NEWSLETTER
COVER STORY

Issue- 111 | Newsletter For Students, Alumni and Friends | August 2026

Gen Z & AI: Young India Rising

Brainware university, in collaboration with the eastern zonal cultural centre (ezcc), ministry of culture, government of india, organised "gen z & ai: young india rising," bringing together technology, creativity, and cultural expression. students showcased vibrant performances blending music, dance, storytelling, and technology, highlighting how tradition can find new meaning in the digital age.

A special musical performance by renowned percussionist mriganabhi chattopadhyay of dohar added a rich cultural dimension to the programme. the event celebrated the dialogue between tradition and technology, human creativity and ai, reflecting the spirit of a young india confidently shaping the future.

IN COLLABORATION WITH
organises
Gen Z & AI: Young India Rising

HIGHLIGHTS of the MONTH

Shutter Bliss 2026
Capturing the Many Faces of PURULIA

The final chapter of shutter bliss 2026 took students through the diverse landscapes and cultural expressions of purulia.
From the sunrise at aralkanal hill top and the vibrant chhau traditions near patalghar jungle to the golden-hour views of koirabera dam, every location offered a unique photographic experience.

The journey concluded at a colourful face-mask market, where handcrafted masks brought another vibrant dimension of Purulia to life. from dawn to dusk, students captured the region's landscapes, traditions, colours, and stories, creating lasting memories through their lenses.

Empowering Future Entrepreneurs
Innovation, AI & Sustainable Business for A Viksit Bharat

The department of management organized a programme on 21 August 2026 on the occasion of world entrepreneurship day. the session highlighted the role of entrepreneurship, innovation, artificial intelligence, and sustainable business practices in building a Viksit Bharat.

CORPORATE TALK SERIES: 4

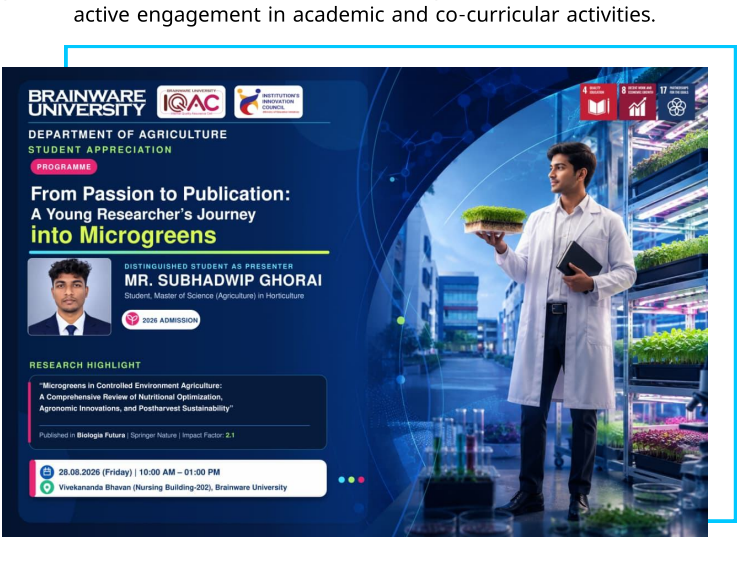
CAMPUS News

Roots to Routes
Alumni Insights into Careers in Agriculture

The department of agriculture, brainware university, organized an alumni interaction programme titled "roots to routes: an alumni journey in agriculture" on 14 August 2026. The session featured Mr. Avijit Dasthakur, bdo and senior officer, Kharagpur branch, esaf small finance bank, who shared valuable insights into career opportunities, professional growth, entrepreneurship, and diverse pathways in the agricultural sector. the interactive session helped students connect academic learning with real-world professional experiences while strengthening alumni–student engagement and industry linkages.

