIRVANA 2022

Nirvana is a fest that every IEMian waits for every year. Amidst classes, assignments, and projects, this seems like a sigh of relief. Nirvana played the part of an interlude this year for midterms that started the very next day. 2022 Nirvana was organized by Ashram Campus. Pulling off the fest was possible due to the tremendous hard work of the entire team. With 40+ volunteers and 250+ participants, the students of BBA(H) enthusiastically accepted the events and helped get it to success. Our professors too helped us arrange a lot to pull this off.

Held through 2 days on April 30th and May 1st, the students enjoyed it a lot. We had 5 events; Disputandum, Adbana, Tagline, Shipwreck, and Tit for Tat.

Disputandum brought together several teams face to face where one speaks for a given topic and the other against it. While Adbana tapped into the participating groups' creative pockets asking them to come up with advertisement ideas for given situations; Tagline tested individuals and awarded the best tagline through different levels of selection. And, last but not the least, we had Tit for Tat. A single picture (Tat) was given and the perceptions of the participants were judged.

And not just events, there were stalls set up which promoted new entrepreneurs and businesses both from inside and outside the college. Promoting business and young entrepreneurs is necessary for their growth.





















...and much more

# FAREWELL 2K22




The word farewell itself exhibits mixed emotions. Irrespective of age or education they have always been sensitive. Be it school, college, or office, Farewells have always been the hardest goodbyes. Here at the IEM Ashram Campus, farewells are no less than a pleasant yet unbearable pile of nostalgic remembering. The immediate juniors set up the farewell event all by themselves as an expression of Thanksgiving to the seniors for whatever they have done for the college and the impact on their



personal and professional lives. The faculties commemorate their students through their farewell speeches. The students have their last on-stage performances of their college life and enjoy them to their widest selves. The farewell day happens to be the biggest tsunami of emotions throughout the session that are cherished for eternity.



# ALUMNI INTERACTION

The Institute of Engineering and Management furnishes substantial opportunities for a candidate to become successful. IEM shapes a candidate's character in such a way that they are able to alter themselves in the corporate world by conducting activities, seminars and alumni meets to develop proper skills to get jobs at top-notch companies.



During an alumni meet, the department invites its alumni to address the first years to brief them about the industry and their work experience. In the past months, alumni meets were organized by IEM which brought together the seniors and their juniors to apprehend the challenges the latter have to overcome in the corporate line.

The alumni meetings helped the students in several ways as they gave them better ideas for creating victorious lives for themselves. Their interactions aided them to know about essential happenings in the industry and sharing their intellect with aspiring candidates.

# Agomoni

Agomoni, the 'agoman', i.e., the arrival of Goddess Durga on this 'dhara', meaning Earth. The streets of Kolkata are decorated like a bride. Dussehra marks the anniversary of Lord Rama defeating Ravana.

When autumn prevails in India, she celebrates Navratri by different names in her different parts. And one such part where the people await these nine days is West Bengal. Here, Durga puja evokes an emotion in people's hearts like no other.

With that emotion in our hearts, we celebrate this auspicious day in IEM Ashram Campus calling it "Agomoni".

# TEACHER'S DAY

A joint effort by all the students was to celebrate Teachers' day on 5th September 2022, to commemorate the birth anniversary of the former president of India Dr. Sarvapalli Radhakrishnan. The event started at noon at Ashram Campus. The rooms were filled with the pupil who wanted to celebrate Teachers' day with respect and love for their gurus (teachers). Once again it was one of the very successful events organized by all the students of IEM Kolkata. Seniors took the whole responsibility of distributing cards and arranging all the requisites for the program so that everything goes on smoothly. All the volunteers started preparing accordingly a week before the D-day. A short program was organized for in-house, visiting faculty, and also the non-teaching faculty of the College by the respective years. Students exhibited their talent and devotion toward teachers through speeches, poem - recitation, dance, and musical performances. On the occasion, the Principal of the College addressed the student-teacher relationship and positive learning environment for the students. Small gifts, as a token of love, were given to all the faculty members, and refreshments were arranged by the students themselves.










