



JAN - JUNE 2024 | ISSUE 01

Department of Management

BRAINWARE UNIVERSITY
PRESENTS



BrainINSIGHTS 1.0

Leading the way in Management excellence



**WE
TEACH
WELL
WE
PLACE
WELL**

Poulami Ghosh
MEd

PROFESSOR
BRAINWARE UNIVERSITY

BRAINWARE UNIVERSITY

www.brainwareuniversity.ac.in

Facebook, Twitter, YouTube, LinkedIn icons



BrainWave UNIVERSITY

We teach well
We place well

Fahad Fari Geema Humair Ali Haris Nay

MBBS

Placed @ **3 stars**

**BRAINWARE
BRIGHT
MINDS**

Congratulations

WIN students
Ananya, Pooja, Divyanshu, Shalini,
Chetan, Kavya, Kunal, Shikha,
Bhuvan, Poo, Ansh, Divyanshu,
Rishika

for clinching
Second Place

In the 'Mind Meltdown' Business Quiz
at Megha Fest, hosted by Aditya University!

www.adityauniversity.edu.in

Welcome to the Department of Management

Dear Gentle Readers

Welcome to the "BrainINSIGHTS 1.0: Leading the Way in Management Excellence" We're excited to share our latest activities, **achievements**, and **insights** with you.

The Department of Management offers graduate degrees in **BBA, BBA in Digital Marketing, and BBA in Business Analytics** in collaboration with **IBM** as well as postgraduate degrees in **MBA**. The department also offers **PhD in Management**.

The state-of-the-art campus facilitates advanced research laboratories. Students receive intensive pre-placement training right from day one of induction, coupled with frequent **industry visits, HR seminars, research-based workshops**, and **conferences** followed by full placement support. The **Campus-to-Corporate** team custom guides the students, hand holding them through the entire grooming process of becoming corporate-ready by the program's end.

With **30 faculty members** from different subject domains and almost **950 students** this department is one of the largest departments of the University.

Thank you for joining us. Hope you like this as we are so proud to share our slice of journey



Programmes Offered

Under Graduate Programmes

- Bachelor of Business Administration (Honours with Research) (4 years)
 - **Finance, HR, Marketing, Entrepreneurship**
- Bachelor of Business Administration (Honours) in Business Analytics (4 years)
- Bachelor of Business Administration (Honours) in Digital Marketing (4 years)
- Bachelor of Business Administration (3 years)
- Bachelor of Business Administration in Business Analytics (3 years)
- Bachelor of Business Administration in Digital Marketing (3 years)

Post Graduate Programmes

- Master of Business Administration (2 years)
- Specialization
 - **Marketing, Finance, Human Resource Management, Digital Marketing, Business Analytics, Operations Management**

Ph.D Program

- Ph.D in Management



Our Vision



The **Department of Management** will promote an all-encompassing development in every sphere of management and commerce education and research at par with **national and international standards** nurturing responsible leaders capable of substantially improving business performance and the world we live in.

Our Mission

- The department aims to **improve the awareness** and **knowledge** of the students about functioning of local and global business environment and society.
- It develops competencies in **quantitative** and **qualitative techniques** among graduates for problem solving in functional areas of management and commerce.
- It develops **responsiveness** to **contextual social issues** and **exploring solutions**, understanding **leadership roles** at various levels of the organization and leading teams.
- It determines a **global outlook** through **interdisciplinary** study and research with the ability to identify aspects of cross-cultural understanding



Learning Objectives



The vision of the Business School articulated through the mission statement is accomplished through the defined PEOs. The educational objectives of a programme are the statements that describe the expected achievements of graduates within first few years of their graduation from the programme. The programme objectives are guided by global and local needs, vision of the institution, long term goals etc. The programme objectives are expected to continuously evolve in agreement with local employers, industry, R & D advisors, and the alumni. Following PEOs have been defined.



Message from Dean, Management



At Brainware University, the Management Department is dedicated to bridging the gap between academia and industry, ensuring students are industry-ready upon graduation. The department's curriculum is strategically aligned with the current trends and demands of the business world, preparing students to excel in their careers.

The faculty consists of seasoned professionals and distinguished academicians who bring a wealth of industry experience into the classroom. This ensures that students are exposed to practical insights and real-world scenarios, enhancing their understanding and application of management concepts.

A significant emphasis is placed on industry orientation through a variety of initiatives. Regular industry visits and internships provide students with hands-on experience and exposure to real-world business operations. The department organizes frequent workshops, seminars, and mock interviews to prepare students for the recruitment process. Guest lectures and networking events with corporate leaders provide valuable industry insights and career guidance. These collaborations ensure that students gain practical experience and industry-relevant skills, making them highly sought after by employers. The commitment to integrating academic rigor with industry relevance ensures students are not only well-prepared but also highly competitive in the job market. This dynamic approach to education positions Brainware University as a leading institution for aspiring business professionals.

(Dr.) Anant Kumar Srivastava
Professor
Dean-Academics

Message from HOD Management



Dear Readers,

We are delighted to introduce the inaugural edition of "BrainINSIGHTS 1.0: Leading the Way in Management Excellence," the departmental e-magazine of the Department of Management. Our department prides itself on a distinguished team of highly qualified and motivated faculty members dedicated to equipping students for global competitiveness. Through rigorous academic training and hands-on experience with cutting-edge technologies, our students are well-prepared to excel in industry. We take pride in our graduates who have successfully secured positions in prestigious companies nationwide.

In addition to academic excellence, the department organizes a variety of professional development activities, communication classes, and a comprehensive personality development program. Beyond academics, our students actively engage in university-level sports, co-curricular, and extra-curricular activities, participating in inter-departmental and inter-university competitions where they have consistently achieved notable success.