Celebrating Excellence
Appreciating Student Achievements

The department of Agriculture, Brainware University, organized a student appreciation programme on 28 August 2026 to recognize students for their academic achievements, active participation, and valuable contributions to university activities. The initiative celebrated student excellence, encouraged peer interaction, and motivated learners to pursue continued growth and active engagement in academic and co-curricular activities.


BRAINWARE UNIVERSITY
IQAC
DEPARTMENT OF AGRICULTURE
STUDENT APPRECIATION
PROGRAMME
From Passion to Publication:
A Young Researcher's Journey
into Microgreens
DISTINGUISHED STUDENT AS PRESENTER
MR. SUBHADWIP GHORAI
RESEARCH HIGHLIGHT

From Instruments to Surgical Excellence
National OT Day 2026

Students of the department of allied health sciences celebrated National OT Day 2026 on 22 August 2026 with a pre-conference initiative focused on surgical excellence and modern operation theatre practices. Expert interactions provided both students with practical insights into instrumentation, infection control, teamwork, and safe surgical care, strengthening their connection between academic learning and clinical practice.

National OT Day
Organized by
Department of Allied Health Sciences

Academic Visit to Presidency University
Exploring Biomedical Research

The department organized an academic visit to Presidency University, Kolkata, on 19 August 2026, providing students with exposure to contemporary biomedical research and laboratory practices. The hands-on training in recombinant dna technology helped students connect theoretical concepts with practical applications while fostering scientific curiosity and awareness of research and diagnostic advancements.

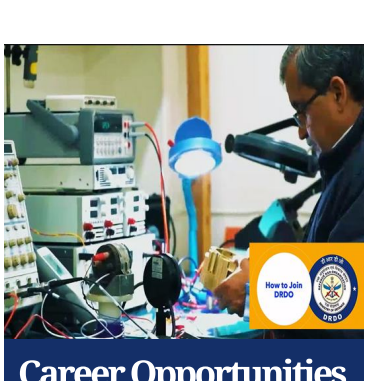
Industry Visit to CRF IIT Kharagpur
Exposure To Advanced Research

Students of the department of allied health sciences visited the Central Research Facility (CRF), IIT Kharagpur, on 31 August 2026, gaining exposure to advanced research infrastructure, laboratory technologies, and biomedical instrumentation. the visit enhanced their understanding of research-driven laboratory practices, advanced diagnostics, and emerging technologies, bridging academic learning with practical research experience.

PRE-CONFERENCE WORKSHOP
MEDICAL LABORATORY DIAGNOSIS

Intelligent Wealth Management
AI For Smart Financial Solutions

The department of Commerce organized a seminar on "Intelligent Wealth Management: Leveraging Artificial Intelligence for Smart Financial Solutions" on 26 August 2026. The session introduced students to the applications of ai in investment decisions, portfolio management, financial analysis, and risk assessment, while highlighting emerging career opportunities at the intersection of finance and AI.
The programme enhanced students' financial and technological awareness and helped bridge academic learning with the rapidly evolving digital financial ecosystem.



Career Opportunities in DRDO And ISRO

The department of computer science and engineering organized an insightful session on "career opportunities in drdo and isro" for final-year cse students. Dr. Anil Kumar Goswami, former scientist 'F', drdo and associate professor, university of Delhi, shared valuable insights on career pathways, recruitment procedures, eligibility, internships, research opportunities, and preparation strategies.

The interactive session enhanced students' awareness of research-oriented careers in defence and space technology, while motivating them to strengthen their technical knowledge, problem-solving skills, and research aptitude. the programme successfully provided students with career guidance and a broader perspective on opportunities beyond conventional career paths.

Study in France
Your Passport to Employability

Brainware University organized a free webinar on "Study in France: your passport to employability" on 7 August 2026 for final-year diploma and BTech cse students. ms. maud le bars, higher education specialist, omnes education, provided insights into higher education, scholarships, student exchange programmes, admission opportunities, and career pathways in France.

