

VOL. 1, ISSUE IV, DECEMBER 2025



THE BHAWANIPUR
EDUCATION SOCIETY COLLEGE
Department of Business Administration



S Y N E R G Y

CONNECTING MINDS, CREATING IMPACT!

Department of Business Administration



THE BHAWANIPUR
EDUCATION SOCIETY COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION



SYNERGY

CONNECTING MINDS, CREATING IMPACT !

VOL.1, ISSUE IV, DECEMBER 2025

THE BHAWANIPUR
DEPARTMENT OF BUSINESS ADMINISTRATION

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SYNERGY

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VOL.1, ISSUE IV, DECEMBER 2025

THE BHAWANIPUR EDUCATION
SOCIETY COLLEGE
DEPARTMENT OF BUSINESS
ADMINISTRATION

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Dear Students of Business Management,

We find ourselves at a fascinating crossroads. While the "how-to" of business is increasingly being handled by Large Language Models and automated systems, the "why" remains uniquely ours.

This edition of our departmental journal arrives at a moment when the business world is asking: Just because we can automate it, should we?

As future leaders, your challenge is no longer just efficiency—it is discernment. Our progressive mission is to ensure that as our tools get sharper, our ethics stay even sharper. We must be careful not to mistake a high-speed output for a high-quality strategy.

I encourage you to explore :

The Ethical Edge : How do we maintain transparency and equity in an algorithmic economy?

The Value of Intuition : Where does the "human element" provide a competitive advantage that data cannot replicate?

Sustainable Integration : Moving beyond the AI hype to find real, carbon-conscious solutions for long-term growth.

AI is a formidable co-pilot, but it has no North Star. It cannot feel the weight of a layoff, the spark of a true creative breakthrough, or the social responsibility a company has to its community. That is your job.

I am immensely proud of the rigorous, cautious, and creative scholarship presented in this volume. You are proving that while the tools of the trade are changing, the need for principled leadership is more vital than ever.

Keep questioning the machine.

Best regards,

Professor Dilip Shah
Rector and Dean of Student Affairs
The Bhawanipur Education Society College

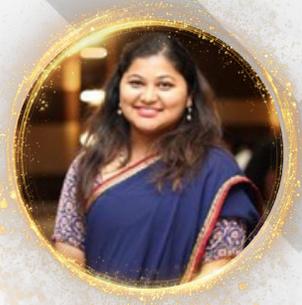


Greetings to all. As the Course Coordinator for the Department of Business Administration, I am delighted to launch the latest edition of our departmental newsletter “SYNERGY”. The newsletter serves as a vital bridge between academic learning and industry insights, curated entirely by our enterprising student and faculties.

This edition highlights the brilliance, grit, and creativity of our students. It is a window into our department's achievements and a celebration of student voice. This newsletter's ongoing production represents a noteworthy achievement and reflects the unwavering enthusiasm, spirit of cooperation, and dedication to quality that characterize our academic community. We have received a unique ISBN for this edition taking the newsletter to the next level.

I want to thank every contributor for making this possible. Let us keep the momentum going! Without further ado, let us reveal the latest edition to the readers.

Regards,
Dr. Tridib Sengupta
Course Coordinator
Department of Business Administration
The Bhawanipur Education Society College



EDITOR IN CHIEF MESSAGE

With great pleasure, we present the fourth volume of our Departmental Newsletter, **SYNERGY**, published as we return refreshed and re-energized after the Christmas break. This new year brings with it renewed enthusiasm, reflection, and a shared commitment to academic growth and collaboration.

We are delighted by the overwhelming response from our faculty members and are grateful to have received a rich collection of articles from teachers, reflecting their insights, experiences, and scholarly engagement. Their contributions have once again given **SYNERGY** its distinctive depth and vibrancy.

We are also happy to share that the department is currently in the process of obtaining an ISBN number for **SYNERGY**, a significant step that marks our continued efforts to enhance the newsletter's academic visibility and standing.

We extend our sincere thanks to all contributors for their time, effort, and dedication, and to everyone who supported this publication in various capacities. We hope this volume proves informative, inspiring, and a true reflection of our department's collective spirit.

REGARDS

PARIDHI AGGARWAL

ASSISTANT PROFESSOR

DEPARTMENT OF BUSINESS ADMINISTRATION

THE BHAWANIPUR EDUCATION SOCIETY COLLEGE

MESSAGE FROM THE JOINT EDITORS

With immense pride, heartfelt enthusiasm, and a deep sense of accomplishment, we are honored to unveil the fourth edition of SYNERGY—the official newsletter of the Department of Business Administration at The Bhwanipur Education Society College.

This milestone is not merely the release of another edition; it reflects the unwavering dedication, creativity, and collaborative spirit that define our department. Each successive issue of SYNERGY has stood as a vibrant testimony to the collective energy of our faculty, students, and staff, capturing the essence of academic excellence, innovative thought, and community engagement.

The overwhelming response and encouragement from our readers—whether students, alumni, faculty members, or well-wishers—have been a constant source of inspiration. It is this support that motivates us to raise the bar higher with every edition, striving to make SYNERGY not just a newsletter, but a platform that celebrates ideas, achievements, and aspirations.

As we present this fourth edition, we reaffirm our commitment to nurturing intellectual curiosity, fostering creativity, and strengthening the bonds that unite our academic community. SYNERGY continues to be more than a publication; it is a symbol of growth, collaboration, and the shared vision of excellence that drives the Department of Business Administration forward.

In this volume, you will find thought-provoking articles contributed by our talented students and esteemed faculty members. Alongside these, we have captured glimpses of the vibrant events and academic initiatives that have enriched our college life in the past quarter. Together, they reflect the dynamism, creativity, and scholarly engagement that define our department.

This edition is the result of the dedication and contributions of our writers, whose efforts we deeply appreciate. We also extend our sincere gratitude to our readers, whose encouragement and support remain the driving force behind SYNERGY’s journey.

We hope this edition not only informs and inspires but also strengthens the spirit of collaboration and learning within our community. Here’s to continuing the journey of growing, sharing, and synergising—together.



DR. GOURAB PANJA
 College Whole Time Teacher
 Department of Business Administration
 The Bhwanipur Education Society College



PROF. MAHESH HATHIRAMANI
 Guest Faculty
 Department of Business Administration
 The Bhwanipur Education Society College

FACULTY ACHIEVEMENTS

10th PAN-IIM

WMC 2025

IIM Ranchi



10th PAN-IIM

WORLD MANAGEMENT CONFERENCE (WMC) 2025

THEME : DRIVING SOCIAL IMPACT THROUGH MANAGEMENT RESEARCH

Best Paper Award
Second Runner-up

This certificate is given to

Dipanwita Majumder Basu

in recognition of the outstanding paper titled

IMPACT OF BOARD CHARACTERISTICS ON ESG SCORE OF INDIAN FIRMS AND THE MODERATING ROLE OF AUDIT QUALITY

in the **Finance & Accounting** track

at the **10th Pan-IIM World Management Conference 2025** held at the **Indian Institute of Management Ranchi** from **November 27 to 29, 2025**

Prof. Krishna Kr. Dadsena
Conference Chairperson

Prof. Manish Bansal
Conference Chairperson

Prof. Subhro Sarkar
Conference Chairperson

Prof. Deepak Kr. Srivastava
Director

FACULTY ACHIEVEMENTS

Dr. Debarati Guha presented research paper titled “A Study of Changing Trends in CSR Activities in India” at the Annual International Conference on Business Innovation and Sustainable Society (BISS 2025) to be held at GITAM School of Business, Gandhi Nagar, Visakhapatnam, Andhra Pradesh, on 27th and 28th November 2025.



FACULTY ACHIEVEMENTS



2012213903Y030



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Letter: 08498/Ph.D.(Sc.) Dated: 29th December 2025

To
Smt Nilanjana Roy
 Narayani Apartment, Flat No- 5/1, Santoshpur,
 PO-Bidhangarh, Near Santoshpur Railway Station,
 Kolkata-700066.