Furthermore, we are committed to nurturing well-rounded individuals by instilling values that are highly regarded by society. Our faculty and students are actively involved in social initiatives both independently and collectively, demonstrating our dedication to community impact. At the heart of our mission is the goal to foster not only professional growth but also to cultivate responsible and capable citizens.

Thank you for your continued support as we strive for excellence in every facet of education and development.

Dr Saileswar Ghosh
Professor & HOD

From Editor's Desk



"If you can dream it, you can do it".
-by Walt Disney

It gives me immense pleasure to bring our first issue of "BrainINSIGHTS 1.0: Leading the way in Management excellence", a departmental e-magazine from the Department of Management of Brainware University. This magazine provides a great platform to reveal the literary skills and innovative ideas and creativity of faculties and our students.

We have also focused on various activities throughout the semester that reflect our magazine's main attraction and contents. The various activities are being driven by their respective coordinators, students, and ambassadors. The objective of different events is not only to create buzz inside campus but also to provide an opportunity for students' to vitrine their talents in different fields.

Our curriculum emphasizes real-life industry exposure, which is crucial for students to gain practical knowledge, develop critical thinking, and understand theoretical applications. This experience enhances cognitive complexity, interpersonal skills, and practical competence.

"BrainINSIGHTS 1.0: Leading the Way in Management Excellence" would not have been possible without the immense support of our HOD, Dean, and the entire management department faculty. Special thanks to the editorial team members Vishal Singh, Shreya Sarbadhikari, and Ankana Manna for their exceptional work. We deeply appreciate the management's support, encouragement, and freedom in this endeavor. Lastly, we thank all the authors for their valuable contributions to the magazine's quality. Thank you all for your unwavering support.

Rupam Dhani
Assistant Professor, Department of Management

Editorial Team's Desk



Vishal Singh
COORDINATOR

As a coordinator, I am honored to work on this departmental e-magazine, which includes content from both students and faculty. I would like to thank my team for their incredible efforts in making this a success. This role has allowed me to blend my passion for digital marketing with my commitment to showcasing the diverse talents and achievements within our department, fostering a sense of connection and pride among all members.

Shreya Sarbadhikari
CONTENT DESIGNER



As the editor and content writer, I'm thrilled to share our journey and achievements in our inaugural departmental e-magazine! Being a part of this project has been an incredible experience, and I'm so proud of the effort everyone put into the design and content. A huge thank you to all who contributed to this project. I hope you enjoy the insights and innovative design we've crafted together!



Ankana Manna
GRAPHICS DESIGNER

As the editor and graphic designer of our inaugural management e-magazine, I am thrilled to present a publication that merges insightful content with captivating visuals. Our team has worked diligently to provide you with cutting-edge industry knowledge and innovative designs. I hope you will enjoy and find immense value in our first issue.



Few Glimpse of Success stories



Sudaxina Saha from BBA in Digital Marketing has started her journey at Amazon

Rakesh Pal, Seema Kumar Ahir and Ranit Dey from MBA are placed at JANA Small Finance Bank

Priyanshu Dey from MBA has been successfully placed at HOUSIFY

Debopriyo Mukherjee from BBA has joined YHILLS



Aniruddh Saha from BBADM has been successfully placed at Nature Technologies



Anwita Roy from MBA got placed at AXIS BANK



Rani Adak from MBA secured a 2-months paid internship at TATA 1950



Hritik Ghosh and Raktim Pramanik from MBA secured a position in HDFC Life



Poulami Ghosh from MBA started her journey at Frostees

Success in other Colleges



Our students
Md Amrun and
Gaurav Chakrobarty
secured **1st position** in mixed
doubles of badminton
tournament IGNACIA

Our BBA students Shambhabi
Sinha, Rupam Paul,
Arushi Sarkar, Arkaprava Das
and Chayan Malik
secured **3rd position** in
Madvertisement in
MAGNAFEST of Adamas
University



BRAINWARE BRIGHT MINDS

Congratulations
to

MBA students
Anurag Tiwari, Debdyuti
Chowdhury, Kristik Dutta,
Suman Pal, and Subhajit
Biswas



for clinching
Second Place

Our MBA students
Anurag Tiwari, Debdyuti
Chowdhary, Kristik Dutta,
Suman Pal and Subhojeet Biswas
secured **2nd position** in
Mind Meltdown in MAGNAFEST
of Adamas University

NPTEL Courses Winners!!!

Faculty Achievements



In the dynamic world of academia, recognizing and celebrating the achievements of our faculty is essential. This year, we are proud to spotlight the remarkable accomplishments of our faculty members who have been honored with the prestigious NPTEL (National Programme on Technology Enhanced Learning) awards. These awards are a testament to their dedication, innovation, and excellence in teaching and learning. The recognition from NPTEL not only acknowledges the hard work and dedication of our faculty but also underscores our institution's commitment to fostering a culture of excellence in education.

We extend our heartfelt congratulations to all our NPTEL achiever faculty members **Eshani Sadhukhan, Dr. Matloob Hassan, Sarita Murmu**



NPTEL

**NATIONAL PROGRAM ON TECHNOLOGY
ENHANCED LEARNING LOCAL CHAPTER**

NPTEL Courses Winners!!!

Student Achievements

NPTEL courses offer a wide range of high-quality, accessible learning opportunities in various disciplines, enhancing knowledge and skills for students and professionals. Congratulations to the winners for their dedication and excellence in completing these courses successfully!

Kudos! to Rajdeep Sen
from BBADM
BWU/BBD/23/098



Kudos! to Trisha Das
from BBADM
BWU/BBD/22/014



Kudos to Binita Dey
from MBA
BWU/MBA/23/056



Kudos! to Rohan Biswas from BBA
BWU/BBA/23/073

Sports Teams of Management Department



**Our
Football Team**

Our departmental sports team for girls and boys promotes inclusivity and teamwork. Comprising enthusiastic students, the team trains regularly under experienced coaches. They excel in inter-departmental and inter-collegiate tournaments, earning numerous accolades. Beyond competitions, they engage in community outreach, conducting sports clinics and charity matches. This team fosters physical fitness, leadership, and mutual respect while championing gender equality and empowerment.