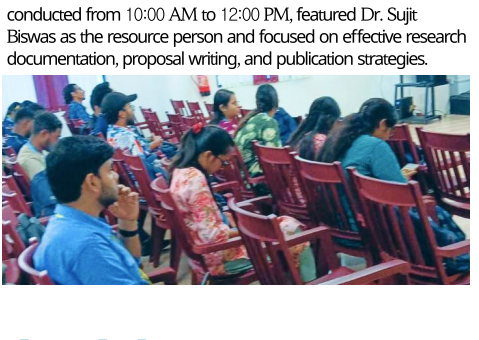
The session helped students understand how international education and exposure can enhance employability and global career prospects, encouraging them to explore opportunities for higher studies and professional growth in France.

Career Mentorship & Workshop on Data Analytics and Generative AI

The department of Computational Sciences, Brainware University, in collaboration with The Computer Society of India (CSI), organized a two-day career mentorship & workshop on Data Analytics and Generative AI on 12–13 August 2026. the workshop focused on developing students' industry-oriented skills in data analytics, generative AI, career planning, and emerging technologies, providing valuable exposure to current industry trends and career opportunities.

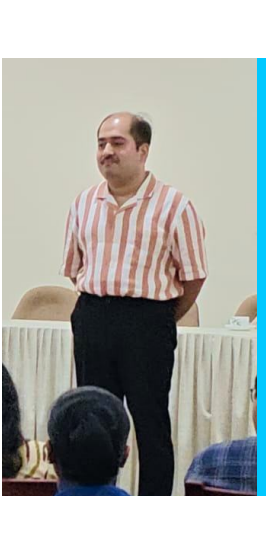
Research Horizons
Innovation, Publication & Impact

The department of Computational Sciences, Brainware University, organized a seminar titled "Research Horizons: Innovation, Publication & Impact" on 27th August 2026 at the nursing building, room 202. The two-hour offline seminar, conducted from 10:00 AM to 12:00 PM, featured Dr. Sujit Biswas as the resource person and focused on effective research documentation, proposal writing, and publication strategies.



Beyond Pink and Blue
Gender Sensitization through Inclusive Communication

The department of Hospital Management, in collaboration with The Gender Sensitization Cell (GSC), Brainware University, organized a seminar on 21 August 2026 focusing on gender sensitivity, equality, and inclusive communication through interactive discussions and practical examples. 117 students and 8 faculty members explored ways to challenge gender stereotypes and promote respect and dignity in academic and professional spaces.



Healthcare Startup Finance Connect
From Idea to Investment Readiness

The department of Hospital Management, in collaboration with the Institution's Innovation Council (IIC), Brainware University, organized the Hybrid Seminar "Healthcare Startup Finance Connect" on 22 August 2026. The session introduced BBA and MBA Hospital Management students to startup finance, business models, valuation, angel and vc investment, financial viability, and investor-ready pitching.

Panel Discussion
Innovation and the Startup Ecosystem

The School of Law, Brainware University, in collaboration with IIC, organized a panel discussion on "Innovation and the startup ecosystem" on 8 August 2026 at the university auditorium. The session offered 219 students and 22 faculty members practical insights into entrepreneurship, startup development, regulatory frameworks, and institutional support, with distinguished speakers sharing their professional experiences.

From Enterprise to Excellence
Exploring Lean Startup and MVP

The department of Management organized an Industrial Visit to Parle Products pvt. ltd., dhulagarh, on 8 August 2026. the visit provided students with practical exposure to fmcg manufacturing, production planning, quality assurance, supply chain, branding, and marketing, connecting classroom concepts with real-world business practices and encouraging entrepreneurial thinking.

Careers in MF/Wealth Industry and National Mutual Fund Olympiad

The department of Management organized a seminar on "Careers in MF/Wealth Industry and National Mutual Fund Olympiad" on 18 August 2026. The session provided students with insights into career opportunities, industry expectations, mutual funds, and wealth management, while the introduction to the national mutual fund olympiad encouraged greater interest in financial markets.