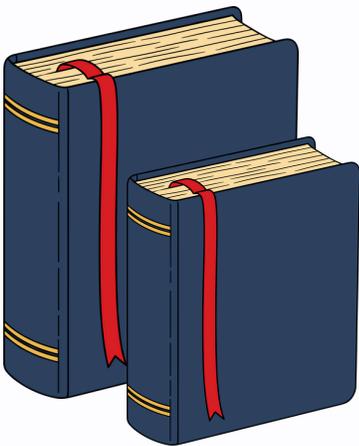
Madam,

I am to inform you that on the recommendation of the Board of Examiners on their adjudication of the undernoted thesis submitted by you for the Ph.D.(Sc.) Degree of this University in terms of 6.6 Regulation for the Degree of Doctor of Philosophy (Ph.D.), C.U., framed under UGC Guidelines, 2016, and on the results of the viva-voce examination, you have been admitted to the aforesaid degree on December 26, 2025 in Economics.

Yours faithfully,

 Registrar
 29/12/2025
 REGISTRAR
 UNIVERSITY OF CALCUTTA

Title of Thesis : Essays On Demography And Economic Indicators: A Macroeconomic Perspective.



BOOK CHAPTERS PUBLISHED

- Dr Tridib Sengupta authored a book chapter titled “Sustainable Digital Banking – Integrating Green Practices in Financial Marketing,” published by MGM Publishing House in December 2025.
- Dr Gourab Panja authored a book chapter titled “Sustainable Digital Banking – Integrating Green Practices in Financial Marketing,” published by MGM Publishing House in December 2025.
- Professor Moumita Acharya authored a book chapter titled "SDG 9 in New Normal: An Indian Perspective," published in Spectrum Volume - 1, in the month of September-October, 2025.

PAPER PRESENTATIONS AT CONFERENCES

- Dr Debarati Guha presented a paper titled “A Study of Changing Trends in CSR Activities in India” at the International Conference on Business Innovation and Sustainable Society (BISS 2025), held on 27th and 28th November 2025.
- Mr Siddharth Chakravorty presented a paper titled “A Systematic Literature Review on the Impact of Environmental Ethics on Reducing Emissions in India” at International Management Institute (IMI) Kolkata, from 26th to 29th December 2025.

JOURNAL PUBLICATIONS

- Dr Debarati Guha authored a research paper titled “A Review of the Indian Film Box Office Collection Trend: A Special Reference to PVR INOX Ltd.”, published in the Proceedings of the International Conference on Business, IT and Enterprise Architecture (ICBIT-2025), (ISBN: 978-93-49566-90-3).
- Dr Dipanwita Majumdar Basu authored a research paper titled “Impact of Earnings Management on the Performance of Oil Companies in India: A Comparative Study,” published in the International Journal of Management Studies and Social Science Research, Volume 7, Issue 6, ISSN: 2582-0265.
- Professor Srijani Sarkar authored a research paper titled “The Ethical Balance Sheet: Re-examining Profit and Social Responsibility through Classical Ethical Frameworks,” published in the International Journal for Multidisciplinary Research, Volume 7, Issue 6, November–December 2025, E-ISSN: 2582-2160, published on 28th December 2025.

AWARDS / RECOGNITIONS OF THE FACULTY MEMBERS

- Dr Nilanjana Roy was awarded the PhD degree in Economics by the University of Calcutta on 26th December 2025, for her thesis entitled “Essays on Demography and Economic Indicators: A Macroeconomic Perspective.”

- Dr Dipanwita Majumder Basu's paper "Impact of Board Characteristics on ESG Score of Indian Firms and the Moderating Role of Audit Quality" was honoured with the Best Paper Award – Second Runner-up in the Finance & Accounting track at the prestigious 10th Pan-IIM World Management Conference 2025, hosted by IIM Ranchi.

SPECIAL TRAINING PROGRAMMES / WORKSHOPS ATTENDED BY THE FACULTY MEMBERS

- Dr Debarati Guha participated in "Advanced Research Methods with AI Tools," jointly organised by the BBA Department and the IQAC of The Bhawanipur Education Society College, in collaboration with the Centre for Social Science Research, Kolkata, from 18th to 23rd December 2025.
- Professor Paridhi Agarwal participated in "Advanced Research Methods with AI Tools," jointly organised by the BBA Department and the IQAC of The Bhawanipur Education Society College, in collaboration with the Centre for Social Science Research, Kolkata, from 18th to 23rd December 2025.
- Dr Nilanjana Roy participated in "Advanced Research Methods with AI Tools," jointly organised by the BBA Department and the IQAC of The Bhawanipur Education Society College, in collaboration with the Centre for Social Science Research, Kolkata, from 18th to 23rd December 2025.
- Dr Nilanjana Roy also participated in "Leveraging Modern Data Tools and AI for Enhanced Research Practices and Ethical Considerations," jointly organised by the Faculty Development Committee and the IQAC of The Bhawanipur Education Society College, in collaboration with Ramkrishna Mission Vivekananda Centenary College, Rahara, from 1st to 5th December 2025.
- Dr Dipanwita Majumder Basu participated in "Advanced Research Methods with AI Tools," jointly organised by the BBA Department and the IQAC of The Bhawanipur Education Society College, in collaboration with the Centre for Social Science Research, Kolkata, from 18th to 23rd December 2025.
- Dr Chiranjib Mitra participated in "Advanced Research Methods with AI Tools," jointly organised by the BBA Department and the IQAC of The Bhawanipur Education Society College, in collaboration with the Centre for Social Science Research, Kolkata, from 18th to 23rd December 2025.
- Dr Chiranjib Mitra also participated in "Leveraging Modern Data Tools and AI for Enhanced Research Practices and Ethical Considerations," jointly organised by the Faculty Development Committee and the IQAC of The Bhawanipur Education Society College, in collaboration with Ramkrishna Mission Vivekananda Centenary College, Rahara, from 1st to 5th December 2025.
- Professor Soumali Bose participated in "Advanced Research Methods with AI Tools," jointly organised by the BBA Department and the IQAC of The Bhawanipur Education Society College, in collaboration with the Centre for Social Science Research, Kolkata, from 18th to 23rd December 2025.

- Professor Soumali Bose also participated in a two-week Online FDP on “Quantitative and Qualitative Research Methods,” organised by Birla Institute of Technology, Mesra, Noida campus, from 8th to 20th December 2025.
- Professor Soumali Bose participated in a One-day Workshop titled “Case Writing Master Class” conducted by IBS Hyderabad on 14th November 2025.
- Dr Gourab Panja participated in “Advanced Research Methods with AI Tools,” jointly organised by the BBA Department and the IQAC of The Bhawanipur Education Society College, in collaboration with the Centre for Social Science Research, Kolkata, from 18th to 23rd December 2025.
- Professor Siddharth Chakravorty participated in “Advanced Research Methods with AI Tools,” jointly organised by the BBA Department and the IQAC of The Bhawanipur Education Society College, in collaboration with the Centre for Social Science Research, Kolkata, from 18th to 23rd December 2025.
- Professor Moumita Acharya participated in “Advanced Research Methods with AI Tools,” jointly organised by the BBA Department and the IQAC of The Bhawanipur Education Society College, in collaboration with the Centre for Social Science Research, Kolkata, from 18th to 23rd December 2025.
- Professor Srijani Sarkar participated in “Advanced Research Methods with AI Tools,” jointly organised by the BBA Department and the IQAC of The Bhawanipur Education Society College, in collaboration with the Centre for Social Science Research, Kolkata, from 18th to 23rd December 2025.
- Professor Ananya Ghosh participated in “Advanced Research Methods with AI Tools,” jointly organised by the BBA Department and the IQAC of The Bhawanipur Education Society College, in collaboration with the Centre for Social Science Research, Kolkata, from 18th to 23rd December 2025.

Nari Shakti and Sustainable Rural Development : A New Paradigm in India

- Moumita Acharya

College Whole Time Teacher

BBA Department

The Bhawanipur Education Society College, Kolkata



In this contemporary Indian rural economy, a significant change is evident in context of gender equality, job creation and sustainable development. This is a resultant of shift towards "Women-Led Development" which has supplanted earlier "Women Development" frameworks. While the focus in the earlier decades was "awakening the rural youth", the current trends in rural India is gradually aging towards strengthening the "Nari Shakti". It provides as an engine to rural development. Self-Help Groups (SHGs) have been instrumental in this development, uniting over 10 crore women into over 90 lakh groups and creating the world's largest network of micro-entrepreneurs through programs like DAY-NRLM.