**Our Boys
Cricket Team**



Student Development Programs

Aptitude classes:

Aptitude classes help improve skills in logical reasoning, problem-solving, and numerical ability. Our faculties prepare students for competitive exams and job assessments through practice tests, tutorials, and personalized guidance. These classes enhance analytical thinking and boost confidence, essential for academic and career success.

Technical Grooming:

Technical grooming classes in management enhance proficiency in industry-specific tools, software, and methodologies. They focus on skills like data analysis, project management software, and technical communication. These classes prepare managers to effectively leverage technology in decision-making, streamline processes, and lead tech-driven projects successfully.

Brainstar:

The 'Brainstar' program is designed for students who want to tackle complex business issues. It focuses on in-depth case studies that simulate real-world challenges, encouraging teamwork, strategic thinking, and leadership skills. This immersive experience helps students develop a deep understanding of business management and prepares them for decision-making roles.

In conclusion, the Department of Management's student development programs reflect a strong commitment to educational excellence. These programs equip students with critical thinking, technical skills, and strategic analysis, preparing them to face modern business challenges and nurturing the next generation of visionary leaders.



Seminar & Workshop

Enriching Student Experience



INTO A BROADER FRATERNITY

The session with Sandip Mukherjee proved to be a goldmine of insights for the future industry trailblazers!



INTO A BROADER PROFESSIONAL HORIZON

Anjan Pan in the mix with Brainware University's faculty and management students!

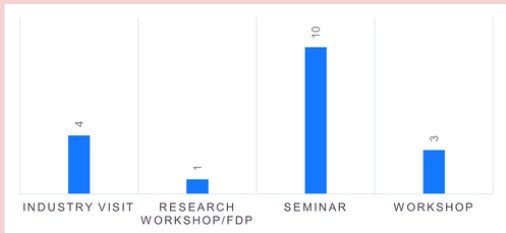


Seminar & Workshop

Enriching Student Experience

At the Department of Management, we believe that education extends beyond the classroom. Our diverse range of industry visits, seminars, and workshops provides students with invaluable real-world insights and practical knowledge.

Our industry visits allow students to observe leading companies' operations, bridging the gap between theory and practice. Students gain firsthand experience in industry practices and interact with professionals. Also, seminars led by industry experts keep students updated on the latest trends, challenges, and innovations, fostering critical thinking and continuous learning. Besides this, workshops focus on developing specific skills like leadership and project management through interactive and practical sessions.



These events not only enrich the academic curriculum but also play a crucial role in personal and professional development. Students gain exposure to real-world challenges, network with industry professionals, and develop a proactive approach to their careers.



Seminar & Workshop



27th Feb 2024

A very fast paced and motivational session with **Priyam Budhia** from **Patton Group**.



Celebrating National Startup Day with Ozo Media

An inspiring seminar on start-ups founded by alumni **Tamal Mondal** and **Ishraque Ahamed** of our university.



23rd February: Snap-E Cabs

Co-founder of Snap-E Cabs provided insights on "Entrepreneurship Skill, Attitude and Behaviour Development"



HR SYMPOSIUM



25th May HR Symposium : Great Minds Gathered



In a pioneering initiative, top HR leaders including Debraj Roy (Lux Industries), Debalina Roy (Vodafone Idea), Binayak Mitra (Vikram Solar), Rishav Dev (Century Plyboards) and Kunal Mukherjee (Himadri Specialty Chemicals) have come together with officials and students of Brainware University

The department of management of organized a HR Symposium with respected HRs from various reputed industries. It was an exciting session with HR leaders from **Lux Industries, Vodafone idea, Vikram Solar, Century Plyboards, and Himadri Specialty Chemicals**. With our respected faculty members and University Officials HR symposium was one of the biggest highlight of the month.



Brainstar 2k24



The **Brainstar 2K24** was a departmental fest organized by the **school of management**. It was a mixture of various games, creative and educative activities. It is our greatest pleasure and a moment of pride to share our event highlights. We would also like to extend our big thanks to the **Good Old 90's Cafe** for sponsoring delicious meals. And also to **BONG SWAG** for sponsoring the stylish apparel for our event

The **Quizathon** was the business quiz event over headed by one of our faculty member Dr.Sujit Kumar Ray. It was a fantastic experience that tested our knowledge and teamwork.



Quizzathon:
Business Quiz

The **zombie escape** was a team building exercise where we had maximum participants. This event was conducted by Dr Tiny Tanushree Mam.



Zombie escape: Team
building exercise



Biz-Snap:
Photography Contest

The **Biz Snap** was the photography contest where we had very talented participants from all over the University.



Data Quest

The **data quest** was a data analysis contest where groups of two showcased their data analysis and teamwork skill.

The **stock Simulation** was a miniature game about the stock and share market. This event was supervised by Asst Prof. Saugata Chakraborty.



Stock Simulation

Anchors Speak

Ankana Manna, BBADM 22

I am grateful that i got the privilege of anchoring in Brainstar 2K24, engaging with inspiring audiences with insightful discussions. It was an enriching experience that showcased the power of effective communication and leadership. The tireless efforts and faith of the organizing members and teacher in-charge made the event a grand success.

I was given the opportunity to be a lead anchor of this event. With registration to conducting of event the Management Fest Brainstar 2K24 was a huge success. A big thanks goes to each and every volunteers for their tireless efforts. Also, I was really honored to get this chance which gave me a chance to explore the management behind the success.