One-Day Industry Visit to Aspire Scientific

The department of Pharmaceutical Technology, Brainware University, organised a One-day Industry Visit to aspire scientific on 19 August 2026 to provide students with practical exposure to the pharmaceutical and analytical industry. the visit familiarised students with analytical techniques, instrumentation, laboratory practices, quality-related activities, and professional work culture.

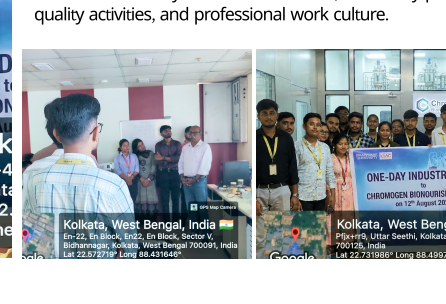
Innovate & Heal
Pharmacists Bridging Healthcare Gaps

The Department of Pharmaceutical Technology, Brainware University, organised a seminar titled "Innovate & Heal: Bridging the Healthcare Gaps through Pharmacists" on 19 August 2026 to commemorate World Pharmacist Day. The session highlighted the role of pharmacists in accessible healthcare, patient support, health awareness, ethical practice, and community well-being.

ONE-DAY IND
CHROMOGEN BION

One-Day Industry Visit to Chromogen Bionourish Pvt. Ltd.

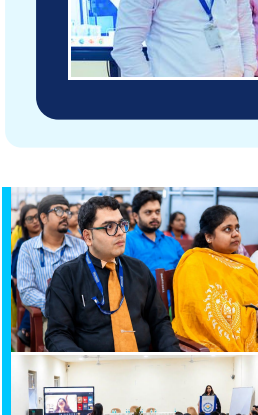
The department of Pharmaceutical Technology, Brainware University, organised a One-day Industry Visit to Chromogen Bionourish Pvt. Ltd. on 12 August 2026 to provide students with practical exposure to the pharmaceutical and analytical industry. The visit familiarised students with analytical techniques, material handling, quality assurance, and professional work culture.



Three-Day Workshop
Hands-on Training in Advanced Instrumentation

The department of Pharmaceutical Technology, Brainware University, in collaboration with Aspire Scientific and Chromogen Bionourish Pvt. Ltd., organised a three-day workshop from 11–13 August 2026 for BPharm 7th semester students. The workshop focused on advanced analytical instrumentation, bridging theoretical concepts with practical applications.

Students received hands-on training in HPLC, FT-IR, HPTLC, Gel Electrophoresis, and UV–Visible Spectroscopy, along with sessions on calibration and validation. the workshop enhanced students' practical skills, confidence, and understanding of analytical techniques relevant to quality control, research, and industry.



Algorithmic Imagination
Literature and Culture in the Age of AI

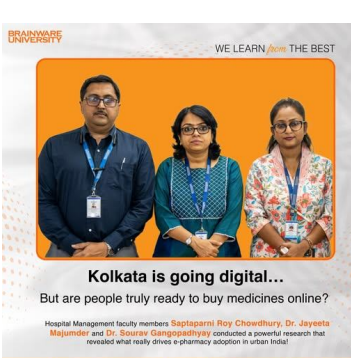
The department of English & Literary Studies, Brainware University, hosted the 5th International Conference on "Algorithmic Imagination: Literary and Cultural Studies in the Age of AI," exploring the evolving relationship between ai, literature, culture, creativity, and critical thought.
Organised in collaboration with Literary Voice: A Peer reviewed journal of english studies, the conference fostered interdisciplinary dialogue on AI's impact on storytelling, interpretation, authorship, and human creativity, encouraging scholars to rethink the future of the humanities in the age of technology.

Nutri Fest '26
Where Flavour Meets Wellness

The department of Food and Nutrition, Brainware University, organised Nutri fest '26: Rain, Relish & Wellness, celebrating the connection between nutrition, creativity, flavour, and wellness. students showcased a variety of nutritious and appealing dishes, demonstrating how healthy ingredients can transform everyday meals.

