

# INSTITUTE OF ENGINEERING & MANAGEMENT, KOLKATA

*(Ashram Campus)*

## DEPARTMENT OF BBA

# DEPARTMENTAL EVENTS REPORT

*A Compendium of Club Activities and Initiatives*

**JULY 2025 – JULY 2026**

*Compiled by the Department of BBA*

Nine Student Clubs • Thirty-Two Signature Events • One Academic Year

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**CLUB 01****AIKYAM – THE HR CLUB****DRAMPET**

|                          |                                             |
|--------------------------|---------------------------------------------|
| <b>Organizer</b>         | Aikyam: The HR Club, Dept. of BBA           |
| <b>Date</b>              | 09/10/2025 and 10/10/2025                   |
| <b>Type of Event</b>     | Management study through Drama set          |
| <b>Name of the Event</b> | DRAMPET                                     |
| <b>Participated By</b>   | BBA students and faculty – 120 Participants |

DRAMPET'25 organized by Aikyam - The HR Club of BBA department, Institute of Engineering and Management, Kolkata (Ashram Campus) held on 9th and 10th October 2025 was an event which made everyone present step into the spotlight where management studies met the stage!

Our management workshop through theatrics successfully transformed everyday HR challenges into powerful performances which left the audience in awe. Additionally, participating students explored communication, collaboration, and decision-making using the tools of drama and improvisation. The 2-day event was therefore a melting pot of entertainment, insight, laughter, and a fresh perspective on what it means to lead with authenticity. Event Faculty Organizers: Prof. (Dr.) Saikat Chakrabarti, Prof. Piyali Banerjee, Prof. Nayan Ranjan Mukerje, Prof. Priyanka Singh

**GLIMPSES FROM THE EVENT**

## Session on Mental Well-being

|                          |                                            |
|--------------------------|--------------------------------------------|
| <b>Organizer</b>         | Aikyam: The HR Club, Dept. of BBA          |
| <b>Date</b>              | 30/01/2026                                 |
| <b>Type of Event</b>     | Counselling session                        |
| <b>Name of the Event</b> | Session on Mental Well-being               |
| <b>Participated By</b>   | BBA students and faculty – 40 participants |

Mental Health Counselling Session organized by Aikeyam - The HR Club of BBA department, Institute of Engineering and Management, Kolkata (Ashram Campus) held on 30th January 2026 was an event which made everyone present step into the calm where real-life adolescence issues met psychological insights!

Our session successfully transformed everyday challenges into real life scenarios which can be dealt with ease. The event was therefore a melting pot of entertainment, insight, laughter, and a fresh perspective on what it means to lead life with authenticity.

Resource Person – Dr. Sutapa GuhaRay Datta, Consultant Psychologist, (R.C.I registered)

Event Faculty Organizers: Prof. (Dr.) Saikat Chakrabarti, Prof. Piyali Banerjee, Prof. Nayan Ranjan Mukerje, Prof. Priyanka Singh

### GLIMPSES FROM THE EVENT



## Industrial Tour

|                          |                                   |
|--------------------------|-----------------------------------|
| <b>Organizer</b>         | Aikyam: The HR Club, Dept. of BBA |
| <b>Date</b>              | 20/02/2026                        |
| <b>Type of Event</b>     | Industrial Visit                  |
| <b>Name of the Event</b> | Industrial Tour                   |
| <b>Participated By</b>   | BBA students – 52 Participants    |

Aikyam – The HR Club, ArthSamriddhi – The Finance Club, and Pratyagra – The Entrepreneurship Club of the Department of BBA, IEM Ashram Campus, Kolkata, successfully organized an Industrial Visit to Paper N Pak Pvt. Ltd., Munshirhat, Narendrapur, on 20th February 2026. The company is engaged in the manufacturing and packaging of boxes and cartons for various brands, catering to diverse industrial and commercial needs.

During the visit, students were given detailed exposure to different sections of the factory, including raw material processing, printing, die-cutting, assembling, packaging, quality checking, and dispatch operations. They observed how systematic planning, safety protocols, coordination, and modern machinery ensure smooth and efficient large-scale production, along with adherence to the provisions of the Factories Act, 1948, ensuring workplace safety, employee welfare, and regulatory compliance.

The visit provided students with valuable practical insights into real-world manufacturing operations, helping them understand factory provisions, workflow management, and quality standards. It was an enriching learning experience that effectively bridged classroom concepts with industrial practices.

Event Faculty Organizers: Prof. (Dr.) Saikat Chakrabarti, Prof. Piyali Banerjee, Prof. Nayan Ranjan Mukerje, Prof. Priyanka Singh

CLUB 02

### GLIMPSES FROM THE EVENT



**CLUB 02****ANALYTICA – THE BUSINESS ANALYTICS CLUB****SAP HANA Workshop**

|                          |                                 |
|--------------------------|---------------------------------|
| <b>Organizer</b>         | SAP HANA Workshop               |
| <b>Date</b>              | 8/09/2025 and 09/09/2025        |
| <b>Type of Event</b>     | Workshop                        |
| <b>Name of the Event</b> | SAP HANA Workshop               |
| <b>Participated By</b>   | BBA students – 120 Participants |

The Business Analytics Club of department of BBA, IEM “ANALYTICA” have successfully conducted a 2 day workshop on SAP HANA – SQL tool. Students of BBA as well as BCA participated in the workshop. The resource speaker Mr. Samudra Gupta conducted hands on sessions which included the basic concept of the tool, installation guide and operational frameworks.