Shreya Sarbadhikari, BBADM 22



Key Organizing Member

Vishal Singh, BBADM 22

Participating as a key organizing member in the "BRAINSTAR" event was a fantastic experience for me. The event's success was a testament to the hard work and dedication of our volunteers and team members. We were also greatly supported by Rupam Sir and our HOD Sir, whose guidance was invaluable throughout the process.



Industry Insights

MOU News

Collaboration for Excellence: Brainware University's
Department of Management Signs MoUs with
AAI, Bajaj Finserv, and IBM

With the dawn of a new chapter



The Department of Management at Brainware University has signed MoUs with AAI, Bajaj Finserv, and IBM. These partnerships aim to bridge the gap between academia and industry, providing students with real-world exposure and the skills needed for success in the global market.

IBM

Brainware University's partnership with IBM aims to enhance technological and managerial education. This MoU provides students access to advanced technologies, promoting innovation and digital proficiency. IBM will offer training programs, certification courses, and projects in Data Analytics, AI, and Cloud Computing. The collaboration seeks to prepare tech-savvy managers for leadership in a digitally transformed world.





Airport Authority of India (AAI)

The MoU with AAI marks a crucial step in facilitating internships, industry visits, and specialized training programs, allowing students to gain firsthand experience in airport management, operations, and logistics. The partnership aims to produce graduates who are not only academically proficient but also industry-ready, with a keen understanding of the challenges and opportunities in the aviation sector.

In collaboration with Bajaj Finserv, Brainware University aims to revolutionize financial education and research. Students will benefit from workshops, guest lectures, and live projects guided by industry experts. This partnership will enable students to stay abreast of the latest trends in the financial sector, including fintech innovations, risk management, and investment strategies. Certificates would be provided to the students who complete this course. Competent students would also get placement assistance by Bajaj Finserv.



Bajaj Finserv

A Vision

Brainware University's MoUs with AAI, Bajaj Finserv, and IBM enhance practical learning, preparing students for industry leadership. The Department of Management aligns its curriculum with job market demands, ensuring graduates are professionally ready. These partnerships highlight the university's commitment to excellence and continuous innovation, reinforcing its reputation for academic and professional success.



Industry Visits



Malanchabere, West Bengal, India
F3J4+JRP, Rauba, Uluiberia, Malanchabere, Howrah, West Bengal 711316, India
Lat 22.480354°

Students' industry visit to Coca-Cola offers a firsthand look at production processes, supply chain management, and marketing strategies. This experience bridges theory with practice, equipping students for future industry roles.



Diamond Beverages Pvt Ltd
P41, Taratala Rd, kol- 700088
Nearest Railway station - Brance Bridge



Khamar, West Bengal, India
JGG4+4BQ Langol Pota Station, Reekjoyoni, Khamar, West Bengal 700135, India
Lat 22.625405°
Long 88.505494°
17/04/24 11:09 AM GMT +05:30

An industry visit to ACC manufacturing plant gives students a firsthand look at real-world business operations, manufacturing processes, and industry practices. This experience connects academic knowledge with practical application, helping prepare them for future careers.

Alumni success stories

Where our Graduates Go...

At our department of management, we're proud to celebrate the achievements of our alumni who have made significant strides in their careers. Notable among them is Pritam Pramanik, who has risen to the position of Assistant Manager at Shyam Metalics. His journey reflects the strong foundation and practical skills imparted during his time here.

Avilash Majumder has also made remarkable progress, securing the role of Assistant Manager at Axis Bank. His success is a testament to the comprehensive education and industry alignment of our programs.



Arpan Roy, serving as Assistant Manager at Karur Vysya Bank, exemplifies the excellence and commitment to continuous growth that we instill in our students. Similarly,

Yuvraj Kumar - Yuvraj is pursuing higher studies with an MBA from IIM, further honing his skills and expanding his knowledge in management.



Our alumni network is a vibrant community, offering invaluable mentorship and networking opportunities for current students. The achievements of our graduates inspire us to continue striving for excellence, fostering a culture of continuous learning and professional growth.

As we celebrate these success stories, we are reminded of our mission to develop future leaders equipped with the skills, knowledge, and values to make a positive impact in the world.

Placement News

**WE
TEACH
WELL
WE
PLACE
WELL**

**BRAINWARE
UNIVERSITY**

Ankur Dutta
MBA

CTC INR 5.00 LPA



**WE
TEACH
WELL
WE
PLACE
WELL**

**BRAINWARE
UNIVERSITY**

Abhay Kr Oraon
BBA Digital Marketing

CTC INR 5.00 LPA



Akashdeep Basu | Eshita Agarwal

BBA(DM)

Placed @ Auto Hitech Pvt. Ltd.



**WE
TEACH
WELL
WE
PLACE
WELL**

**BRAINWARE
UNIVERSITY**

Pooja Giri Goswami
Master of Business
Administration

CTC INR 5.00 LPA



**WE
TEACH
WELL
WE
PLACE
WELL**

**BRAINWARE
UNIVERSITY**

Md Zakkiullah
Master of Business
Administration

CTC INR 5.75 LPA



**WE
TEACH
WELL
WE
PLACE
WELL**

**BRAINWARE
UNIVERSITY**

Disha Das
MBA

CTC INR 5.00 LPA



Placement News

Exciting Placement Opportunities for BBA, BBADM, and MBA Students

Brainware University's Department of Management proudly announces exceptional placement results for its BBA, BBADM, and MBA programs. With top-tier companies actively recruiting our students, our graduates have secured positions in diverse industries, reflecting the quality of education and industry-relevant skills they acquire. This success underscores our commitment to producing well-prepared professionals who are ready to excel in their careers. The department continues to strengthen industry ties, ensuring future graduates have ample opportunities to thrive in their chosen fields.

Few notable companies ...