The fest provided hands-on learning in nutrition, food preparation, meal planning, presentation, and balanced eating, encouraging students to make healthy food both delicious and enjoyable.

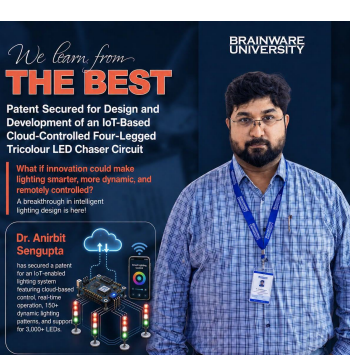
BRAINWARE Advantage


BRAINWARE UNIVERSITY
WE LEARN from THE BEST
Kolkata is going digital...
But are people truly ready to buy medicines online?
Hospital Management faculty members Saptaparni Roy Chowdhury, Dr. Jayeeta Majumder and Dr. Sourav Gangopadhyay conducted a powerful research that revealed what really drives e-pharmacy adoption in urban India!
Journal name: Journal of Young Pharmacists | Indexing: WEB OF SCIENCE (Emerging Sources Citation Index) | Publisher: InPharm Association

Bridging Healthcare Gaps Through Digital Inclusion

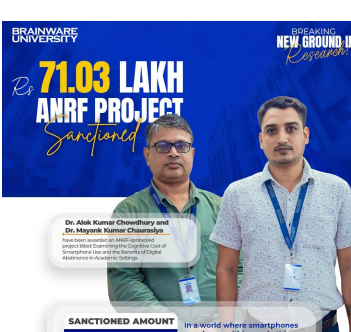
Saptaparni Roy Chowdhury, Dr. Jayeeta Majumder, and Dr. Sourav Gangopadhyay have undertaken research exploring gender and geographical disparities in e-pharmacy adoption and the role of digital inclusion, rural connectivity, and equitable access to medicines.

The study highlights how technology can help reduce healthcare inequalities and support more inclusive and accessible healthcare, reflecting brainware university's commitment to research that addresses real-world challenges.


BRAINWARE UNIVERSITY
We learn from THE BEST
Patent Secured for Design and Development of an IoT-Based Cloud-Controlled Four-Legged Tricolour LED Chaser Circuit
Dr. Anirbit Sengupta
Congratulations on another milestone!

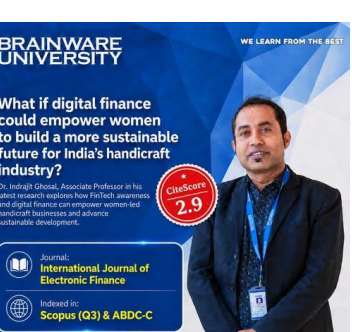
Dr. Anirbit Sengupta Secures Patent for IoT Innovation

Dr. Anirbit Sengupta has secured a patent for an IOT-based cloud-controlled Four-Legged Tricolour LED Chaser Circuit, integrating electronics, iot, and cloud technology. supporting 150+ lighting patterns and 3,000+ leds, the innovation reflects creativity, research, and technological excellence.


BRAINWARE UNIVERSITY
BREAKING NEW GROUND IN Research
Rs 71.03 LAKH ANRF PROJECT Sanctioned
SANCTIONED AMOUNT
Rs 71.03 Lakhs
Are our phones helping us learn or costing us our cognitive focus?

Think Beyond the Screen
Researching the Cognitive Cost of Smartphone Use

Brainware University faculty members Dr. Alok Kumar Chowdhury and Dr. Mayank Kumar Chaurasiya have secured an anrf-sponsored research project worth ₹71.03 lakh titled "Examining the Cognitive Cost of Smartphone Use and the Benefits of Digital Abstinence in Academic Settings."
The project explores how smartphone use may affect cognitive focus and academic learning, reflecting Brainware University's commitment to impactful research and addressing emerging challenges in education and technology.