The faculty organizers were – Prof. Sayan Karmakar, Prof. Sreeparna Guha Faculty Corrdinator – Prof. Peu Das

Venue: IEM Ashram Campus Some glimpse of the workshop–

**GLIMPSES FROM THE EVENT**

## WEB-A-THON 2026: Gen AI powered Website building competition

|                   |                                                              |
|-------------------|--------------------------------------------------------------|
| Organizer         | Analytica: The Business Analytics Club, Dept. of BBA         |
| Date              | 05/02/2026                                                   |
| Type of Event     | Competition                                                  |
| Name of the Event | WEB-A-THON 2026: Gen AI powered Website building competition |
| Participated By   | BBA & BCA students – 80 participants                         |

ANALYTICA: The Business Analytics Club of IEM have successfully organized GEN AI powered Website building competition – “WEB-A-THON 2026”. The competition featured students from BBA, BCA department & 20 teams. The students designed website based on given themes using GEN AI tools such as Claude.ai, Caffeine.ai, Wix studio, Chatgpt etc.

Among 20 submissions 9 finalist were chosen who presented their creation in front of Jury members. Three teams were felicitated with gold, silver & bronze medals.

Event Faculty Coordinators: Prof. Sayan Karmakar, Prof. Sreeparna Guha.

CLUB 03

### GLIMPSES FROM THE EVENT



**CLUB 03****ARTHSAMRIDDHI – THE FINANCE CLUB****A Workshop on Stock Market Essentials: Learn to Invest with Confidence**

|                          |                                                                        |
|--------------------------|------------------------------------------------------------------------|
| <b>Organizer</b>         | ArthSamriddhi (Finance Club, BBA)                                      |
| <b>Date</b>              | 28.08.2025                                                             |
| <b>Type of Event</b>     | Workshop                                                               |
| <b>Name of the Event</b> | A Workshop on Stock Market Essentials: Learn to Invest with Confidence |
| <b>Participated By</b>   | 135 students and few faculties                                         |

The workshop imparted an extremely enriching experience to all the attendees. Concepts like functions and risks of stock market, different aspects of commodity market, bond market, class of assets and hedging were discussed. The end number of options that an investor can have in the market, was highlighted. Questions were answered at the end about diversification, pros and cons of each type of market and risk appetite of individuals; advises given to students who are interested to invest addressing where to start. More than 135 students participated.

Resource Person: Mr. Vibhor Tandon

Event Faculty Organizers: Prof. Ajanta Ghosh, Prof. Suchandra Bose

**GLIMPSES FROM THE EVENT**

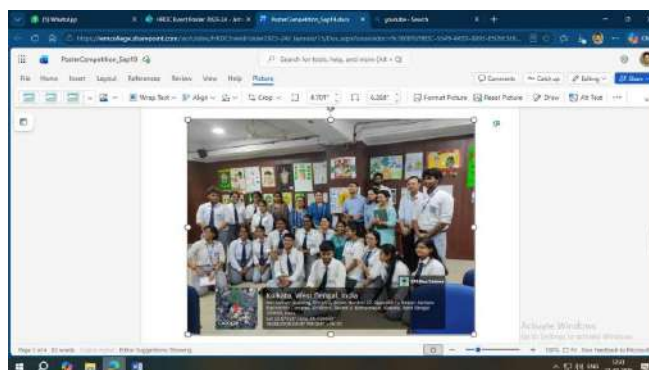
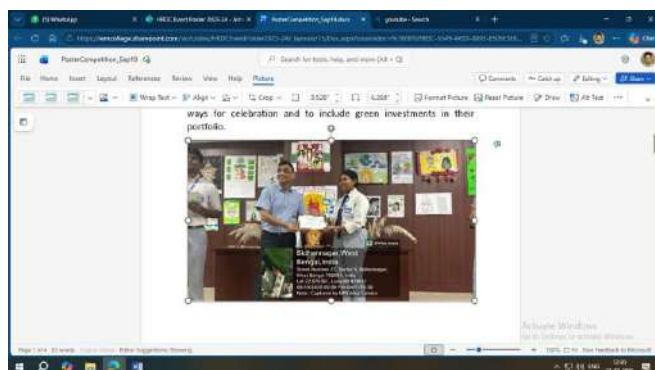
## The Green Finance Canvas 2.0- Handmade Poster Making Competition

|                          |                                                                  |
|--------------------------|------------------------------------------------------------------|
| <b>Organizer</b>         | ArthSamriddhi (Finance Club, BBA)                                |
| <b>Date</b>              | 19.09.2025                                                       |
| <b>Type of Event</b>     | Competition                                                      |
| <b>Name of the Event</b> | The Green Finance Canvas 2.0- Handmade Poster Making Competition |
| <b>Participated By</b>   | 25 students                                                      |

Students created cent percent hand-made 2D and 3D posters promoting green finance through celebration of Durga Puja in a sustainable way. Only biodegradable materials were used in poster creation including colours, bio-degradable base, jute, cotton, wood, clay, leaves, etc. Students were encouraged to find new sustainable ways for celebration and to include green investments in their portfolio.

Event Faculty Organizers: Prof. Ajanta Ghosh, Prof. Suchandra Bose

### GLIMPSES FROM THE EVENT



## A Seminar on ‘Analysis of Union Budget 2026’

|                   |                                                                    |
|-------------------|--------------------------------------------------------------------|
| Organizer         | ArthSamriddhi (Finance Club, BBA); Econspire (Economics Club, BBA) |
| Date              | 20.02.2026                                                         |
| Type of Event     | Seminar                                                            |
| Name of the Event | A Seminar on ‘Analysis of Union Budget 2026’                       |
| Participated By   | 100 students                                                       |

An interactive session was conducted on the Union Budget 2026, where the key highlights of the budget were discussed in detail, focusing on its advantages and drawbacks, its potential impact on the overall economy, and the future prospects of investments in gold and silver in light of the new policy measures. The session encouraged active engagement and provided valuable insights to the participants.

Following the session, a quiz was organized for the audience, in which students participated enthusiastically, making the event more engaging and interactive. The event witnessed an encouraging response, with more than 100 registrations from students.