# IEM - MUN

IEM-MUN provides a platform for young people to solve issues of global consequences and shape their journey to becoming future leaders, allowing the student delegates to take responsibility and propose solutions to geopolitical matters. Model United Nations (MUN) provides a platform to exhibit knowledge and leadership skills by testing boundaries, patience, and intellect.

The MUN Event took place in IEM's Gurukul Campus for three consecutive days; 14, 15, and 16 October 2022. Students from different colleges participated in this Grand Event as Single Delegates or Double Delegates representing their respective Portfolios in their chosen committees.

There were 4 Committees:-

- UNITED NATIONS GENERAL ASSEMBLY (UNGA)
- UNITED NATIONS INSTITUTE FOR TRAINING AND RESEARCH (UNITAR)
- UN OCEAN CONFERENCE, INDIAN CABINET MINISTRY OF FINANCE
- INTERNATIONAL PRESS (IP).

Students Discussed, Debated Various Topics and Eventually came to a Succesful Conclusion about the Agendas Given. The volunteers were courteous and helpful. They made no delegates feel out of place as there were many for who it was their first MUN.

There were arrangements for elevenses followed by lunch and high tea in the Evening and A Food Court by Hi Bao. Students wore dresses according to the Theme of the Day. Towards the end, a press conference was conducted followed by the closing and Valedictory ceremony on the third day. The event ended with the Cultural Night.

Feedback from the attendees stated that this event not only helped them overcome their weaknesses in public speaking, debating, etcetera but also helped them to acquire various team building and management skills which will surely help them to become the leaders of the future.

IEM ASHRAM CAMPUS,
KOLKATA

# DUNK 2023

ORGANISED BY :
SPORTS COMMITTEE

## INTRA-COLLEGE BASKETBALL TOURNAMENT

IEM organised an intercampus Basketball Tournament which was initiated by the Students' Sports committee members of BBA and BCA department of Ashram Campus. Initially, a proposal was made by the students and passed to our Respected Principal ma'am and the faculties of sports Department for the execution. After the acceptance of the following proposal, a budget was fixed to run the tournament smoothly. In the tournament, there were separate matches scheduled for the girls and the boys of both the departments which started taking place . It was executed in group or league stages. After the separate matches, the semi-finals and the finals came down to a group of BBA students against a group of BCA students. Last but not the least, the tournament came to an end with a beautiful prize distribution ceremony. Awards were given individually to runners-up, best players and to the winner, also, all the participants were given a medal for their active participation.









# FACULTY DEVELOPMENT PROGRAMME

The faculty development programme is organized by the BBA department every year and drafted to attend to the needs of the researchers by operating methodology as the contemporary research procedure.




In last FDP, it used basic and advanced regression analysis in SPSS and R run and interpreted the variety of regression models in R. The faculties were trained to analyse qualitative and quantitative data on software like AMOS, R, and SSPS.

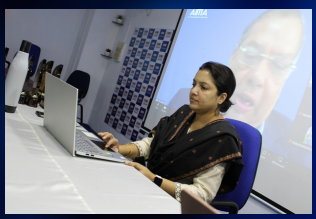
# IRPSS-2022

CONFERENCE NAME: INTERNATIONAL CONFERENCE ON INNOVATIVE RESEARCH PRACTICES IN SOCIAL SCIENCES (IRPSS-2022)DATE: 09/12/2022 TO 11/12/2022

International Conference on Innovative Research Practices in Social Sciences, is a premier stage portraying academic innovative work coupled with corporate acumen. This event provides unique opportunities to all the participants from corporate and academia from different disciplines of business, economics, management and social science to construct and disseminate ideas for change in future business through innovative research practices in the current volatile and uncertain emerging market conditions. This event globally strives towards achieving excellence in the vanguard to differentiate the academia-industry gap and integrate the thoughts of academics and researchers worldwide to provide possible solutions for business sustainability. This event is an exquisite conglomeration of innovative research practices with economic fundamentals, and business & management considerations in the backdrop of changing socio-economic business dimensions. IRPSS aims to present the latest research and results of scientists related Economics, Business and Social Science topics. This conference provides opportunities for the different areas delegates to exchange new ideas and application experiences face to face, to establish business or research relations and to find global partners for future collaboration.