BRAINWARE UNIVERSITY
WE LEARN FROM THE BEST
What if digital finance could empower women to build a more sustainable future for India's handicraft industry?
CiteScore 2.9
Journal: International Journal of Electronic Finance
Indexed in: Scopus (Q3) & ABDC-C
Congratulations!

When Tradition Meets Tomorrow

Dr. Indrajit Ghosal, department of Management, has undertaken research exploring how green entrepreneurial leadership and technological innovation can strengthen esg practices in the handicraft industry.
The research highlights how sustainability and innovation can go hand in hand with cultural heritage, supporting a more sustainable, socially responsible, and resilient future for the traditional handicraft sector.

BRAITHWAITE & CO. LIMITED
ONE-DAY INDUSTRIAL EXPOSURE PROGRAM

Industrial Exposure Visit to Braithwaite & Co. Limited

The department of Electrical Engineering, Brainware University, organized a One-day Industrial Exposure Programme at Braithwaite & Co. Limited (BCL), victoria works, providing diploma and b.tech. electrical engineering students with practical exposure to heavy engineering and manufacturing operations.

Students observed fabrication, welding, machining, assembly, quality inspection, material handling, production planning, and industrial safety practices. Interaction with industry professionals helped them connect theoretical learning with real-world applications and understand the role of electrical engineers in machine control, maintenance, and automation.

Health Screening & Wellness Camp 2026

The department of Hospital Management and Mononiketan- the Mental Health and Wellness Centre, in collaboration with IQAC, Brainware University, and Manipal Hospitals, Salt lake, organized a health screening & wellness camp on 20 August 2026. The camp provided basic health screening, counselling, and wellness awareness to 147 students and 18 faculty members, promoting preventive healthcare and healthy lifestyle practices.

The initiative strengthened university–healthcare collaboration and encouraged greater awareness of regular health monitoring and overall well-being.

Welcome to the LEGAL PROFESSION
Alumni Inspiration Session

The department of Law, Brainware University, organized the "Welcome to the Legal Profession: Alumni Inspiration Session" on 8 August 2026 at the University Auditorium. The session provided 217 students with an opportunity to interact with distinguished alumni working as judicial officers, advocates, company secretaries, insolvency professionals, valuers, and entrepreneurs. the speakers shared their professional journeys and practical insights on career opportunities, legal skills, professional ethics, continuous learning, and workplace challenges. the interactive session inspired students to explore diverse career pathways and strengthened alumni–student engagement. The programme supported SDG 4 (quality education) and SDG 16 (peace, justice and strong institutions).

PARTITION HORRORS
Remembrance Day 2026

The department of Law, Brainware University, observed Partition Horrors Remembrance Day on 14 August 2026 at the moot court room, commemorating the suffering, displacement, and hardships endured during the partition of bengal and India. A reflective presentation engaged 177 students and 23 faculty members, encouraging them to reflect on peace, communal harmony, tolerance, empathy, and responsible citizenship.

Exposure Visit to Calcutta High Court

The department of Law, Brainware University, organized an exposure visit to the High Court at Calcutta during July–August 2026 for students of the B.A. LL.B., B.B.A. LL.B., and LL.B. batches. the visit provided 271 students with first-hand exposure to courtroom proceedings, advocacy, judicial procedures, professional ethics, and courtroom discipline.
The experiential learning opportunity helped students connect classroom knowledge with practical judicial practice, deepening their understanding of the administration of justice and strengthening their professional and legal awareness.

Innovision
Innovation, Pitch & Start-Up Awards

The department of Management organized "Innovision: Innovation, Pitch & Start-up Awards" on 13 August 2026 at the seminar room 202, Nursing Building. The one-day competition provided students with an experiential platform to explore entrepreneurship, innovation, idea generation, business pitching, and problem-solving, while interaction with an msme official offered practical insights into the entrepreneurial ecosystem.