Resource Person: Mr. Saibal Biswas

Faculty Event Organizers: Dr. Ajanta Ghosh, Prof. Suchandra Bose, Dr. Suchismita Paul, Prof. Kamalika Dasgupta, Prof. Peu Das

### GLIMPSES FROM THE EVENT



## Arth-Quest 2026- Financial Case Analysis Competition

|                   |                                                      |
|-------------------|------------------------------------------------------|
| Organizer         | ArthSamriddhi (Finance Club, BBA)                    |
| Date              | 10.03.2026                                           |
| Type of Event     | Case Analysis Competition                            |
| Name of the Event | Arth-Quest 2026- Financial Case Analysis Competition |
| Participated By   | 40 students                                          |

Arth-Quest, a Case Analysis Competition organised by ArthSamriddhi –The Finance Club of the Department of BBA, IEM Ashram Campus, Salt Lake, Kolkata, was held on 10th March 2026 with the objective of encouraging students to critically micro-analyse the financial aspects and challenges faced by a newly formed venture. Participants were required to suggest strategic financial moves that could help the case-related business overcome its ongoing financial crisis and improve its current performance.

The competition also emphasized the development of feasible expansion strategies through innovative managerial decision-making. Students presented insightful ideas that reflected their analytical thinking, practical approach, and ability to address real-world business problems with creativity and clarity.

Faculty Event Organizers: Prof. (Dr.) Ajanta Ghosh, Prof. Suchandra Bose, and Prof. (Dr.) Suchismita Paul.

CLUB 04

### GLIMPSES FROM THE EVENT



**CLUB 04****HITOISHI – THE SOCIAL CLUB****Social Outreach Programme**

|                          |                                  |
|--------------------------|----------------------------------|
| <b>Organizer</b>         | Hitoishee (Social Club, BBA)     |
| <b>Date</b>              | 19.05.2026                       |
| <b>Type of Event</b>     | Visit                            |
| <b>Name of the Event</b> | Social Outreach Programme        |
| <b>Participated By</b>   | Sixty students and two faculties |

Hitoishee - The social club of the Department of BBA, IEM kolkata, organized a meaningful outreach activity on 19th May, 2026 ,a group of dedicated members had the privilege of visiting an orphanage to share moments of togetherness with the children and contributing books to the children, hoping to inspire learning, imagination, and brighter dreams. Their warm smiles, innocent hearts, and heartfelt gratitude made the experience truly meaningful for all of us. ✨ We are grateful for the opportunity to share knowledge, spread happiness, and create beautiful memories together. “Education is the most powerful gift we can give to shape a better tomorrow.”

Event Faculty Organizers: Prof. Ajanta Ghosh, Prof. Piyali Banerjee

**GLIMPSES FROM THE EVENT**

## Outreach activity

|                          |                                   |
|--------------------------|-----------------------------------|
| <b>Organizer</b>         | Hitoishee (Social Club, BBA)      |
| <b>Date</b>              | 17.10.2025                        |
| <b>Type of Event</b>     | Charity Drive                     |
| <b>Name of the Event</b> | Outreach activity                 |
| <b>Participated By</b>   | 50 students and 2 faculty members |

Hitoishee – The Social Club of the Department of BBA, IEM Kolkata, organized a meaningful outreach activity on 17th October, 2025. A group of dedicated members from the club visited Vivekananda Nivedita Mission School, located in Bankadaha, Bankura, as part of the club's ongoing initiative to support education in rural areas. Visiting a school in such a remote village was truly a touching experience. The warmth and curiosity of the children made the day unforgettable. Spending time with them- sharing stories, laughing together, and soaking in their excitement. This visit was a beautiful reminder of how little it takes to bring joy to someone, and how deeply such moments can stay with us. Being part of this initiative has filled us with gratitude, purpose, and hope for a brighter tomorrow.

Event Faculty Organizers: Prof. Ajanta Ghosh, Prof. Saikat Chakraborty

### GLIMPSES FROM THE EVENT



## Spreading smiles

|                          |                              |
|--------------------------|------------------------------|
| <b>Organizer</b>         | Hitoishee (Social Club, BBA) |
| <b>Date</b>              | 20.02.2026                   |
| <b>Type of Event</b>     | Charity Drive                |
| <b>Name of the Event</b> | Spreading smiles             |
| <b>Participated By</b>   | 100 students                 |

This Durga Puja, the Department of BBA, IEM Ashram Campus, along with Hitoishee – The Social Club, had the privilege of visiting an orphanage to share moments of joy and togetherness with the children. With small gifts and big smiles, we celebrated the spirit of love, kindness, and community. This experience reminded us that true festivity lies not only in rituals, but also in spreading happiness to those around us. A huge thanks to Hitoishee for making this initiative possible and for creating memories that will stay with us forever.

Faculty Event Organizers: Dr. Ajanta Ghosh,

CLUB 05

### GLIMPSES FROM THE EVENT



**CLUB 05****MARKEDGE – THE MARKETING CLUB****Industry Visit to Diamond Beverages (P) Limited (Authorized Bottler of the Coca-Cola Company)**

|                          |                                                                                                             |
|--------------------------|-------------------------------------------------------------------------------------------------------------|
| <b>Organizer</b>         | MarkEdge, Marketing Club, IEM, BBA Department (School of University of Engineering and Management, Kolkata) |
| <b>Date</b>              | 04.09.2025                                                                                                  |
| <b>Type of Event</b>     | Outreach Program                                                                                            |
| <b>Name of the Event</b> | Industry Visit to Diamond Beverages (P) Limited (Authorized Bottler of the Coca-Cola Company)               |
| <b>Participated By</b>   | 32 BBA Students                                                                                             |

The students of the Department of BBA, had an enriching industrial visit to Industry Visit to Diamond Beverages (P) Limited (Authorized Bottler of the Coca-Cola Company), organized by MarkEdge – The Marketing Club of the Department of BBA, IEM Ashram Campus, Salt lake, Kolkata.