Retail



Reliance Retail

Travel and Hospitality Sector



EaseMyTrip



Cafe Coffee Day

- CCD

Finance and Investment



NJ Group



Nirmal Bang



Aditya Birla Capital



Piramal Capital
& Housing
Finance Limited



HDFC Life



Axis Bank



Ujjivan Small
Finance Bank



Jana Small Finance

Technology and Software



Jain software



Webgen Technologies



Zebra Techies
Solution



Pursuit software



Bharat Earn
Technology Pvt. Ltd

E-commerce and Online Services



Amazon



Policy Bazaar



Ginni Systems Ltd



Just Dial



Stock Edge



Unnatim India



Xperteez



Seven Boats



Auto Hitech



Nature Technologies



Life Productions



GIBS, Bangalore

Faculty Development Initiatives

Hands on training on ProwessIQ Database Software

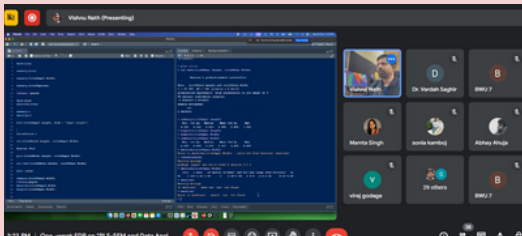
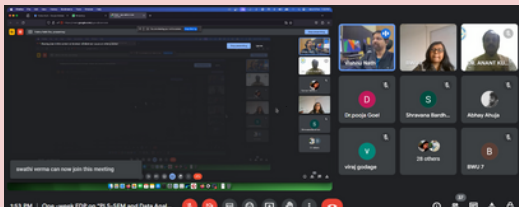


A professional executive from CMIE conducted a workshop on **Prowess database** for the Department of Management faculty on April 3, 2024. Participants learned techniques for retrieving data from annual reports, quarterly financial statements, and stock exchange feeds. They were also trained in normalization for inter-company and inter-temporal comparisons. This training will aid in conducting industry-wide research, including growth analysis, ratio analysis, funds-flow analysis, peer group comparisons, and industry benchmark analysis, thereby facilitating effective decision-making.

The Prowess database, created by CMIE, compiles data from company Annual Reports, Ministry of Company Affairs submissions, and stock exchange filings for listed companies. It includes security prices from major stock exchanges. ProwessIQ Reports allow for detailed assessments and comparisons of companies' financial performance over time.

Online FDP on "PLS-SEM and Data Analysis using R"

The Department of Management organized a **one-week Faculty Development Program (FDP) on "PLS-SEM and Data Analysis using R"** from 5th to 10th February 2024. The program focused on equipping participants with advanced skills in Partial Least Squares Structural Equation Modeling (PLS-SEM) and data analysis using R. Through theoretical sessions and hands-on workshops, participants gained a comprehensive understanding of PLS-SEM and its applications in social sciences, marketing, and management research. The sessions were led by Dr. Pooja Goel, Associate Professor at the Delhi School of Economics, University of Delhi, and Dr. Vishnu Nath, Post Doc Fellow at IIT Roorkee.





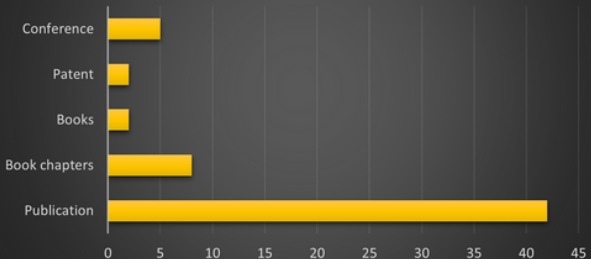
Research & Publication

The Department of Management at Brainware University has made notable strides through a variety of publications and contributions. Our faculty actively shares insights at national and international conferences, showcasing cutting-edge research and fostering academic collaborations.

In addition to presenting, several faculty members have secured patents, demonstrating our commitment to applying research to real-world challenges. Our thought leaders have authored influential books and contributed chapters to edited volumes, enriching the field with specialized knowledge.

Furthermore, our faculty publish extensively in top-tier UGC CARE, SCOPUS, and WOS-listed journals, reflecting our dedication to rigorous research and advancing the management discipline. Through these efforts, the department enhances its academic reputation and contributes meaningfully to management studies.

Publication from Dept of Management



Faculty's Articles

Dreams Do Come True

-Dr. Aparna Chakraborty.

The sky was dark,
With the stars glittering all around.
There I sat on the terrace,
Gazing at each one of them.
My mind was clouded with endless thoughts;
One of them was, 'Will I be able to succeed in my
endeavours?'
I kept on ruminating over my failures and past mistakes,
And lo! I heard a voice calling my name.
I looked around and found no one.
The voice became stronger,
The pitch became louder.
It said, "Stop ruminating and procrastinating.
Procrastination is the killer of dreams."
Then I made a plan, started acting on it,
And here I am nurturing young saplings.
Now I have a dream to see them grow into trees,
Providing shelter and tranquility to others with the
blowing of the breeze.

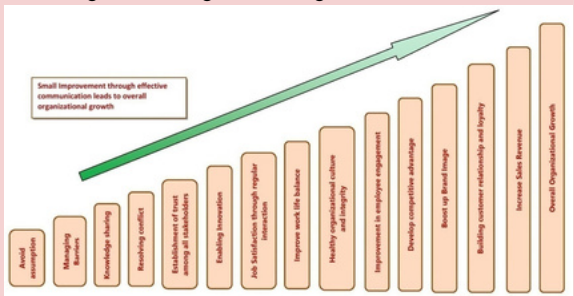
Faculty's Articles

Effective Communication towards Organizational growth

-Rupam Dhani

The term "communication" has various connotations and involves conveying information or expressing thoughts through verbal, non-verbal, written, visual, or audio-visual means. It's more than just transmitting data; effective business communication is crucial for employee engagement and maintaining healthy workplace relationships. It involves interactions across all levels, from management to employees and external stakeholders like customers and suppliers. Effective communication helps unify corporate goals, vision, and values, enhances interpersonal relationships, and reduces barriers among workers, contributing to overall organizational growth.