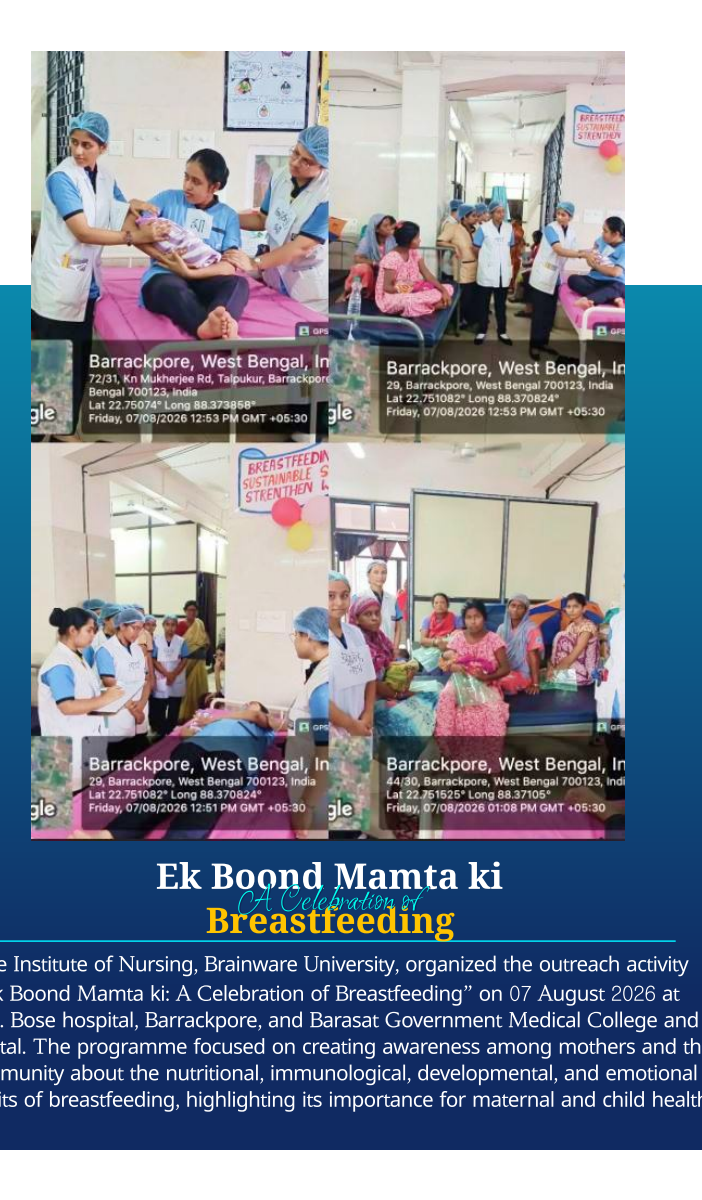
COMMUNITY Connect

Free Health Checkup Camp

Allied Health Sciences
Healthcare Beyond the Campus

The Department of Allied Health Sciences, Brainware University, organized a series of Free Health Checkup Camps across various communities in August 2026, in collaboration with organizations including the Indian Red Cross Society, Lions Club, C2C, Billion Hearts Beating, and Apollo Foundation. Students of Optometry and Bachelor of Physician Assistant (BPA) gained valuable hands-on experience in community health screening while contributing to accessible and preventive healthcare services.

The outreach camps strengthened students' clinical, communication, and patient-interaction skills, while fostering community engagement and socially responsible healthcare education.


Barrackpore, West Bengal, India
Barrackpore, West Bengal, India
Barrackpore, West Bengal, India
Barrackpore, West Bengal, India

Ek Boond Mamta ki
Breastfeeding

The Institute of Nursing, Brainware University, organized the outreach activity "Ek Boond Mamta ki: A Celebration of Breastfeeding" on 07 August 2026 at B. N. Bose hospital, Barrackpore, and Barasat Government Medical College and Hospital. The programme focused on creating awareness among mothers and the community about the nutritional, immunological, developmental, and emotional benefits of breastfeeding, highlighting its importance for maternal and child health.