During the visit, students gained valuable insights into the end-to-end bottling process—from how bottles are meticulously cleaned and sterilized, to how they are filled with refreshing cold drinks and other soft beverages. They also witnessed the distillation and purification of water before being bottled, ensuring the highest standards of quality and hygiene.

This hands-on exposure gave the students a deeper understanding of production, operations, and quality assurance in the beverage industry, complementing their classroom learning with real-world application.

Event Organizers: Prof. (Dr.) Soumik Gangopadhyay, Prof. (Dr.) Dibyendu Chattaraj, Prof. Joysri Datta, Prof. Doyel Mukherjee Prodhon

**GLIMPSES FROM THE EVENT**

## ADMANIA 2026 – Ad Making Competition

|                          |                                                                                                             |
|--------------------------|-------------------------------------------------------------------------------------------------------------|
| <b>Organizer</b>         | MarkEdge, Marketing Club, IEM, BBA Department (School of University of Engineering and Management, Kolkata) |
| <b>Date</b>              | 12.03.2026                                                                                                  |
| <b>Type of Event</b>     | Advertisement Creation                                                                                      |
| <b>Name of the Event</b> | ADMANIA 2026 – Ad Making Competition                                                                        |
| <b>Participated By</b>   | 200 BBA Students                                                                                            |

On March 12, 2026, the Institute of Engineering & Management (IEM), Salt Lake, hosted ADMANIA 2026, a dynamic ad-making competition. Organized by the marketing club 'MarkEdge,' the event was held under the guidance of Prof. Dr. Dibyendu Chattaraj and Prof. Dr. Soumik Gangopadhyay from the Department of BBA.

The afternoon featured a masterclass by Mr. Anunoy Biswas, a renowned Bollywood fashion photographer who has worked with global brands and celebrities. Mr. Biswas shared professional storytelling insights and industry experiences, effectively bridging the gap between academic marketing theories and real-world media advertising. Participating BBA student teams pitched original campaigns, defending their innovative concepts with strategic marketing descriptions. This collaboration between faculty, students, and industry experts showcased the participants' professional readiness and reaffirmed IEM Kolkata's commitment to fostering creative and practical excellence.

### GLIMPSES FROM THE EVENT



## Interactive Session on Strategic Green Marketing

|                          |                                                                                                             |
|--------------------------|-------------------------------------------------------------------------------------------------------------|
| <b>Organizer</b>         | MarkEdge, Marketing Club, IEM, BBA Department (School of University of Engineering and Management, Kolkata) |
| <b>Date</b>              | 29.01.2026                                                                                                  |
| <b>Type of Event</b>     | Interactive Session                                                                                         |
| <b>Name of the Event</b> | Interactive Session on Strategic Green Marketing                                                            |
| <b>Participated By</b>   | 120 BBA Students                                                                                            |

An Interactive Session on Strategic Green Marketing was successfully organized by ‘MarkEdge’ – The Marketing Club, Department of BBA, Institute of Engineering & Management (IEM), Ashram Campus, Kolkata, under the University of Engineering and Management, Kolkata. The session was held on 29th January 2025 from 4:00 PM to 5:00 PM at the IEM Ashram Campus, Salt Lake, Kolkata. The session was delivered by Dr. Arijit Banerjee, Executive Director, Ramaesis RPL Perfect Pause, and widely recognized as “The Toilet Man of Bengal.” Dr. Banerjee shared valuable insights on how sustainability-driven initiatives can be effectively integrated into marketing strategies to create long-term value for businesses and society. Drawing from his extensive experience in social entrepreneurship and green innovation under the Swachh Bharat Mission, he highlighted real-life applications of green marketing principles, ethical branding, and purpose-driven communication. The session witnessed enthusiastic participation from BBA students, who actively engaged in discussions on sustainability, innovation, and responsible marketing practices. The interactive format encouraged critical thinking and practical understanding of strategic green marketing in contemporary business contexts. The event was coordinated by the faculty organizers from the Department of BBA and proved to be highly enriching, aligning academic learning with real-world sustainability challenges and industry practices.

### GLIMPSES FROM THE EVENT



## Campus-to-Campus Green Walk

|                          |                                                                                                             |
|--------------------------|-------------------------------------------------------------------------------------------------------------|
| <b>Organizer</b>         | MarkEdge, Marketing Club, IEM, BBA Department (School of University of Engineering and Management, Kolkata) |
| <b>Date</b>              | 28.01.2026                                                                                                  |
| <b>Type of Event</b>     | Outreach Program                                                                                            |
| <b>Name of the Event</b> | Campus-to-Campus Green Walk                                                                                 |
| <b>Participated By</b>   | 100 BBA Students                                                                                            |

Kolkata, 28th January, 2026 – MarkEdge, the Marketing Club of the Department of BBA, Institute of Engineering and Management, Kolkata, School of University of Engineering and Management, Kolkata, organized the ‘Campus-to-Campus Green Walk’, advocating for sustainable and eco-friendly business practices. Nearly 100 students and faculty members walked from the IEM Ashram Campus to the IEM Management House (4kms), spreading awareness about renewable energy, carbon footprint reduction, and green business operations. Through banners and interactive engagement, participants highlighted the urgent need for environmental responsibility. The event served as a platform to promote eco-conscious thinking, encouraging participants to embrace small yet meaningful actions that collectively contribute to a greener and more sustainable future.