Model - 1: Linkage model between avoiding assumption and overall organizational growth through effective communication



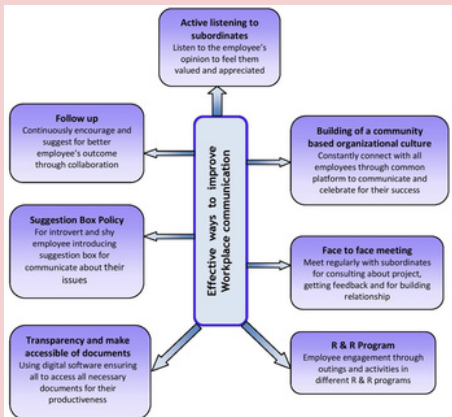
Faculty's Articles

Effective Communication towards Organizational growth

Cont..

To promote worker commitment, organizations should remove communication barriers and provide an efficient, participatory, and transparent communication channel. The following self explanatory figure (model - 2) depicts different ways for the management to improve the business communication. Overcoming these hurdles and presenting a clear message are essential components of effective Communication.

Model - 2: Effective ways to improve Workplace communication



Faculty's Articles

AI-The key to end poverty

-Dr. Amrita Nath

Artificial intelligence (AI) has become a transformative force across numerous sectors, from healthcare and finance to transportation and entertainment. Its capacity to enhance efficiency, productivity, and quality of life suggests it could play a crucial role in addressing global poverty. By improving agriculture, education, healthcare, infrastructure, and financial inclusion, AI holds the potential to significantly reduce poverty in developing countries.

Agriculture:

Agriculture is a cornerstone for many developing economies, providing income and food security. However, farmers often face challenges due to limited access to advanced agricultural practices. AI can mitigate these issues by using satellite data and predictive analytics to optimize irrigation, fertilizer application, and crop management. For instance, AI systems can analyze weather patterns and soil conditions, guiding farmers to improve yields and reduce waste. This not only enhances food security but also contributes to economic stability and poverty reduction.

Education:

Education is critical for breaking the cycle of poverty. In many developing countries, children lack access to quality education due to resource constraints. AI can bridge this gap through virtual learning platforms that offer educational resources and personalized learning experiences. These AI-powered systems can provide students with skills and knowledge in areas such as technology, business management, and finance—fields often out of reach without formal schooling. By making education more accessible, AI helps individuals acquire skills needed for better job opportunities and economic advancement.

Healthcare:

In resource-limited settings, AI can revolutionize healthcare by improving diagnostic accuracy and treatment efficiency. AI-driven diagnostic tools can analyze patient data swiftly, offering precise recommendations for treatment and reducing wait times for medical evaluations. This capability is particularly valuable in regions with few medical professionals and limited resources. Enhanced diagnostic and treatment options can lead to better health outcomes and, consequently, contribute to economic stability by improving overall well-being.

Faculty's Articles

AI-The key to end poverty **Contd...**

Infrastructure and Energy:

Infrastructural deficits, including unreliable access to electricity, hinder economic development in many areas. AI can play a role in optimizing the placement of renewable energy resources like wind turbines and solar panels by analysing data on wind patterns and solar radiation. Reliable electricity can boost educational outcomes, support small businesses, and improve community services. Furthermore, AI can help manage and maintain infrastructure, contributing to broader economic growth and development.

Access to Clean Water:

Access to clean water is essential for health and economic development. AI can enhance water management by identifying sources of contamination and developing methods for water purification. Monitoring water quality with AI helps ensure safe drinking water, which is crucial for maintaining health and supporting sustainable livelihoods.

Financial Inclusion:

AI can also impact financial inclusion by improving credit assessments for individuals with non-traditional credit histories. Traditional credit scoring often excludes low-income individuals, but AI can evaluate alternative data to assess creditworthiness. This allows financial institutions to offer low-cost or interest-free loans tailored to the needs of underserved populations, fostering entrepreneurship and economic resilience.

AI offers substantial promise for improving living conditions and reducing poverty in developing countries. By enhancing agricultural practices, broadening educational access, refining healthcare delivery, optimizing infrastructure and energy solutions, and promoting financial inclusion, AI can significantly contribute to sustainable development. Embracing AI with a focus on inclusivity, transparency, and ethical considerations will help create a future where opportunities are more evenly distributed and societal challenges are addressed collaboratively. This approach not only drives economic growth but also fosters social cohesion and human development on a global scale, paving the way toward a more just and prosperous world for all.

Faculty's Articles

"Hope's Horizon: The Tale of Humanity"

-Shivangi Kashyap

The story of mankind, oh so strange,
Living in fear, yet showing calm's range.
Weak beneath, but a mask of might,
Hiding from society's judging sight.

Yearning for love, but scared of the crowd,
Wanting to break rules, yet steps are cowed.
Dreaming of freedom, yet chains hold tight,
Tangled in the mind's internal fight.

Deciding right and wrong, we take the test,
Bearing the burden, we do our best.
If someone sulks, no time to appease,
Or perhaps pride's weight brings unease.

Fearing to open up, we hide within,
Afraid of judgment, that's where we've been.
Crying alone, laughing in a throng,
Happy or not, only God knows for how long.

Talking of the world, not of ourselves,
Confused and lost, seeking no helps.
Thinking none would listen, just ridicule,
Or fearing we'd seem foolish, like a fool.

Money is everything, yet limits unknown,
Earned it all, yet desires have grown.
Wanting love, yet frustrated when it's near,
Humanity, a puzzle that's so clear.

Faculty's Articles

"Hope's Horizon: The Tale of Humanity"

Contd...

Loving pets, they never argue back,
God gets complaints, never puts us on track.
Relying on God, who never says "You're wrong,"
Accepting our faults, a challenge lifelong.