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Good Education, Good Jobs

# IRPSS-2022

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DEPARTMENT OF BUSINESS ADMINISTRATION | INSTITUTE OF ENGINEERING & MANAGEMENT, KOLKATA

IRPSS 2022 International Conference on Innovative Research Practices in Social Sciences

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SMART

**International Conference on Innovative Research Practices in Social Sciences (IRPSS-2022)**

*(a referred international conference)*

| Dec 9th-11th 2022 |

Organised by

Department of Business Administration - Institute of Engineering & Management, Kolkata

In Association with

Smart Society, USA | ICRC-All India Management Association | Academy of Indian Marketing

INAUGURAL CEREMONY

IRPSS - 2022

# WELCOME



**PROF. SATYAJIT CHAKRABARTI**
DIRECTOR
Institute of Engineering & Management, Kolkata



**DR. RAJ AGRAWAL**
DIRECTOR
AIMA-CME



**PROF. PHILIP KOTLER**
S.C. Johnson & Son Distinguished Professor
Kellogg School of Management, USA



**PROF. RANJAN DAS**
PhD in Management,
Specialization in Strategic Management
Indian Institute of Management Ahmedabad(IIMA)



**PROF. NANDAN**
Chartered Institute of Marketing UK and
currently associated with the School of Business
and Law - Anglia Ruskin University, UK

ICRC India Case Research Centre | AIMA ALL INDIA MANAGEMENT ASSOCIATION | emerald PUBLISHING | SAGE Publishing | AIM ACADEMY of Indian Marketing

IEM INTERNATIONAL CONFERENCE ON INNOVATIVE RESEARCH PRACTICES IN SOCIAL SCIENCES

IRPSS - 2022

## DOCTORAL COLLOQUIUM

Platform: Online (Zoom) @11:00 A.M (IST)

On December 9, 2022



Dr. Arpan K. Kar
Associate Professor
Indian Institute of Technology Delhi



Prof.(Dr.) Kavita Sharma
Professor
Jaipur National University



Dr. Seema Rijwani
Editor-in-Chief
Delhi Business Review



Prof.(Dr.) Sonu Sur
Professor
Dr. Sudhir Chandra Sur Degree Engineering College



Prof.(Dr.) Soumik Gangopadhyay
Professor
Institute of Engineering & Management, Kolkata



Dr. Anupam Das
Associate Professor
JIS College of Engineering, Kolkata



Prof.(Dr.) Amalendu Bhunia
Professor
University of Kalyani, West Bengal



Prof.(Dr.) Rosalina Ahmed Sault
Director
Women's Polytechnic, Jadavpur University, Kolkata

INSTITUTE OF ENGINEERING & MANAGEMENT, KOLKATA, INDIA

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International Conference on Innovative Research Practices in Social Sciences (IRPSS-2022)

*(a referred international conference)*

December 09, 10 and 11th, 2022

Organized by

Department of Business Administration

Institute of Engineering & Management, Kolkata

In Association with

Smart Society, USA

Academy of Indian Marketing

ICRC-All India Management Association

Welcomes



PROF. PHILIP KOTLER, S.C.JOHNSON

Distinguished Professor,
Kellogg School of Management, USA
As
Keynote Speaker

On December 9, 2022 @ 10 AM(IST) on zoom

INSTITUTE OF ENGINEERING & MANAGEMENT, KOLKATA

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IEM INTERNATIONAL CONFERENCE ON INNOVATIVE RESEARCH PRACTICES IN SOCIAL SCIENCES

IRPSS - 2022

## MEET THE EDITORS

Platform: Online (Zoom) @11:30 A.M (IST)

On December 10, 2022



Dr. Bhuban Ali Arain
Editor-in-Chief, Journal of Applied Accounting Research



Dr. Avinash K Shrivastava
Managing Editor, Interdisciplinary Journal of Marketing and Engineering, Management Research, Abroad



Professor Veland Ramadani
Co-Editor-in-Chief, Journal of Entrepreneurship and Innovation in Emerging Economies



Dr. Dipak Saha
Co-Editor
Institute of Engineering & Management, Kolkata



Professor Antti Talonen
Editor-in-Chief, Journal of Engineering and Technology Management