CLUB 06

### GLIMPSES FROM THE EVENT



## CLUB 06

## OPSMANTHAN – THE OPERATIONS CLUB

## Industry Visit to Sanei Motors (Authorized Dealer Maruti Suzuki True Value)

|                   |                                                                                                                |
|-------------------|----------------------------------------------------------------------------------------------------------------|
| Organizer         | OpsManthan, Operations Club, IEM, BBA Department (School of University of Engineering and Management, Kolkata) |
| Date              | 29.08.2025                                                                                                     |
| Type of Event     | Industrial Visit                                                                                               |
| Name of the Event | Industry Visit to Sanei Motors (Authorized Dealer Maruti Suzuki True Value)                                    |
| Participated By   | 27 Participants                                                                                                |

Venue: Sanei Motors, Rajarhat Main Rd, Raigachi, Reekjoyoni, Kolkata, West Bengal 700135 | Time: 10.30 AM onwards

The students of the Department of BBA, had an enriching industrial visit to Industry Visit Sanei Motors (Authorized Dealer Maruti Suzuki True Value), organized by OpsManthan – The Operations Club of the Department of BBA, IEM Ashram Campus, Salt lake, Kolkata on 29th of August 2025. Students explored the end-to-end operational workflow, gaining insights into buying, Refurbishment process, selling and customer satisfaction strategies. The session showcased how Maruti Suzuki True Value rose to become India's largest organized pre-owned car platform. A major highlight was learning about their milestone of 60 lakh cars. This visit offered a practical perspective on operations and supply chain management.

Event Organizers: Prof. (Dr.) Dibyendu Chattaraj, Prof. (Dr.) Shweta Kishore

Some glimpses of the visit are given below:

CLUB 07

## GLIMPSES FROM THE EVENT



**CLUB 07****PRATYAGRA – THE ENTREPRENEURSHIP CLUB****Industry Visit to Dabur India Limited, Kolkata**

|                          |                                                                                                                                            |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Organizer</b>         | Pratyagra – The Entrepreneurship Club and OpsManthan – The Operations Club of the Department of BBA, IEM Ashram Campus, Salt Lake, Kolkata |
| <b>Date</b>              | 20.02.2026                                                                                                                                 |
| <b>Type of Event</b>     | Industrial Visit                                                                                                                           |
| <b>Name of the Event</b> | Industry Visit to Dabur India Limited, Kolkata                                                                                             |
| <b>Participated By</b>   | 30 Participants                                                                                                                            |

Venue: 9, NSC Bose Road, Narendrapur, KOLKATA- 700103 | Time: 10.30 AM onwards

The students of the Department of BBA, had an enriching industrial visit to Industry Visit to Dabur India Limited, Kolkata, organized by Pratyagra – The Entrepreneurship Club and OpsManthan – The Operations Club of the Department of BBA, IEM Ashram Campus, Salt Lake, Kolkata.

The visit provided BBA students with a valuable opportunity to witness how a premier Indian heritage brand seamlessly integrates business vision with operational excellence, offering a practical understanding of how large-scale FMCG organizations function in a competitive environment.

A major highlight of the visit was the detailed exposure to the production line and planning processes, where students observed how efficiency, coordination, and precision drive mass manufacturing. They gained first-hand insights into product packaging systems and the importance of automation, safety, and branding.

The visit also included an engaging overview of Dabur's journey in building a strong and trusted legacy over decades by blending traditional values with modern innovation. Students thoroughly enjoyed the interactive learning experience, as it brought theoretical concepts to life and deepened their understanding of real-world operational challenges.

Event Organizers: Prof. (Dr.) Dibyendu Chattaraj, Prof. (Dr.) Shweta Kishore, Prof. Joysri Datta

Some glimpses of the visit are given below:

**GLIMPSES FROM THE EVENT**

## Industry Visit to Dabur India Limited, Kolkata

|                          |                                                                                                                                            |
|--------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Organizer</b>         | Pratyagra – The Entrepreneurship Club and OpsManthan – The Operations Club of the Department of BBA, IEM Ashram Campus, Salt Lake, Kolkata |
| <b>Date</b>              | 20.02.2026                                                                                                                                 |
| <b>Type of Event</b>     | Industrial Visit                                                                                                                           |
| <b>Name of the Event</b> | Industry Visit to Dabur India Limited, Kolkata                                                                                             |
| <b>Participated By</b>   | 30 Participants                                                                                                                            |

Venue: 9, NSC Bose Road, Narendrapur, KOLKATA- 700103 | Time: 10.30 AM onwards

The students of the Department of BBA, had an enriching industrial visit to Industry Visit to Dabur India Limited, Kolkata, organized by Pratyagra – The Entrepreneurship Club and OpsManthan – The Operations Club of the Department of BBA, IEM Ashram Campus, Salt Lake, Kolkata.

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Event Organizers: Prof. (Dr.) Dibyendu Chattaraj, Prof. (Dr.) Shweta Kishore, Prof. Joysri Datta

Some glimpses of the visit are given below:

### GLIMPSES FROM THE EVENT



## Interactive session on Future Ready Organizations: Skills, Strategy & Structure

|                          |                                                                                                                                        |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
| <b>Organizer</b>         | Pratyagra—The Entrepreneurship Club & OpsManthan - The Operations Club of the Department of BBA, IEM Ashram Campus, Salt Lake, Kolkata |
| <b>Date</b>              | 26.02.2026                                                                                                                             |
| <b>Type of Event</b>     | Interactive Session                                                                                                                    |
| <b>Name of the Event</b> | Interactive session on Future Ready Organizations: Skills, Strategy & Structure                                                        |
| <b>Participated By</b>   | 75 Participants                                                                                                                        |

Venue: IEM Ashram Campus, Salt Lake, Kolkata | Time: 4.10 pm onwards

An engaging and insightful interactive session on “Future-Ready Organizations: Skills, Strategy, and Structure” was conducted by Ms. Reshmi Chakraborty Biswas, Project Manager at Vikram Solar. The session offered practical perspectives on how organizations must continuously evolve to stay competitive in a dynamic business environment. Students gained valuable insights into future-oriented skills, strategic thinking, and adaptable organizational structures. Real-world examples and industry experiences shared during the discussion made the concepts highly relatable.