Azaadi Ke Rang
Independence Day Celebration

The Institute of Nursing, Brainware University, celebrated Independence Day on 14 August 2026 with the publication and display of a specially curated wall magazine celebrating patriotism, national unity, and the spirit of freedom. Inaugurated by principal prof. papri das, the activity provided students with a creative platform to present their reflections on india's freedom struggle, cultural diversity, national values, and responsible citizenship.

Panihati, West Bengal, India
Panihati, West Bengal, India
Panihati, West Bengal, India
Panihati, West Bengal, India

Every Second Matters
CPR Awareness for Young Lifesavers

The Institute of Nursing, Brainware University, in collaboration with the Indian Red Cross Society (IRCS), organised a CPR Awareness Programme on 20 August 2026 at Natagarh Swami Vivekananda Seva Samity Vidyalaya (HS) Coed School, Panihati. the programme introduced school students to the importance of CPR, first aid, and timely emergency response through an interactive awareness session and practical CPR demonstration.

CPR Awareness Programme with Red Cross

The Department of Pharmaceutical Technology, Brainware University, in association with the Red Cross, organised a CPR Awareness Programme on 18 August 2026 at Satyabharati Baniniketan Girls High School, Barasat. The programme focused on emergency recognition, basic CPR, first aid, and timely medical assistance.

Kolkata, West Bengal, India
Kolkata, West Bengal, India

Health Awareness Programme and CPR Training

The Institute of Nursing, Brainware University, in association with the Indian Red Cross Society, organised a Health Awareness Programme on 25 August 2026 at Bandipur Ideal Academy for Girls. The session focused on Dengue Prevention, Healthy Practices, and CPR, including a Practical Demonstration and Hands-on Training.

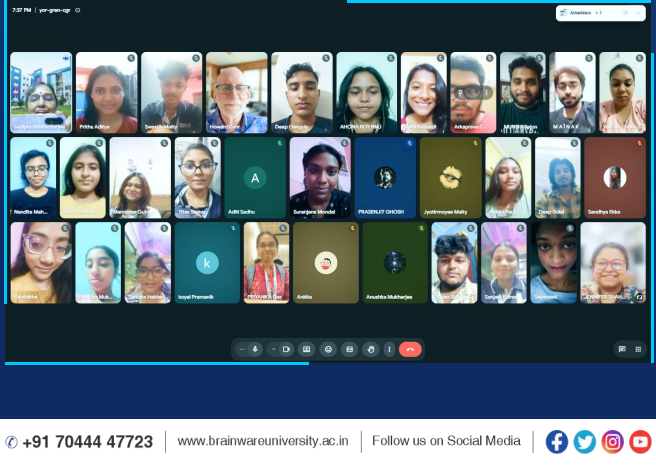
Khardaha, West Bengal, India
Khardaha, West Bengal, India

STUDENTS' Corner

Lenscape 2.0
Stories Carved in Streets and Clay

The Department of Media Science and Journalism organized "Lenscape 2.0: Stories Carved in Streets and Clay" on 09 August 2026, taking students on a heritage and visual documentation walk from Sovabazar to Kumortuli. Through photography, videography, and interaction with local artisans, students explored Kolkata's heritage, traditional crafts, architecture, and everyday street life, while strengthening their skills in visual storytelling, composition, and creative documentation.

Photography and Restorative Justice
Bearing Witness without Exploiting

The department of Media Science and Journalism organized an international webinar on "Photography and Restorative Justice: Bearing Witness without Exploiting" on 19 July 2026. The session, featuring renowned restorative justice thinker howard zehr, explored the ethical responsibilities of photographers while documenting violence, trauma, injustice, and vulnerable communities.