Dr. Sudhir Rana
Editor-in-Chief, Birmingham Business School Research Journal
Associate Editor, Journal of Marketing Management and Consumer Behaviour



Professor Ashish Chandra
Editor-in-Chief, Nagoya Review

INSTITUTE OF ENGINEERING & MANAGEMENT, KOLKATA

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*from*

# "Across the Globe"

# AWARD CEREMONY















# PAINTINGS ON THE WALL

INSTITUTE OF ENGINEERING & MANAGEMENT

THIS SECTION FEATURES THE ARTWORKS FROM THE PENS OF IEMIANS





Shriyan Paul, 3rd Year



Arunangahu Dey, 1st Year



Arjita Saha, 1st Year



Arunangahu Dey, 1st Year



Ayush Chakraborty, 1st Year



Reshmi karmakar, 2nd Year



Ayush Chakraborty, 1st year



Asmita Kundu, 1st Year



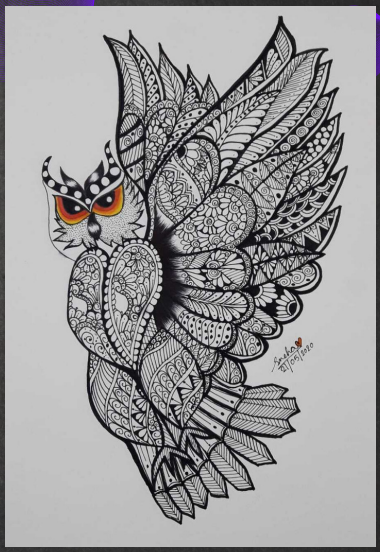
Shreya Sarkar, 1st Year



Arjita Saha, 1st Year



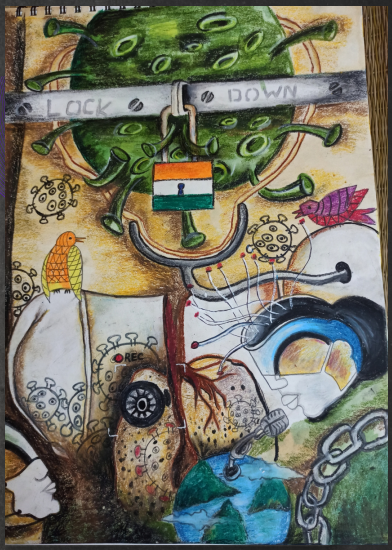
Sohini Singh, 1st Year



Shreya Sarkar, 1st Year



Arunangahu Dey, 1st Year




Puja Mishra,2nd year



Akash Ganguly, 3rd Year



Asmita Kundu, 1st Year



Sreyashi Paul, 1st Year



Srijeeta Mondal, 1st Year

# PHOTO GRAPHY







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# CAPTURING MOMENTS

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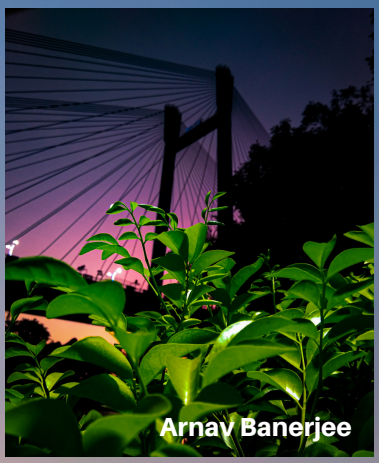
Trina Banik