The interactive nature of the session encouraged active participation and thoughtful questions from students. Overall, the session was well-received and highly appreciated for its relevance, clarity, and industry connect.

Event Organizers:

Prof. Dr. Dibyendu Chattaraj

Prof. Dr. Shweta Kishore

Prof. Joysri Datta

### GLIMPSES FROM THE EVENT



## VENTURE VERSE 2.0- QUIZ COMPETITION

|                          |                                                                                                                     |
|--------------------------|---------------------------------------------------------------------------------------------------------------------|
| <b>Organizer</b>         | PRATYAGRA, Entrepreneurship Club, IEM, BBA Department (School of University of Engineering and Management, Kolkata) |
| <b>Date</b>              | 24.02.2026                                                                                                          |
| <b>Type of Event</b>     | Quiz Competition                                                                                                    |
| <b>Name of the Event</b> | VENTURE VERSE 2.0- QUIZ COMPETITION                                                                                 |
| <b>Participated By</b>   | 25 teams                                                                                                            |

Venue: Room No 5.9, IEM Ashram Campus, Salt Lake, Kolkata | Time: 4.10 pm onwards

Pratyagra—The Entrepreneurship Club of the Department of BBA, IEM, Salt Lake, Kolkata, successfully organized VentureVerse 2.0, a dynamic and intellectually enriching business quiz competition. The event was designed to evaluate participants' knowledge across domains such as startups, corporate strategy, entrepreneurship, innovation, and contemporary business trends. The event challenged students with thought-provoking questions on startups, strategy, and innovation. Participants enthusiastically engaged in the quiz, showcasing their knowledge and quick thinking. Students actively participated with remarkable enthusiasm, demonstrating analytical thinking, strategic insight, and prompt decision-making skills.

The competition witnessed an impressive display of talent and teamwork, creating an engaging and competitive atmosphere. VentureVerse 2.0 concluded on a high note, reaffirming the club's commitment to fostering entrepreneurial awareness and academic excellence among students.

Some glimpses of the award ceremony are given below:

### GLIMPSES FROM THE EVENT



## VENTURE VERSE- QUIZ COMPETITION

|                   |                                                                                                                     |
|-------------------|---------------------------------------------------------------------------------------------------------------------|
| Organizer         | PRATYAGRA, Entrepreneurship Club, IEM, BBA Department (School of University of Engineering and Management, Kolkata) |
| Date              | 27.02.2025                                                                                                          |
| Type of Event     | Quiz Competition                                                                                                    |
| Name of the Event | VENTURE VERSE- QUIZ COMPETITION                                                                                     |
| Participated By   | 28 teams                                                                                                            |

Venue: Room No 5.9, IEM Ashram Campus, Salt Lake, Kolkata | Time: 4.10 pm onwards

About the event: Pratyagra—The Entrepreneurship Club of the Department of BBA, IEM, Salt Lake, Kolkata, organized "Venture Verse," an exciting business quiz competition. The event challenged students with thought-provoking questions on startups, strategy, and innovation. Participants enthusiastically engaged in the quiz, showcasing their knowledge and quick thinking. The competition was a grand success, leaving students thrilled and looking forward to future editions.

### GLIMPSES FROM THE EVENT



## Workshop on Team Building

|                          |                                                                                                                     |
|--------------------------|---------------------------------------------------------------------------------------------------------------------|
| <b>Organizer</b>         | PRATYAGRA, Entrepreneurship Club, IEM, BBA Department (School of University of Engineering and Management, Kolkata) |
| <b>Date</b>              | 30.01.2025                                                                                                          |
| <b>Type of Event</b>     | Workshop                                                                                                            |
| <b>Name of the Event</b> | Workshop on Team Building                                                                                           |
| <b>Participated By</b>   | 42 Participants                                                                                                     |

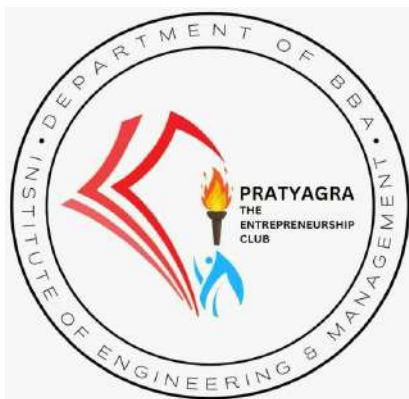
Venue: Room No 5.2, IEM Ashram Campus, Salt Lake, Kolkata | Time: 4.10 pm onwards

The Entrepreneurship Club of the BBA Department, IEM Ashram Campus, Salt Lake, Kolkata, organized a "Workshop on Team Building", where students teamed up to showcase their creativity and problem-solving skills. Each team was given only pins and straws to build a stable and innovative structure within a limited time.

The event fostered teamwork, strategic thinking, and hands-on learning as students experimented with different designs. The challenge not only tested their entrepreneurial mindset but also encouraged out-of-the-box thinking. In the end, students enjoyed the process, learning that innovation can come from the simplest materials when combined with imagination and collaboration.