These women-led rural communities have successfully developed traditional skills into profitable businesses in the food processing, dairy, and textile sectors. Programs like the PM Vishwakarma scheme now provide credit-linked subsidies and contemporary instruments for 18 traditional crafts in order to solve the historical "lack of technical know-how," which has led to an increase in MSMEs run by women. This change is evident from the fact that in just three years 89 lakh jobs were created by women-led firms. From 2010 to 2024 the twofold increase in jobs from one crore to 1.92 crore is also a significant milestone.

The growth in women entrepreneurship is mostly eminent in rural parts of India. The male to female firm ownership ratio in rural areas is 2.5:1 which is better than the urban parts in India. Moreover, the average rural Female Labor Force Participation (LFPR) has skyrocketed to incredible 47.6% as compared to the urban average of 28%. These figures demonstrates that in developing and sustaining rural economy, women are no longer just participants but also, they are the primary job manufacturers and creators. This structural change emerging out of "Nari-Shakti" in rural workplace is serving as a backbone to the rural economy by reducing poverty, rural-to-urban migration as well as a key player in environmental and social transformation.

The pillars of sustainable development of rural economy are mostly driven by women-led local-global environment. The traditional crafts are paving way towards scalable, professional businesses as seen by 1.92 crore women-led MSMEs in rural parts of India. In conclusion, the industrialization led by "Nari-Shakti" is no longer an option for the policy makers but a requirement to address job creation, innovations and fostering local talents.

Guerrilla marketing - A Unique Form of Marketing

- Siddharth Chakravorty

College Whole Time Teacher

BBA Department

The Bhawanipur Education Society College, Kolkata



Marketing has been a key component when it comes to generating buzz awareness regarding a product or service of a company. Over the years we have seen many forms of marketing and its unique features and uses. One of these forms that has emerged is guerrilla Marketing.

Guerrilla marketing refers to the strategy which uses innovative, Unconventional, Low-cost marketing techniques with the objective of increasing the exposure and awareness for a product. The term has been coined by Jay Conrad Levinson in the year 1984. The concept of Guerrilla Marketing has been inspired and adapted from Guerrilla warfare where small group of Soldiers use unconventional tactics and element of surprise to fight their enemies. In terms of Marketing , it means applying the element of surprise to grab attention of the people especially those who are busy in their daily lives.

- One the biggest example of Guerrilla Marketing is when McDonald's painted the pedestrian Crosswalk in the form of a giant carton French Fries as seen in a festival in Switzerland.
- Another example is when UNICEF installed a vending machine with bottles filled with dirty water labelled as Cholera , Typhoid etc. This shocked the people who were passing by and raised awareness regarding the initiative to raise funds for clean water. This happened in New York City in USA.

Features of Guerrilla Marketing in today's world :

1. It Raises awareness and grabs attention of the masses in the most unconventional manner
2. Guerrilla Marketing is a low-Cost initiative to raise awareness
3. Creativity, imagination and innovation is instrumental for this form of marketing
4. The main Objective behind guerrilla Marketing to create maximum impact among the public as it relies on creating a shock In the minds of the public.

India's IPO Boom : Capital Raising or Investor Exit Vehicle

Soumali Bose

Assistant Professor

BBA Department

The Bhawanipur Education Society College



Initial Public Offerings (IPOs) have gained major thrust in India, with organizations viewing it as more than just a means of raising capital, but as a vehicle towards acquiring visibility, credibility, and access to a broader investor base. Listing of stocks enhances the market reputation and entices investor attention for the issuer company. Additionally, an IPO serves as a prospect for exit and profit realization by private capital providers. With a thriving start-up ecosystem and reputable organizations looking for expansion, the IPO market has surged. Strong regulatory framework, growing retail investor participation and favorable Government policies have fueled this surge further. However, not every IPO will create wealth. Some recent offerings, particularly those structured as pure Offers for Sale, don't raise fresh capital, restraining future growth potential. Also, high valuations in select issues and macroeconomic uncertainties – such as global oil price swings and foreign fund outflows – could diminish returns post-listing.

Mainboard IPOs listed in the Bombay Stock Exchange (BSE) during the period January, 2025 to November, 2025, 93 IPOs were listed in the BSE during this period with around Rs. 1,60,706 crores raised publicly. Out of the 93 listed, only 15 companies had exclusively raised capital through fresh issue of shares, 25 issuer companies exclusively raised capital through Offer for Sale. Through fresh issue of shares Rs. 62,627 crores were raised and through Offer for Sale a whopping amount of Rs. 86, 832 crores were raised during this period. Of the 93 companies listed during January, 2025 till 28th November, 2025, an average listing day gain of 10.15% was recorded. Around 61 companies had underpriced IPO stocks with an average underpricing of 19%. Underpricing is a phenomenon, whereby the listing day close price of IPO stocks are higher than its issue or offer price. Out of these 61 companies, around 44 companies delivered less than 10% listing gains. About 32 companies had negative listing gains, also termed as overpricing of IPO stocks. Overpricing occurs when, upon listing the IPO stock it closes at a lower price than it was issued at. A mean overpricing of -9.55% was recorded among the stocks listed during the said period.

The sectoral trends have influenced the IPO offerings, with sectors like financial services, technology, healthcare, and engineering leading the charge. The growth of new-age sectors—like fintech and renewable energy—also points toward a change in investor sentiment toward innovation-driven businesses. At the same time, the rising participation of the Small and Medium Enterprise (SME) sector in public issues has enhanced financial inclusion, bringing more enterprises into the formal economy. Worldwide, India has placed itself as a sturdy player in the IPO landscape, alike developed economies in penetration and scale. Beyond capital formation, IPOs have boosted corporate governance, market reliability, and employment generation, strengthening their role in economic development of our country.

LEADERS ARE NOT BORN, THEY ARE MADE

Dr. Kaushik Banerjee

Faculty

BBA Department

The Bhawanipur Education Society College



The "Born Leader" theory, often associated with the 19th century "Great Man" theory and early trait theories, contend that leadership is an innate, genetic capability rather than a learned skill. In this theory, leaders are believed to possess natural, inborn qualities that cannot be easily acquired through training.

However, the real-life situation has portrayed a different state of affairs. Leadership is a deliberate choice requiring the mentoring of humility and the spirit to learn from failure.

Modern science proves it is roughly 70% learned. Following the 70-20-10 Rule, leadership is a muscle built through 70% challenging experiences, 20% mentorship, and 10% formal training.

History's most iconic figures were not born perfect. They developed themselves through setbacks and deliberate practice.

Resilience through Trial : Mahatma Gandhi was a timid lawyer with a deplorable fear of public speaking before South Africa's racial catastrophes forged his moral authority. Nelson Mandela was sculpted by adversity. Mandela transformed from a radical activist into a unifying statesman during his 27 years in prison, proving that Emotional Intelligence (EQ) is developed through profound self-awareness, empathy, and relationship management.

Strategic Mastery : Bill Gates achieved greatness via 10,000 hours of coding and business trial-and-error. Dhirubhai Ambani rose from gas station attendant to industrialist by mastering market complexities, while Sundar Pichai and Satya Nadella refined their skills through decades of academic and corporate discipline.

Purposeful Transformation : Steve Jobs developed himself only after being fired and forced to mature at NeXT. Dr. A.P.J. Abdul Kalam and Mary Kom dismantled barriers of poverty and gender through technical rigour and grit, proving leadership is a product of determined effort.

Thus, greatness and leadership is not an inherited trait. It is an achievement realized through persistent self-refinement. Rather the "Born Leader" theory has been found to be a myth.

STUDENTS' ACHIEVEMENTS



Krishna Soni, Kirti Tantia, Pratima Gupta, Shourya Gupta, the bright students from Semester 3 of the BBA department made their college proud by grabbing the position of 2nd Runners-up in the Treasure Hunt event at Podium'25, which was hosted by Shri Shikshayatan College on 13th September 2025.