We burn, we love, we fight the pain,
Striving to prove, but it's all in vain.
Losing relations to pride's cruel theft,
These bonds we cherished, now bereft.

Why are we like this, control we lack?
Why no fullness, no joy to pack?
Knowing all's illusion, yet unaware,
Sometimes hard to grasp, why do we care?

But a day will come, when all is right,
Everyone will have their own share of light.
Hopes will scatter, shining bright,
Every dream fulfilled every heart's delight.

We believe in tomorrow, a future so fine,
A new dawn awaits, with a hopeful sign.
The coming days will be truly splendid,
Every soul's wish, beautifully blended.

Let's believe in the bright future ahead,
Where everyone finds their dream's thread.
For we all trust in a brighter morrow,
And yes, that future will end all sorrow.

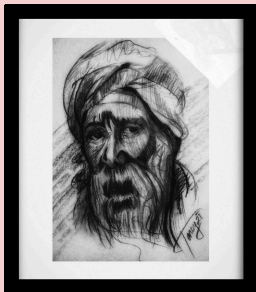
Student's Articles



Destiny

Arghadeep Sarkar
BWU/BBA/23/056

The more I remember you,
The more I fall in love.
All those letters I had written-
Were carried to you by
Aphrodite's Dove.
It's white in hue, as white as the brightest light
in the universe could be.
But not as innocent and virtuous as thou:
thou the delightful daughter and fruit of The
World Tree. That was the first time I met you,
You were standing by the sea.
"Who is this Maiden with heavenly beauty?"
query came to me.
You were standing there-
with your long open hair, dancing with the
melodious sea breeze.
That was the first time you looked at me. With
your all-consuming black eyes.
I was already struck by the Poison. I stood there.
I was completely frozen.
You were standing there with all the colours of
dusk in your cheeks.
For the first time you smiled at me;
I was completely melted.
I wanted to present my heart and my soul to
you,
leaving behind all my past deed
That was the first time, you lent your arms
towards me. You pulled me up and showed the
lights of heaven.
I was lifeless, filled with chaos, pride and greed;
You gave me another life; through your love
you turned me into an innocent white seed.



This beautiful charcoal portrait is
an amazing show of patience and
talent. The light shadow game of
highlights and shadows are
portraying the depth of the skin or
as one would like to call aging.

Tonoy Saha
BWU/BBD/22/166

Boat's Blueprint for Success: Strategies that Redefined India's Audio Market

ROHAN BISWAS BWU/BBA/23/073



Originally established in 2016, Boat has rapidly become a huge market driver in the Indian consumer electronics sector. Primarily, they specialize in audio products. Aman Gupta and Sameer Mehta, since its inception, are the founders of Boat. Firstly, it was the smartest move to formalize a company that understood and catered to the interests and taste buds of young, tech-savvy Indian consumers. The article outlines the history of Boat and the methods it adopted to gain the growth of this company as well as the vital choices that facilitated its incredible expansion.

Background

Aman Gupta and Sameer Mehta, co-creators of Boat, identified a gap in affordable, high-quality audio products in India. They aimed to deliver stylish, durable, and cost-effective sound gadgets for younger customers. By leveraging e-commerce and social media, they effectively reached their target market and maintained quick delivery, focusing on innovation and customer appeal.

Problems

- **Intense Competition:** The audio market in India was highly dominated by well-known international brands such as JBL, Sony, and Bose. Among the well-known and tested brands, a new company was very weak in facing the competition.
- **Market Penetration:** Establishing a competitive brand in a market where many other businesses are present is a difficult task that requires creative marketing and branding techniques.
- **Supply Chain Issues:** The pandemic caused a lot of trouble nationwide, and one of the major ones was the global supply chain being disrupted. One of the most pressing issues was the management of these obstructions, along with the good quality and timely delivery.



Boat's Blueprint for Success: Strategies that Redefined India's Audio Market

Contd...

Analysis

Boat's remarkable growth can be attributed to several strategic decisions and favorable market conditions:

- **Market Research:** Boat invested in understanding young Indian consumers' preferences and buying behavior, guiding their product development and marketing to align with their target audience.
- **Product Differentiation:** Boat's products stand out for their style, durability, and affordability, catering to young consumers with trendy designs and reliable performance.
- **Marketing Strategy:** Boat used celebrity endorsements and influencer partnerships, along with a strong social media presence, to enhance visibility and brand loyalty.
- **E-commerce Leverage:** Partnering with Amazon and Flipkart, Boat expanded its reach, capitalizing on online sales to access a broad customer base and drive sales with attractive pricing.
- **Customer Feedback:** Boat integrated customer feedback into product development, ensuring products met expectations and adapted to market trends.

Solution

Boat tackled its challenges with several key strategies:

1. **Aggressive Marketing:** Boat invested in high-profile marketing campaigns with celebrities and influencers, building strong brand presence and customer loyalty.
2. **Product Expansion:** The company continually updated its product line with the latest technologies, including wireless earbuds and smartwatches, to stay relevant and appealing.
3. **Quality Assurance:** Boat upheld high product quality standards despite competitive pricing, ensuring customer satisfaction through rigorous quality control.
4. **Enhanced Customer Service:** Boat focused on superior customer service, addressing issues quickly and engaging with customers on social media.
5. **Supply Chain Optimization:** The company improved its supply chain management by diversifying suppliers and optimizing logistics to ensure timely delivery.

Boat's Blueprint for Success: Strategies that Redefined India's Audio Market

Contd...

The strategic initiatives implemented by Boat led to impressive outcomes:

Market Share: Within a few years, Boat captured over 20% of the market share in the earwear segment, surpassing several established competitors. This significant market share was a testament to the effectiveness of Boat's strategies and its ability to resonate with consumers.