Event Organizers: Prof. Dr. Dibyendu Chattaraj, Prof. Joysri Datta, Prof. Dr. Shweta Kishore, Prof. Suchana Roy

### GLIMPSES FROM THE EVENT



## LOGOPRENEUR —LOGO MAKING COMPETITION

|                          |                                                                                                                     |
|--------------------------|---------------------------------------------------------------------------------------------------------------------|
| <b>Organizer</b>         | PRATYAGRA, Entrepreneurship Club, IEM, BBA Department (School of University of Engineering and Management, Kolkata) |
| <b>Date</b>              | 13.08.2025                                                                                                          |
| <b>Type of Event</b>     | Design Competition                                                                                                  |
| <b>Name of the Event</b> | LOGOPRENEUR —LOGO MAKING COMPETITION                                                                                |
| <b>Participated By</b>   | 44 Participants                                                                                                     |

Venue: Room No. 5.9, IEM Ashram Campus, Salt Lake, Kolkata | Time: 4.15 pm onwards

Name of Event: Logopreneur

Date: 13.08.2025

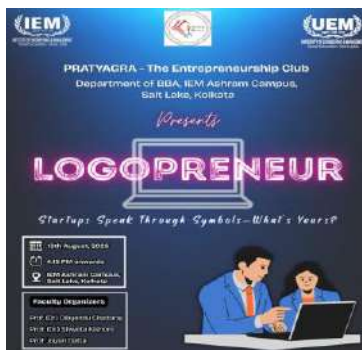
Organized by: Pratyagra—The Entrepreneurship Club of the Department of BBA, IEM Ashram Campus, Salt Lake, Kolkata.

Pratyagra—The Entrepreneurship Club of the Department of BBA, IEM Ashram Campus, Salt Lake, Kolkata, today hosted a logo-making competition on the theme “Startups for a Better Tomorrow.”

The event provided a creative platform for students to showcase their innovative thinking and design skills, translating entrepreneurial vision into impactful visuals. The entries stood out for their originality, creativity, and strong connection to the theme of building a better future. The competition not only celebrated design excellence but also encouraged the spirit of entrepreneurship among budding changemakers. The event ended on a high note with enthusiastic participation and appreciation for all.

CLUB 08

### GLIMPSES FROM THE EVENT



**CLUB 08****The Snapshot Society – PHOTOGRAPHY CLUB****Photogram 2.0**

|                          |                                                                                    |
|--------------------------|------------------------------------------------------------------------------------|
| <b>Organizer</b>         | The Snapshot Society : Photography Club of BBA                                     |
| <b>Date</b>              | 25/08/2025                                                                         |
| <b>Type of Event</b>     | Photography Competition                                                            |
| <b>Name of the Event</b> | Photogram 2.0                                                                      |
| <b>Participated By</b>   | BBA students and other departments of IEM-UEM group and faculty – 150 Participants |

The BBA Department of IEM proudly hosted Photogram 2.0, a photography competition and exhibition, on 25th August, 2025, from 4:10 PM to 6:00 PM in the IEM Ashram campus. The event celebrated the art of visual storytelling, allowing students to show their creative perspectives through captivating lenses. We were pleased to welcome Mr. Reshab Chowbey and Sohail Hassan renowned photographer as our special guest. They inspired participants with his insightful thoughts on visual expression and the importance of observation in photography. The exhibition displayed stunning captures that reflected various emotions and ideas. Photogram 2.0 truly showed how a single frame can convey deep meaning beyond words.

**GLIMPSES FROM THE EVENT**

## Shutter Trails : A journey through lens

|                          |                                                |
|--------------------------|------------------------------------------------|
| <b>Organizer</b>         | The Snapshot Society : Photography Club of BBA |
| <b>Date</b>              | 20/09/2025                                     |
| <b>Type of Event</b>     | Outdoor Photography Workshop                   |
| <b>Name of the Event</b> | Shutter Trails : A journey through lens        |
| <b>Participated By</b>   | BBA students and faculty – 40 Participants     |

The Snapshot Society, the Photography Club of BBA Department, IEM Ashram Campus, organized its much-awaited photo walk event “Shutter Trails” on 20th September 2025, from 8:00 a.m. onwards. The event aimed to encourage students to explore the art of storytelling through photography while discovering the beauty of everyday moments. The session was graced by our esteemed guest, Mr. Pramit Pal and Reshab Chowbey, renowned photographers, who shared valuable insights on visual composition and real-world photo documentation. Participants enthusiastically captured frames that reflected creativity, culture, and campus life. Shutter Trails truly celebrated the spirit of observation, imagination, and expression through the lens.

### GLIMPSES FROM THE EVENT



## Lens Verse

|                          |                                                                 |
|--------------------------|-----------------------------------------------------------------|
| <b>Organizer</b>         | The Snapshot Society_ Photography club of IEM BBA Dept          |
| <b>Date</b>              | 17/03/2026                                                      |
| <b>Type of Event</b>     | BBA student Photography exhibition & competition                |
| <b>Name of the Event</b> | Lens Verse                                                      |
| <b>Participated By</b>   | 92 BBA students and faculty & 58 external Students Participated |

The BBA Department of IEM proudly hosted Lens Verse, a photography competition and exhibition, on 17th March, 2026, from 4;10 PM to 6:00 PM in the IEM Ashram campus. The event celebrated the art of visual storytelling, allowing students to show their creative perspectives through captivating lenses. Mr. Sammya Brata Mullick renowned Street & Documentary photographer was our special guest. He inspired participants with his insightful thoughts on visual expression and the importance of observation in photography. The exhibition displayed stunning captures that reflected various emotions and ideas. Lens Verse truly showed how a single frame can convey deep meaning beyond words.

CLUB 09

### GLIMPSES FROM THE EVENT



**CLUB 09****ECONSPIRE – THE ECONOMICS CLUB****Chalachitra 2025 – Where Cinema Meets Culture & Economy**

|                          |                                                         |
|--------------------------|---------------------------------------------------------|
| <b>Organizer</b>         | Econspire (Economics Club, BBA)                         |
| <b>Date</b>              | 18.09.2025                                              |
| <b>Type of Event</b>     | Shortfilm making competition                            |
| <b>Name of the Event</b> | Chalachitra 2025 – Where Cinema Meets Culture & Economy |
| <b>Participated By</b>   | 40 students                                             |

The Department of BBA, IEM Ashram Campus, hosted its flagship short film competition “Chalachitra 2025 – Where Cinema Met Culture & Economy”, organized by Econspire, the Economics Club. The event celebrated the spirit of Durga Puja while exploring its economic and cultural significance through the creative medium of short films.