STUDENTS' ACHIEVEMENTS

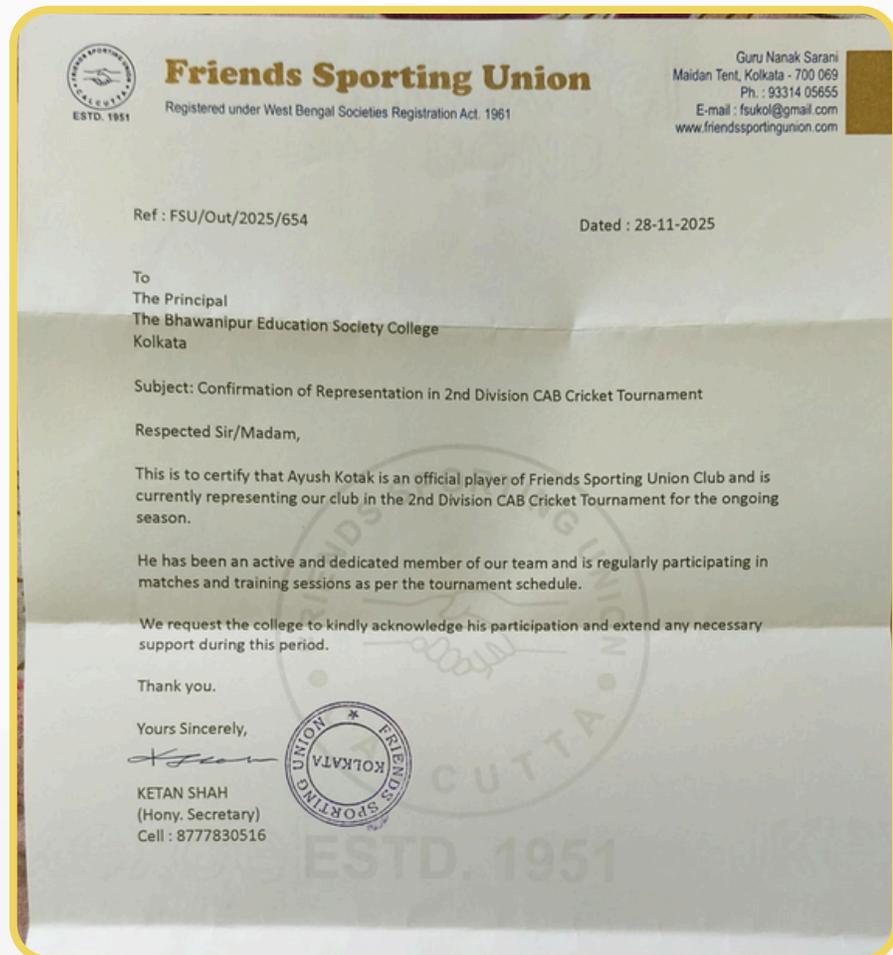


It was a prestigious moment when Aayush Bhattacharjee, from Semester 1 of the BBA Department, achieved his first Grandmaster norm and also secured the First Place Champion trophy at the Brčko International Chess Festival 2025 held in Brčko, Bosnia and Herzegovina. He also secured the First Place Champion trophy in the second tournament, but narrowly missed achieving another Grandmaster norm by half a point. It was a proud moment for India as Aayush was up against players from Serbia, Taiwan, Bulgaria, Turkey, Singapore, Ukraine and many other countries.

STUDENTS' ACHIEVEMENTS



Ayush Kotak, a sophomore in the BBA department, is an official player of the Friends Sporting Union Club, and is currently representing the club in the 2nd Division CAB Cricket Tournament for the ongoing season. He has been a dedicated player, and plans on breaking new records this year.



STUDENTS' ACHIEVEMENTS

The screenshot shows a mobile application interface for a student profile. At the top left is the logo for 'The Telegraph' and '18 UNDER 18 AWARDS 2024'. To the right is the logo for 'PRESENTING PARTNER EILM KOLKATA'. Below these is a circular profile picture of a young man with glasses, identified as 'Arjab Halder', a 'Photographer'. A bio text follows, detailing his awards and work. At the bottom, there are navigation arrows and social sharing icons for Facebook, X, WhatsApp, and a link icon.

ARJAB HALDER, STUDENT OF FIRST YEAR HAS RECEIVED THE TELEGRAPH YOUTH ICON AWARD.

STUDENTS' ACHIEVEMENTS

Harshit Mishra, Student of the 1st Year BBA secured the following positions and awards in various Fests and competitions.

Quid-Pro-Quo | Econverge 2025

Secured the 2nd position in Quid-Pro-Quo, an event conducted as part of Econverge 2025, organised by the Department of Economics, Scottish Church College. The event tested analytical thinking, economic reasoning, and decision-making skills and knowledge of international trade in a competitive academic environment.

INNOVEST 2025 – Entrepreneurial Bootcamp

Was a Finalist at INNOVEST 2025, an entrepreneurial bootcamp hosted at NSHM Knowledge Campus, Kolkata, in collaboration with the Wadhvani Foundation (WEN). The programme focused on startup ideation, business modeling, and pitching under expert mentorship.

Innovana | BRIO 2025

Secured the 1st position in Innovana, the flagship event of BRIO 2025, organised by ICFAI Business School, Kolkata. The competition involved strategic problem-solving, innovation, and business acumen, competing against teams from multiple institutions.

Data Rewind | XAVIESTA 4.0

Achieved the 2nd Runner-Up (3rd position) in Data Rewind at XAVIESTA 4.0, organised by Xavier Business School, St. Xavier's University, Kolkata. The event focused on data interpretation, analytical accuracy, and real-world business insights.

Intra-College Marketing Fair | REVEAL'25

Secured the 1st position in the Intra-College Marketing Fair “REVEAL'25”, organised by the Department of Business Administration, The Bhawanipur Education Society College. The event evaluated creativity, branding strategy, and practical marketing execution.



THE TIGER GLOBAL TAX DISPUTE

Amitokirti Guharay, Semester V

Tiger Global, one of the most influential global investment firms having a major influence on up and coming internet and technology companies, made its first major, high-risk, thesis-driven investment in India through Flipkart in 2010 during the company's early growth phase. The initial investment was small but as Flipkart showed a promising growth trajectory, Tiger Global's investments in it grew aggressively, and at its peak Tiger Global had become the largest single financial shareholder in the company, with an ownership stake of around 15-20%.

Flipkart had gone on to become India's largest and most influential, homegrown e-commerce company, rivalling global giants like Amazon. And this was when the American retail giant Walmart wanted exposure in the growing Indian e-commerce market and building a competitor from scratch to go against established players was impractical. Thus, it decided to acquire a majority stake in Flipkart of around 77% for USD 16 Billion in 2018, making it one of the largest e-commerce deals globally at that time.

Tiger Global, therefore, held the maximum exposure in the company right before its biggest liquidity event. It diluted a large portion of its ownership for an estimated USD 3-3.5 Billion translating to a multi-x return. It continued to hold a smaller residual stake post this major dilution, and it is only around 2022-23, reports came out suggesting it had completely exited Flipkart or held a very negligible stake.

However, there was still an issue with the nature of Tiger Global's investments in Flipkart and the Capital Gains that it had made through the majority stake dilution that would create a friction with the Income Tax Department of India and create a legal tussle for years to come.

The Income Tax Department of India had computed a capital gains tax of INR 14,000-15,000 Crores, whereas Tiger Global was not expecting to pay any major capital gains tax at all.

Tiger Global had made its investments through shell companies in Mauritius to exploit tax exemptions through the India-Mauritius DTAA (Double Taxation Avoidance Agreement), by which they would effectively have to pay no capital gains tax. This technique was well in use at the time Tiger Global had made its initial investments, however, over time India had changed its policies, previous laws and agreements were reinterpreted, GAAR (General Anti-Avoidance Rules) were introduced, to prevent exploitation of value created through Indian Consumers and Markets.

Legal battles went on for years, with Tiger Global seeing a visible ray of hope when The Delhi High Court ruled in its favour in 2024, only for the Income Tax Department to appeal to the Supreme Court. It was only recently, in January, 2026 where the Supreme Court's judgement settled the core legal question regarding the taxability of the Capital Gains, which came out in favour of the Income Tax Department of India, and was declared taxable. This settlement is final and binding with no further opportunity for an appeal. The case still continues in terms of tax computation and recovery.

Thus, Tiger Global's returns from Flipkart became widely regarded as one of the most successful venture returns in Indian startup history. At the same time it also became a part of what is widely regarded as a landmark tax case in India, in the context of foreign venture capital and private equity exits.