Aratrik Bose


Bishal Mahanta


Deepak Bhardwaj


Akash Mitra


Arnav Banerjee


Shreeya Hazra

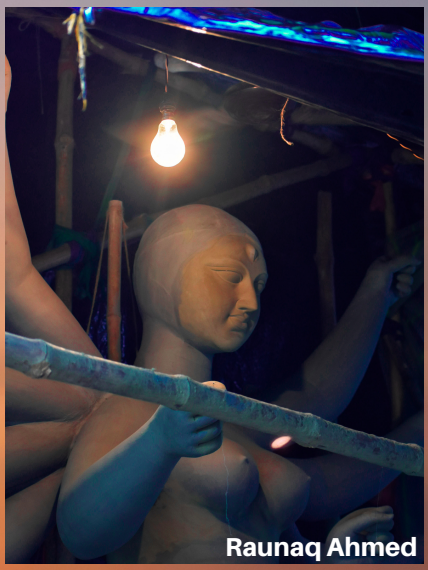


Deepak Kumar Bhardwaj


Rudra Pratap Ghosh


Alolika Datta


Arunangshu Dey
Arunangshu Dey


Raunaq Ahmed


Arnab
Arnab Maity


Debankit Chakraborty

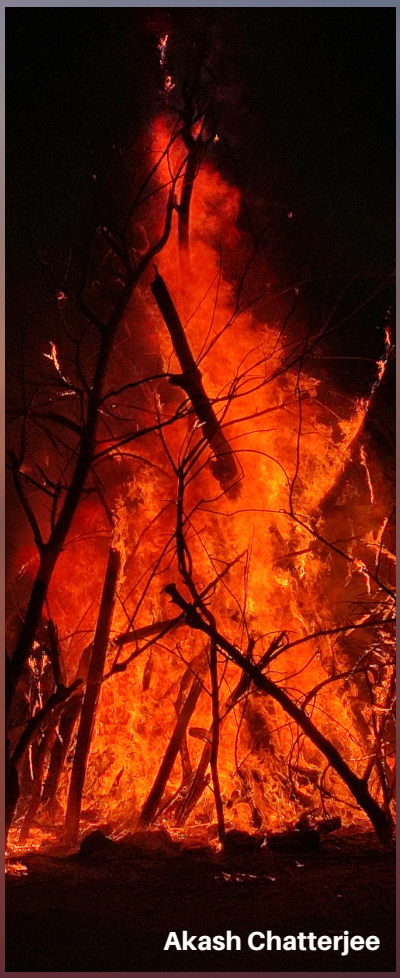

Sohel Hassan


Akash Mitra

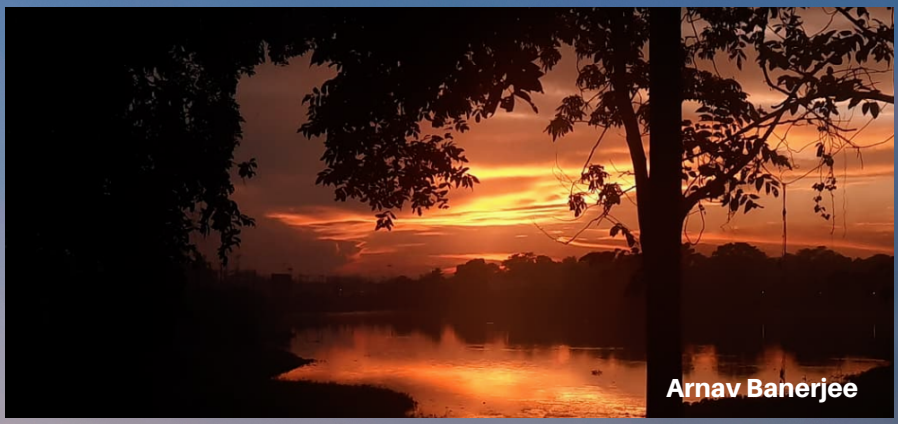

Abichal Tewari


Harsha Sarkar


Mriganka Choudhury


Akash Chatterjee


Bishal Mahanta


Arnav Banerjee


Rohan Ghosh


Reshab Chowbey


Arkodev Banerjee



Soumika Das



Kiranmay Purkait



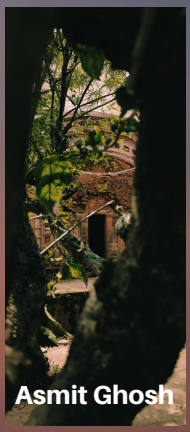
Deepak Kumar Bhardwaj



Baivab Dutta


Deepak Kumar Bhardwaj


Kankana Ghosh Dastidar


Asmit Ghosh


Sohini Singh


A teacher is a candle who spends the whole life lighting up the lives of students'
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