A total of 17 teams participated, presenting innovative and thought-provoking films that beautifully captured the connection between cinema, culture, and economics. The event saw enthusiastic student participation and insightful evaluation by the judges, making the occasion intellectually engaging and artistically vibrant.

The program concluded with a felicitation ceremony where the winners were awarded, and all participants were appreciated for their creativity and effort.

Event Faculty Organizers: Prof. Kamalika Dasgupta and Prof. Peu Das

**GLIMPSES FROM THE EVENT**

## Industrial Visit to Birla Industrial and Technological Museum (BITM)

|                   |                                                                      |
|-------------------|----------------------------------------------------------------------|
| Organizer         | Econspire (Economics Club, BBA)                                      |
| Date              | 17.10.2025                                                           |
| Type of Event     | Educational visit                                                    |
| Name of the Event | Industrial Visit to Birla Industrial and Technological Museum (BITM) |
| Participated By   | 32 students                                                          |

The students of BBA (2nd & 3rd year) visited the Birla Industrial and Technological Museum (BITM), Ballygunge, Kolkata, as part of an educational industrial visit organized by Econspire. The visit provided an insightful learning experience, combining concepts of science, innovation, and economics in a practical setting.

Students explored various sections of the museum, including exhibits on energy, communication, physics, and emerging technologies. The interactive displays, live demonstrations, and informative sessions helped students relate theoretical concepts to real-world industrial applications.

The visit encouraged experiential learning and enhanced students' understanding of the economic and technological linkages shaping modern industries.

Event Faculty Organizers: Prof. Kamalika Dasgupta and Prof. Peu Das

### GLIMPSES FROM THE EVENT



## Quizzantra 2026 – trending ideas from local to global

|                          |                                                       |
|--------------------------|-------------------------------------------------------|
| <b>Organizer</b>         | Econspire (Economics Club, BBA)                       |
| <b>Date</b>              | 27.01.2026                                            |
| <b>Type of Event</b>     | Quiz Competition                                      |
| <b>Name of the Event</b> | Quizzantra 2026 – trending ideas from local to global |
| <b>Participated By</b>   | 40 students                                           |

The Department of BBA, IEM Ashram Campus, hosted its flagship quiz competition “Quizzantra 2026 – trending ideas from local to global”, organized by Econspire, the Economics Club. The event covered varied spectrums of topics on which the students participants demonstrated their intellect.

A total of 12 teams participated in the 3 round quiz session. The first two rounds had elimination process, while the third round was the decisive round. At the end of that round we had our 1st, 2nd and 3rd position holding teams. The questions were not limited to the scope of economics only but had also touched upon the areas which has significant relevance with economics. Areas such as, advertisement, marketing, culture, entertainment industry, start ups etc.

The program concluded with a felicitation ceremony where the winners were awarded, and all participants were appreciated for their intellect and effort.

Event Faculty Organizers: Prof. Kamalika Dasgupta and Prof. Peu Das

### GLIMPSES FROM THE EVENT



## A Seminar on ‘Analysis of Union Budget 2026’

|                          |                                                                       |
|--------------------------|-----------------------------------------------------------------------|
| <b>Organizer</b>         | Econspire (Economics Club, BBA) and ArthSamriddhi (Finance Club, BBA) |
| <b>Date</b>              | 20.02.2026                                                            |
| <b>Type of Event</b>     | Seminar                                                               |
| <b>Name of the Event</b> | A Seminar on ‘Analysis of Union Budget 2026’                          |
| <b>Participated By</b>   | 100 students                                                          |

An interactive session was conducted on the Union Budget 2026, where the key highlights of the budget were discussed in detail, focusing on its advantages and drawbacks, its potential impact on the overall economy, and the future prospects of investments in gold and silver in light of the new policy measures. The session encouraged active engagement and provided valuable insights to the participants.

Following the session, a quiz was organized for the audience, in which students participated enthusiastically, making the event more engaging and interactive. The event witnessed an encouraging response, with more than 100 registrations from students.

Event Faculty Organizers: Prof. Kamalika Dasgupta, Prof. Peu Das, Dr. Ajanta Ghosh, Prof. Suchandra Bose, Dr. Suchismita Paul

### GLIMPSES FROM THE EVENT



## Rangneeti 2.0

|                          |                                 |
|--------------------------|---------------------------------|
| <b>Organizer</b>         | Econspire (Economics Club, BBA) |
| <b>Date</b>              | 11.03.2026                      |
| <b>Type of Event</b>     | Competition                     |
| <b>Name of the Event</b> | Rangneeti 2.0                   |
| <b>Participated By</b>   | 60 students                     |

Holi is not just a festival, it's an unexpected showcase how different job role serves to the society . As people prepare for festival markets come alive with thandai, Rang and Mithaai. Econspire came up with an wonderful and colourful event named "Rangneeti 2.0", celebrating the connection between colours and the diverse collars of the economy.

Rangneeti 2.0 was such an amazing event which spoke about the "Collars of the Economy" and the title itself serves as the "WHERE COLLARS MET COLOURS" i.e workers by industry, job type and work enviroment, ranging from manual labor to high level management. This event filled with energy, creativity, and enthusiasm, the event showcased a blend of performances and presentations that brought together laughter, colours, and meaningful insights. The day was well spent with burst of laughter, happy faces, bright colours and infinite memories.

This particular event left everyone with meaningful insights and unforgettable memories. The event not only entertained but also encouraged everyone to reflect on the dignity and importance of every profession.

Event Organizers: Prof. Kamalika Dasgupta and Prof. Peu Das

### GLIMPSES FROM THE EVENT