ACHIEVING DIVERSITY AND INCLUSION IN THE MODERN WORKPLACE

Khushi Agarwal, Semester V

In a creative agency, being too “like-minded” is not a good thing, nor is indulging in one another's creative egos. Yes, it's diversity to argue with, and I would go as far as to say argument is the engine of innovation and growth. Cate Blanchett reminds us that creativity thrives when diverse viewpoints are welcomed and respectfully debated, rather than when uniformity and self-congratulation prevail. In the context of an organisation, diversity brings together individuals with differing backgrounds, such as culture, ethnicity or race, gender, age, and even sexual orientation—each individual brings different thoughts and ideas. Why diversity, you ask? It's as simple as that- in this fast-moving, automated world, what separates one organisation from the rest is its ability to engage a wider audience. And that connection begins with welcoming diversity.

Diversity is an even more crucial issue today, due to globalisation, which has affected practically every industry on the market. With different brands catering to a variety of target audiences, all of whom are dealing with their own issues and needs, cum challenges, you will obviously need people within Human Resources who have the right industry know-how. Diversity also means a variety of perspectives around a table, challenging the conventional wisdom and encouraging creativity.

But inclusion is a larger concept than mere representation. Inclusion resulted from establishing an environment where everyone is valued, respected, and given the opportunity to contribute, regardless of their differences. Without inclusive measures, diversity is just lip service.

Studies have shown that organisations that include diversity and inclusion in their hiring/human resources practices outperform those that don't. Finally, valuing diversity and inclusion is increasingly not just a social or moral imperative but is becoming an essential strategic requirement. In a world that is becoming more interconnected and competitive, companies with the strongest commitment to diversity are better positioned for success in innovation, agility, competitiveness, and continuity.

DATA IS THE NEW CURRENCY IN THE DIGITAL ERA

Prerna Gupta, Semester V

Nowadays, data is the most valuable thing we have in the digital world it has totally replaced the old kind of assets. Every single thing we do online, like clicking on things and searching for stuff and buying things, we are turned into money and this is changing the way businesses work with data.

Personalization is really important these days. Companies try to learn as much as they can about what people do when they use their websites or apps. Then they use that information to show people ads that're just right for them, suggest products they will really like and use dynamic pricing. This is not just about making people happy, it is a reason why companies make more sales and get more people to buy things from them. Companies like Netflix and Amazon use personalization to keep people coming back, to their sites.

Using advanced analytics companies put together data to find the big trends, figure out what people will want and make their marketing and operations work better. Advanced analytics and data aggregation help with this by giving companies an understanding of people's behaviour and lifestyles.

There are problems with this way of making money. People's privacy and safety are very important. The government is making rules to make sure companies do not misuse data. For example, the Digital Personal Data Protection Act, 2023 is a law that says companies have to protect our data.

Data is now a vital strategic asset rather than just a byproduct of operations. Organizations will gain a significant and long-lasting advantage in the digital marketplace by managing, analyzing, and safeguarding this new collateral most efficiently and ethically.



Highlights





11.09.2025

OUTREACH PROGRAMME



SINGAPORE
MANAGEMENT
UNIVERSITY

Kolkata, West Bengal, India
5, Elgin Rd, Sreepally, Bhowanipore, Kolkata, West Bengal
700020, India
Lat 22.538093° Long 88.353217°
11/11/2025 02:28 PM GMT +05:30



Kolkata, West Bengal, India
5, Elgin Rd, Sreepally, Bhowanipore, Kolkata, West Bengal
700020, India
Lat 22.53809° Long 88.353201°
11/11/2025 02:25 PM GMT +05:30

THE BHAWANIPUR EDUCATION SOCIETY COLLEGE, KOLKATA
DEPARTMENT OF BUSINESS ADMINISTRATION
REPORT : OUTREACH ACTIVITY

Name of the Activity : Outreach Programme with Singapore Management University

Category of the Activity : Outreach Programme

Organising Unit : BBA Department, in collaboration with the Dean's Office

Date/Duration of Activity (from-to) : 11 November 2025

Time : 1:50-2:50 PM

No. of Participants : 205

No. of Beneficiaries : 205

Objective of the activity : To inform first-year undergraduate students about MBA opportunities at Singapore Management University and clarify relevant doubts

Brief description of the activity :

The Department of Business Administration, in collaboration with the Dean's Office, invited Ms Seema Parakkat of Singapore Management University to address the first-year undergraduate students and share information about MBA programmes abroad. The event was attended by a vast number of students, eager to hear about the possibilities of foreign education, especially at Singapore Management University (SMU).

The event began with an address by the programme coordinator, Dr Tridib Sengupta, who officially welcomed the esteemed guest, Ms Seema Parakkat, and shared his insights on the importance of such outreach activities. Following the welcome speech, Ms Parakkat began her speech by addressing the common fears and misconceptions that Indian students have regarding studying abroad. After debunking them, she began explaining why an MBA at SMU is a lucrative option and how it can really advance one's career.

Ms Parakkat mentioned the requirements for admission to the programme, which included recommendation letters, a good academic record, as well as a GRE/GMAT score. She highlighted the eight core modules of the programme and their subsequent employment opportunities. SMU graduates are recognised for their diverse work experiences across various sectors, including financial services, technology, manufacturing, consulting, media/advertising, and real estate.

Having explained the structure of the programme, she also spoke about the tuition and living costs in Singapore, as well as the numerous scholarships available there. Her session was brought to a close after answering a round of questions from the eager students. They presented their queries regarding the institution's rankings, electives available, and graduation requirements.

After Ms Parakkat's session, Dean Sir, Mr Dilip Shah, took the dais to encourage and motivate the students regarding the opportunities at SMU. The programme concluded with Prof. Sengupta's closing address and a vote of thanks.

Outcome of the activity :

This activity was highly beneficial for first-year undergraduate students, as it provided them with relevant exposure to post-graduation opportunities abroad. The students ensured that they took down the details of the university and reviewed their MBA brochure.



THE BHAWANIPUR
EDUCATION SOCIETY COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION

presents

FLIPPED CLASSROOM

switching seats, expanding minds

Conducted by Ms Ananya Ghosh



September 20th, 2025
10:15 AM Reporting



Room No.- 322



Kolkata, West Bengal, India 🇮🇳
 5, Elgin Rd, Sreepally, Bhowanipore, Kolkata, West Bengal 700020, India
 Lat 22.538144° Long 88.353113°
 20/09/2025 11:21 AM GMT +05:30



Kolkata, West Bengal, India 🇮🇳
 5, Elgin Rd, Sreepally, Bhowanipore, Kolkata, West Bengal 700020, India
 Lat 22.538157° Long 88.353093°
 20/09/2025 11:05 AM GMT +05:30



Kolkata, West Bengal, India 🇮🇳
 5, Elgin Rd, Sreepally, Bhowanipore, Kolkata, West Bengal 700020, India
 Lat 22.53851° Long 88.353147°
 20/09/2025 12:59 PM GMT +05:30

FLIPPED CLASSROOM SEMINAR 20.09.2025



Kolkata, West Bengal, India 🇮🇳
 5, Elgin Rd, Sreepally, Bhowanipore, Kolkata, West Bengal 700020, India
 Lat 22.538172° Long 88.353121°
 20/09/2025 11:04 AM GMT +05:30

FLIPPED CLASSROOM SEMINAR

The Department of Business Administration at The Bhawanipur Education Society College successfully organised a Flipped Classroom Seminar on 20th September, 2025. The event was held in Room 322 (3rd floor) and engaged an audience of over 60 people.

The seminar was anchored by Aaliah Afreen (Semester I) who welcomed the guests to the gathering and introduced the concept of the flipped classroom. She further requested Professor Dr Tridib Sengupta, the BBA coordinator, to deliver the welcome address.

Following Dr Sengupta's address, Professor Ananya Ghosh was invited to explain the pedagogical scaffolding behind the initiative. As the conductor of the event, she laid out the importance of democratizing the classroom space, and how innovative teaching pedagogy aids the very idea. She also chalked out the different sections of the event for the guests' ease.

With this, the flipped classroom seminar officially began. Four undergraduate students taught their peers for a two-hour long session and designed activities to enhance their English language skills. Lohith Datta Arangi (Semester I) designed a translation activity based on popular Bollywood dialogues. Mohammed Ismail Lokhandwala (Semester I) followed Lohith, and prepared an improve exercise through reimagining alternate endings of movies. After that, Simran Bag (Semester I) discussed the dialogue writing process of the previously discussed movies, and engaged the participants to develop their own alternate endings in groups. Finally, Yuvraj Purohit (Semester I) conducted an enactment exercise, where each group enacted their scenes.

After the session, Professor Ghosh was requested to deliver the closing address. Then, Aaliah delivered a vote of thanks to all the participants for their eager participation, patience, and dedication.

The event was curated by Professor Ananya Ghosh. The seminar gave first year undergraduate students the opportunity to try something new. They developed their research skills, and public speaking skills.



THE BHAWANIPUR
EDUCATION SOCIETY COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION

presents

SEMINAR ON
**NAVIGATING CHALLENGES IN THE
FMCG SECTOR : INSIGHTS AND CASE
STUDIES**

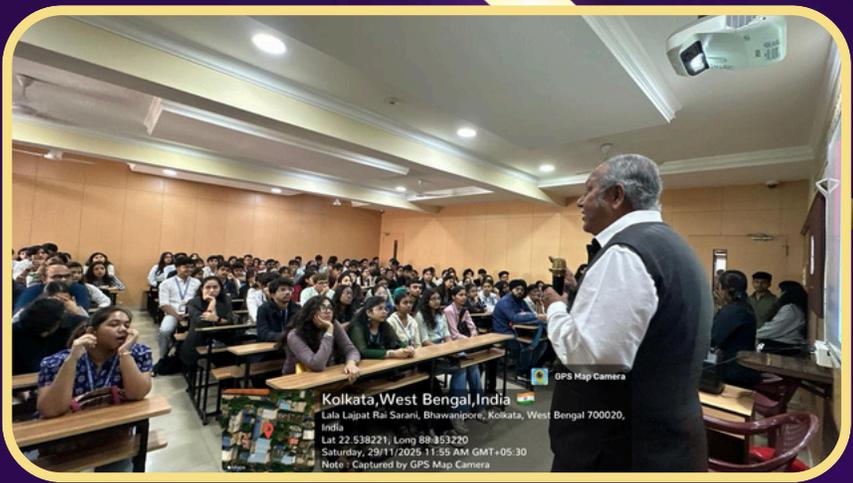


MR. AMIT RAY

Managing Director of ORG (India) Pvt. Ltd. and Senior
Industry Leader in Market Research and Counselling

29TH NOV, 2025 12 NOON ONWARDS

ROOM NUMBER: 322 (3RD FLOOR)



Kolkata, West Bengal, India
Lala Lalpat Rai Sarani, Bhawanipore, Kolkata, West Bengal 700020, India
Lat 22.538221, Long 88.353220
Saturday, 29/11/2025 11:55 AM GMT+05:30
Note : Captured by GPS Map Camera



Kolkata, West Bengal, India
Sreepally, Bhawanipore, Kolkata, West Bengal 700020, India
Lat 22.538265, Long 88.353161
Saturday, 29/11/2025 11:49 AM GMT+05:30
Note : Captured by GPS Map Camera



Kolkata, West Bengal, India
Sreepally, Bhawanipore, Kolkata, West Bengal 700020, India
Lat 22.538347, Long 88.353174
Saturday, 29/11/2025 11:56 AM GMT+05:30
Note : Captured by GPS Map Camera



Kolkata, West Bengal, India
Sreepally, Bhawanipore, Kolkata, West Bengal 700020, India
Lat 22.538304, Long 88.353157
Saturday, 29/11/2025 11:54 AM GMT+05:30
Note : Captured by GPS Map Camera



Kolkata, West Bengal, India
Sreepally, Bhawanipore, Kolkata, West Bengal 700020, India
Lat 22.538265, Long 88.353161
Saturday, 29/11/2025 11:49 AM GMT+05:30
Note : Captured by GPS Map Camera



SEMINAR ON

" NAVIGATING CHALLENGES IN THE FMCG SECTOR : INSIGHTS AND CASE STUDIES "

The Department of Business Administration at The Bhawanipur Education Society College successfully organized a seminar titled " Navigating Challenges in the FMCG Sector: Insights and Case Studies" on 29th November at 12 Noon . The event was held in Room 322 (3rd Floor) and attracted an enthusiastic audience, with over 100 students in attendance from all semesters.

The seminar commenced with the Master of Ceremonies, Krishna Son (Student of Semester 3) introducing the esteemed speaker, Mr. Amit Roy, a veteran market research professional having an experience for over 40 years in media planning. He is currently serving in the capacity of the Managing Director of ORG India Pvt Ltd; Kolkata having previously worked with Neilson and Telco Jamshedpur.

Following the introduction, Professor Dr. Chiranjib Mitra, Senior Faculty, BBA Department, was invited to deliver the welcome address and to felicitate the speaker.

Mr. Roy then took the stage to deliver an insightful session, lasting an hour and a half. During his address, he provided the students with valuable strategies and techniques aimed at sharpening their minds, and the importance of innovation in Market Research. He played numerous videos of the advertising campaigns designed by various FMCG brands which kept the students hooked and entertained. He also gave some tips and tricks to survive in the highly competitive business environment. His session was both interactive and engaging, leaving the students motivated and inspired.

Towards the end of his deliberation, the floor was opened to questions where students asked him about the scope in the FMCG sector, its evolution over the years and impact of AI on future jobs in the field of Market research, which were answered by the Speaker with great insights and experience.

The seminar concluded with a vote of thanks delivered by Prof. Paridhi Agarwal, curator of the event, who expressed her gratitude towards the Speaker for his willingness to share his knowledge and expertise with our students.

This seminar was a significant academic event curated by the Teacher Coordinators Prof. Paridhi Agarwal and Prof Srijani Sarkar. It offered the students a unique opportunity to gain insights from a renowned expert in the field of Market Research.



THE BHAWANIPUR
EDUCATION SOCIETY COLLEGE
DEPARTMENT OF BUSINESS ADMINISTRATION

presents

INDUSTRIAL VISIT

to

AJANTA SHOES FACTORY

Biparnna Para, Howrah, West Bengal - 711411



Saturday,
20th December, 2025



From 10:00 AM to
3:00 PM



**INDUSTRIAL VISIT
AJANTA SHOE FACTORY
20.12.2025**



Bipra Noapara, West Bengal, India
Chunir Math Jangalpur Road, Domjur, Bipra Noapara, West Bengal 711402, India
Lat 22.599531, Long 88.224135
Saturday, 20/12/2025 12:23 PM GMT+05:30
Note : Captured by GPS Map Camera

REPORT : INDUSTRY VISIT
DEPARTMENT OF BUSINESS ADMINISTRATION

Name of the Activity

Industrial Visit to Ajanta Shoes Factory

Type of Activity

Educational / Industrial Visit

Date / Duration of Activity

20th December 2025

Time

11:00 AM onwards

Resource Person

The visit was guided by the factory's senior management representative, who briefed the students on the overall functioning of the organization and its production processes.

Specialization

Footwear Manufacturing and Industrial Operations.

No. of Participants

50 students along with 2 Faculty Members, namely Dr. Tridib Sengupta and Prof. Siddharth Chakraborty from the Department of Business Administration, The Bhawanipur Education Society College.

Objective of the Event

The objective of the industrial visit was to provide students with practical exposure to real-life manufacturing processes, organizational structure, quality control measures, and supply chain management in the footwear industry.

Brief Description of the Event

The industrial visit to the Ajanta Shoes Factory offered students a valuable opportunity to gain firsthand exposure to the functioning of a large-scale manufacturing unit. The visit began with an introductory session highlighting the company's journey, market presence, and production capabilities in the footwear industry.

Students observed the complete production process, from raw material handling to final quality inspection, and gained insights into efficient workflow management, use of modern machinery, and strict quality control measures. The emphasis on safety standards and employee coordination reflected the company's professional work culture. The visit concluded with an interactive session that enhanced students' understanding of real-world industrial operations, successfully bridging the gap between classroom learning and practical experience.

Outcome of the Event

The visit enhanced students' understanding of industrial operations and manufacturing management. It helped bridge the gap between theoretical knowledge and practical application, while also motivating students to gain insights into career opportunities within the manufacturing and footwear industry.



**Five-Day Faculty
Development Programme
on**

**18th to 23rd December,
2025**

Time: 10 am to 5 Pm

Prof. Arup Chattopadhyay,
Academic Advisor of Ramakrishna
Paramhans University; Retd.
Professor of Economics and former
dean, Faculty of Arts and
Management, Burdwan University
Prof. Shantanu Chakrobarty,
Prof. and Dean , IMS Business School,
Director CSSR-Kolkata

Dr. Archita Chatterjee,
Assistant Professor & MBA In-Charge:
MBA Dept., The Neotia University

Dr. Mrinal Kanti Das,
Assistant Professor, Dept. of Commerce,
Kachrapara College

Mr. Neelanjana Mitra,
Assistant Professor & HOD, Swami
Vivekananda University

The FDP will have 10 sessions during the 5 days. Participants will be provided infrastructural support for hands-on session. After successful completion participants will be provided with a participation certificate.



**THE BHAWANIPUR
EDUCATION SOCIETY COLLEGE**

**Organised by
Department of Business
Administration
&
IQAC
The Bhawanipur
Education Society College**

In Collaboration with

**Centre for Social Science
Research (CSSR)-Kolkata**



- Multivariate Regression with Multicollinearity issues by SPSS
- Hypothesis Testing with Post-Hoc Test by SPSS
- Logistic Regression, Exploratory Factor Analysis (EFA) by SPSS
- Confirmatory Factor Analysis (CFA) by AMOS
- Confirmatory Factor Analysis (CFA) with Structural Equation Modelling (SEM) by AMOS with Moderation and Mediation Analysis
- Content Writing and Report generation by AI Tools
- Financial Modelling by Excel
- Bibliometric Analysis by VOS Viewer and Biblioshiny
- Time Series Data Analysis (ARCH & GARCH, ARIMA models, etc.) by Eviews

Registration process will remain open until **14th December, 2025, 5 pm.** Intimation will be sent to the participants within **17th December, 2025.**

Patron

Dr. Tridib Sengupta
Co-ordinator, Department of
Business Administration, The
Bhawanipur Education Society
College

Convenors

Prof. Shantanu Chakrobarty,
Prof. and Dean , IMS Business
School, Director CSSR-Kolkata

Dr. Chiranjib Mitra,
Assistant Professor, Department of
Business Administration, The
Bhawanipur Education Society
College

Mrs. Soumali Bose,
Assistant Professor, Department of Business
Administration, The Bhawanipur Education Society
College

Contact: 7506252080

Mrs. Nilanjana Roy,
Faculty, Department of Business Administration,
The Bhawanipur Education Society College
Contact: 9830895558

Interested candidates are required to apply for the FDP through the online registration link: <https://forms.gle/p8pwE4ZsrFr4u2dX9>

Alternatively scan the QR Code to apply online



The participants are required to pay a **"Non-Refundable fee of INR 1000/-."** Participants should submit a payment receipt of the application fees (in jpeg or pdf format) while registering for the workshop.

Bank Account Details

A/C Holder: The Bhawanipur Education Society College
Name of the Bank: The Federal Bank Limited
Branch: Bhowanipore
A/C No. 13040200031582
A/C Type: CA
IFSC Code: FDRL0001304



A Five-Day Faculty Development Programme On “Advanced Research Methods with AI Tools”

18th to 23rd December, 2025

Organised by:
Department of Business Administration & IQAC
The Bhawanipur Education Society College
In Collaboration with
Centre for Social Science Research (CSSR)-Kolkata



Prof. Arup Chattopadhyay,
Academic Advisor of Ramakrishna
Paramhans University,
Retired Professor of Economics and
former Dean, Faculty of Arts and
Management, University of Burdwan



Prof. Shantanu Chakrobarty,
Professor & Dean,
IMS Business School, Director
CSSR



Dr. Archita Chatterjee
Assistant Professor & MBA In-
Charge, MBA Dept.,
Department of Management
Studies,
The Neotia University



Dr. Mrinal Kanti Das
Assistant Professor,
Department of Commerce,
Kanchrapara College



Mr. Neelanjana Mitra
Assistant Professor & HOD,
Swami Vivekananda University

CHIEF GUEST:



Prof. (Dr.) Jadab Krishna Das,
Professor
Department of Commerce,
University of Calcutta

Application Process

Interested candidates are required to apply for the FDP through the online registration link:
<https://forms.gle/p8pwE4ZsrFr4u2dX9>



Alternatively scan the QR Code to apply online

Patron

Dr. Tridib Sengupta,
Co-ordinator, Department of Business
Administration,
The Bhawanipur Education Society College

Conveners:

Prof. Shantanu Chakrobarty,
Professor & Dean,
IMS Business School, Director CSSR
Dr. Chiranjib Mitra,
Assistant Professor, Department of Business
Administration,
The Bhawanipur Education Society College



Application Fees:

The participants are required to pay a "Non-Refundable fee of INR 1000/-." Participants shall be required to upload the screenshot of payment receipt of the application fees (in jpeg or pdf format) while registering for the workshop.

Bank Account Details:

A/C Holder: The Bhawanipur Education Society College
Name of the Bank: The Federal Bank Limited
Branch: Bhowanipore
A/C No. 13040200031582
A/C Type: CA
IFSC Code: FDRL0001304

Programme Coordination Contact:

Mrs. Soumali Bose (Faculty, Department of Business Administration, BESS) Ph: +91 75062 52080
Mrs. Nilanjana Roy (Faculty, Department of Business Administration, BESS) Ph: +91 98308 35558

Number of Seats: 30

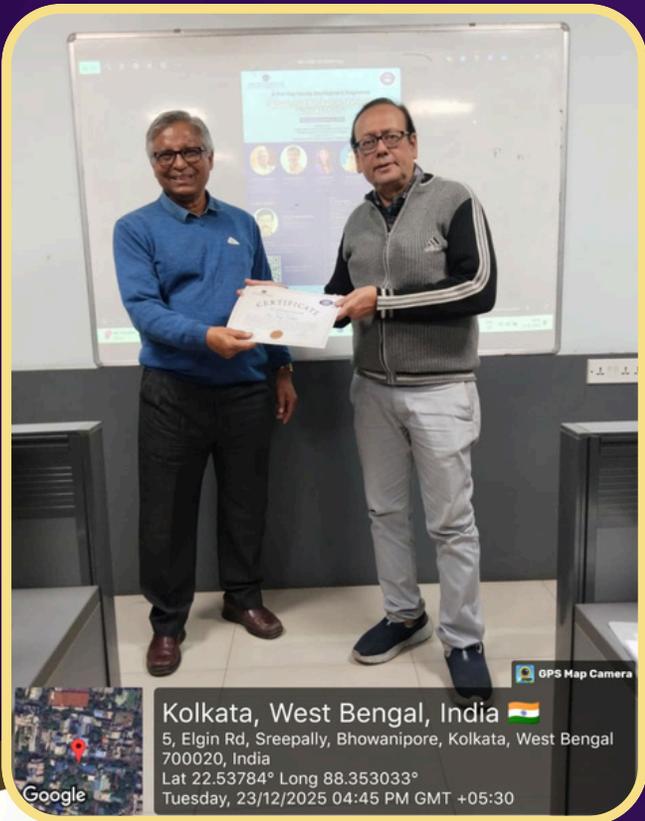
Venue: Room No 313 & Computer Lab (Room No 442)

Time: 10:30 A.M. to 5 P.M.



FDP

18.12.2025 TO 23.12.2025





Kolkata, West Bengal, India 🇮🇳
5, Elgin Rd, Sreepally, Bhowanipore, Kolkata, West Bengal
700020, India
Lat 22.537852° Long 88.353033°
Tuesday, 23/12/2025 04:46 PM GMT +05:30

FDP

18.12.2025 TO 23.12.2025



Kolkata, West Bengal, India 🇮🇳
Happy Ghar, Elgin Rd, Sreepally, Bhowanipore, Kolkata, West
Bengal 700020, India
Lat 22.537832° Long 88.353624°
Monday, 22/12/2025 01:30 PM GMT +05:30



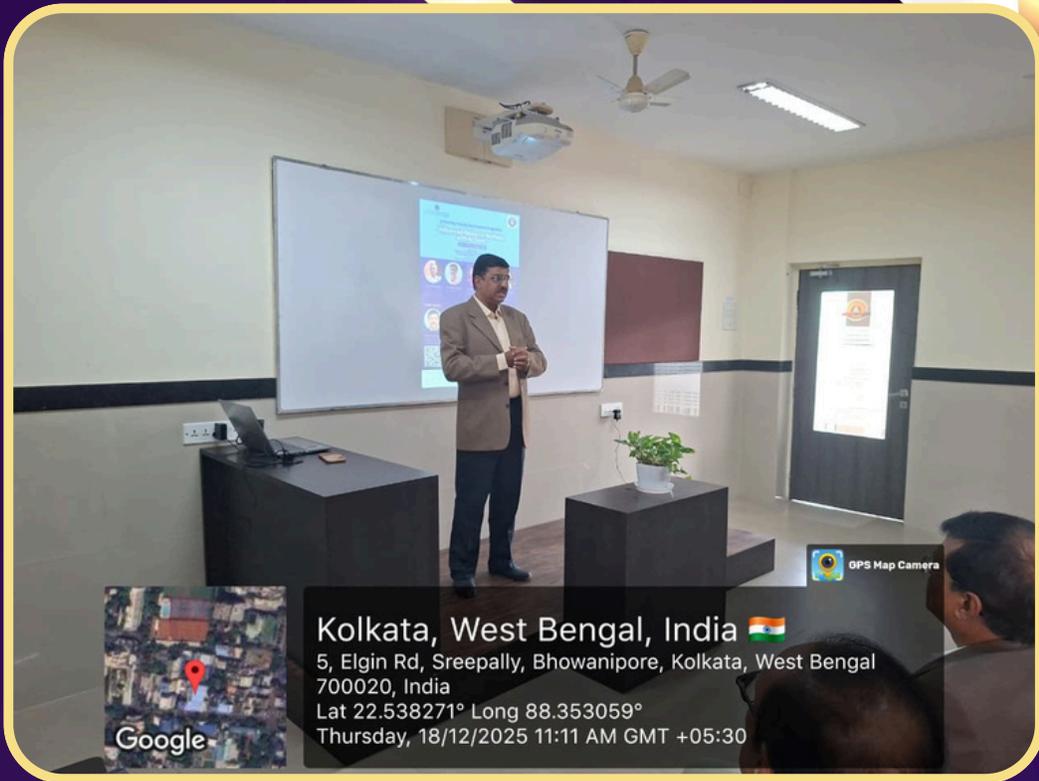
Kolkata, West Bengal, India 🇮🇳
5, Elgin Rd, Sreepally, Bhowanipore, Kolkata, West Bengal
700020, India
Lat 22.537884° Long 88.353032°
Tue, 23/12/2025 11:50 AM GMT +05:30



FDP

18.12.2025 TO 23.12.2025





Kolkata, West Bengal, India 🇮🇳
5, Elgin Rd, Sreepally, Bhowanipore, Kolkata, West Bengal
700020, India
Lat 22.538271° Long 88.353059°
Thursday, 18/12/2025 11:11 AM GMT +05:30

FDP

18.12.2025 TO 23.12.2025



Report on Five-Day Faculty Development Program on “Advanced Research Methods with AI Tools”

Nature of Event: Faculty Development Program

Duration: 5 Days (30 Hours)

Number of Participants: 15

The Department of Business Administration and IQAC of the Bhawanipur Education Society College in collaboration with Centre of Social Science (CSSR), Kolkata, successfully organized a Five-Day Faculty Development Program (FDP) on the theme “Advanced Research Methods with AI Tools” with the objective of enhancing research capabilities among faculty members and researchers. The program was designed to address the growing importance of artificial intelligence in academic research and to familiarize participants with contemporary tools and methodologies.

The FDP witnessed active participation from faculty members across various institutions and disciplines. The sessions were conducted by eminent academicians and industry experts who provided valuable insights into advanced research designs, data analysis techniques, and the ethical use of AI in research. Emphasis was placed on integrating artificial intelligence tools into qualitative and quantitative research processes to improve efficiency, accuracy, and analytical depth.

The Inaugural Session began at 10:30 am on 18th December 2025, with the Emcee, Prof Paridhi Agarwal, Assistant Professor (BBA) welcoming the Teacher in Charge Dr. Subhabrata Ganguly, Chief Guest Prof(Dr.) Jadab Krishna Das, Professor Department of Commerce, University of Calcutta, Dr. Shantanu Chakraborty, Director, CSSR Kolkata and Co- convenor, IQAC Coordinator Dr. Anupa Ghosh, Course Coordinator Dr. Tridib Sengupta, Convenor Dr. Chiranjib Mitra, participants and faculty of the Department of Business Administration.

A welcome address was delivered by the Teacher in Charge, Dr. Subhabrata Ganguly followed by a deliberation by Dr. Tridib Sengupta. Finally, a formal address was given by Dr. Shantanu Chakraborty who was also a key resource person of the FDP.

The FDP began with a presentation by the Chief Guest Prof(Dr.) Jadab Krishna Das, Professor Department of Commerce, University of Calcutta on the importance of AI Tools in the areas of research and academia.

After this presentation, the dais was taken over by Dr. Shantanu Chakraborty, Professor and Dean of IMS Business School and Director of CSSR, Kolkata who took a hands-on practical session on Multivariate Regression using SPSS in the Computer Laboratory on the 4th floor. His session was very interesting and invigorating. The post Lunch session was continued by him shedding light on Hypothesis Testing and Post Hoc Tests.

Day 2 of the FDP began with a session on Logistic Regression and Exploratory Factor Analysis using SPSS conducted by Dr. Shantanu Chakraborty followed by a post lunch session on Confirmatory Factor Analysis using AMOS, a software which was very unknown to most participants.

Dr. Archita Chatterjee, Assistant Professor and MBA in Charge at Neotia University, Kolkata acted as the resource person on Day 3 where she spoke in detail about Content Writing, Report Writing and Research Paper writing using AI software and Tools. The session post lunch was again taken over by Dr. Shantanu Chakraborty who taught the participants Confirmatory Factor Analysis and Structural Equation Modelling using AMOS.

The Resource person on Day 4 Mr. Neelanjana Mitra, Assistant Professor and HOD, Swami Vivekananda University, Kolkata spoke about the methods of Financial Modelling in Excel. His deliberation was succeeded by Dr. Mrinal Kanti Das, Assistant Professor, Department of Commerce, Kachrapara College who enlightened the participants on Bibliometric Analysis using VOS Viewer and Biblioshiny.

The final day of the FDP concluded with a session on Time Series Analysis (ARCH, GARCH and ARIMA Models) which was taken by Prof. Arup Chattopadhyay, Academic Advisor of Ramkrishna Paramhans University.

The FDP concluded with a valedictory session where participants expressed their appreciation for the well-structured content and practical orientation of the FDP. The Certificates of Participation were given out by the Course Coordinator Dr Tridib Sengupta who expressed his gratitude to the Management for this opportunity. Overall, the Five-Day Faculty Development Program proved to be highly beneficial in strengthening research competencies and equipping faculty members with advanced AI-enabled research tools.

Over the five days, participants were introduced to AI-driven literature review techniques, research gap identification, data visualization tools, predictive analytics, and machine learning applications relevant to business research. Hands-on training sessions enabled participants to gain practical exposure to widely used AI tools for reference management, plagiarism detection, statistical analysis, and research writing. The program also included discussions on research integrity, publication strategies, and avoiding common pitfalls in AI-assisted research.

Interactive sessions, case studies, and group discussions fostered collaborative learning and encouraged participants to share their research experiences and challenges. The FDP provided a platform for intellectual exchange and promoted interdisciplinary research perspectives. It reflected the Department of Business Administration's commitment to academic excellence, innovation, and continuous professional development.

Ending Note from the Editor:-

As we close the pages of the fourth edition of Synergy, it's heartening to reflect on how this newsletter continues to grow—getting better and bigger with every issue. A special milestone this time is the successful acquisition of our ISBN number, a proud step that marks the newsletter's evolving stature and credibility. This achievement would not have been possible without the dedication, creativity, and commitment of our entire team and the Management of the college. My sincere thanks to all the writers, reviewers, designers, and coordinators who brought this edition to life. Your efforts have truly made this edition a success, and I look forward to scaling new heights together in the editions to come.





THE BHAWANIPUR
EDUCATION SOCIETY COLLEGE



S Y N E R G Y

CONNECTING MINDS, CREATING IMPACT !

VOL.1, ISSUE IV, DECEMBER 2025

PUBLISHED BY : SUCCESS MANTRA PUBLICATIONS