Revenue Growth: Boat achieved significant revenue milestones, crossing INR 700 crore in FY 2020-21. This rapid revenue growth reflected the strong demand for Boat products and the success of its marketing and sales strategies.

Brand Recognition: Boat established a strong brand presence and loyalty among young Indian consumers. The brand became synonymous with stylish, affordable, and reliable audio products, earning a loyal following.

Industry Leadership: Boat emerged as a leading player in the Indian audio market, outperforming many established global brands. The company's success demonstrated the potential of homegrown brands to compete with international giants.



Boat's success is a testament to its strategic focus on understanding and catering to the needs of its target audience, maintaining high product quality, and effectively leveraging digital marketing and e-commerce platforms. The brand's agile approach and customer-centric strategies have been crucial to its rapid rise and continued growth. By staying attuned to market trends and consumer preferences, Boat has positioned itself as a trusted and innovative brand in the competitive consumer electronics market.

A Midnight Harp: The Demon's Desire

Debayan Saha
BWU/MBA/23/092



This mandala art deviates from traditional patterns. The butterfly symbolizes hope and happiness, representing the time and patience needed for transformation. Perched on a blooming flower, it signifies prosperity. The intricate details and clear outline reflect the considerable effort and time invested in creating this piece.

Preeti Baniya
BWU/BBA/23/070

Her harp's tune made sunflowers
dance under the moon.
I hear enchanted garden murmurs
the mesmerizing midnight rhapsody
that even Satan feels empathy.
Nocturne zephyr brought an
enchanted feather his way, making
him curious about who's playing the
harp at his demonic hour.
A demon whose sin was wrath, yet
someone making flowers bloom in
his path.
Drifting toward the melody, I found
an endearing clone of Aphrodite.
I can see dreamy hues of life in her
eyes.

Adorned in amethyst trinkets as if
midnight sky covered with starry
blanket.
Animals gather around her, dancing
on her rhythms, and she is a gorgeous
vision.
Her voice is so melodious that I can
imagine that saccharine taste on her
tongue.

Damn! Why the hell is she so young?
I want her to be my bride and love
her like tides.
Leaving her alone on her own. Thinking
about god and how he will react.
Even if he denies our union, I'm
going to make her mine by hook or
by crook. Even if I have to turn heaven
into ruins.



Adrita Das
BWU/BBA/23/071

A woman is held back by the horrors of her past, missing opportunities as time passes. The blue and green brushstrokes convey a monotonous, depressing tone. However, a blooming lotus in her environment symbolizes hope and resilience despite the darkness.

Mothers or Victims?

Hritwika Das
BWU/BBD/23/075

Crying for the first time, my mother laughed.

She told everyone how cute I was.

She trained me to be strong and keep my calm, but forgot to tell me how cruel the world was.

Growing up, I saw two sides of the world: one where mothers were worshipped and the other where mothers were victims of crime.

Little did I know why they were victims until I saw those things happening in front of me.

Drunk men, forgetting they were raised by mothers, became giants and showed their true colours.

I told myself to bring change but forgot how my mother had trained me.

Losing my calm, I raised my voice and was called 'A Fighter' and a burning example

Some Thoughts

Atiya Shaukat
BWU/BBD/23/086

"Dreams are extremely important. You can't do it unless you imagine it."

"Helping hands are more powerful than praying lips."

"Be stubborn about your goals and flexible about your method."

"If you want the number of good people to grow, show those around you why good people need to be there by doing good to them."

"Build your skills not your resume."

"Be the woman you needed as a girl."

"The only things that limits our brain capacity are our thoughts."

"Mistakes are meant for learning not for repeating."



This acrylic illustration depicts a woman's face in the dark, adorned with ornaments and makeup, hinting at an occasion. However, her sharp gaze and the fact that someone is holding the mirror, despite its standee, create an unsettling atmosphere. The painting conveys an eerie mood and hints at the woman's inner turmoil.

Adrita Das
BWU/BBA/23/071

Global Plastic Pigments Market

Soumi Sen BWU/MBA/22/78

Market Insights

The plastic pigments market is a rapidly growing industry, expected to reach USD 14.10 billion by 2030, with a projected CAGR of 7.8% from 2021 to 2030. These pigments come in organic or inorganic forms and are added to the polymer base of plastics, providing them with specific colors. Organic pigments are made from carbon-based molecules, while inorganic pigments are derived from metals or minerals.

The growth of the plastic pigment industry is driven by increased demand across sectors like automotive, packaging, construction, and electronics, where these pigments enhance product aesthetics and market value. Additionally, the rising awareness of sustainable production methods has boosted the demand for bio-based pigments made from renewable sources, further fueling market expansion.

Segmental Analysis

Global Plastic Pigments Market is segmented on the basis of product, technology application, therapy, end user, and region. By product, the market is segmented into Organic Plastic Pigments and Inorganic Plastic Pigments. By sales, the market is segmented into Direct Sales Channel and Distribution Channel. By application, the market is segmented into Construction, Automotive, Packaging, Consumer, Goods and Others. By region, the market is segmented into North America, Europe, Asia Pacific, Middle East and Africa, and Latin America.

Regional Insights

The Asia Pacific market for plastic pigments is set to grow significantly, driven by increasing demand in sectors like construction, automotive, packaging, and consumer goods. Countries such as China and India, with their expanding automotive industries and rising interest in electric vehicles, are boosting the demand for high-quality automotive coatings that use plastic pigments. The need for plastic packaging is also expected to rise, further fueling the market. Leading companies like Sudarshan Chemical Industries and DIC Corporation are investing in innovative pigment solutions for various applications to meet the growing demand.

The North American market is anticipated to show stable revenue growth, supported by the development of the plastics and polymers industries. Key players such as Cabot Corporation, Tronox Inc., Ferro Corporation, and Chemours Company are driving the increased use of plastic pigments. These manufacturers are focusing on R&D to create pigments that comply with stringent food packaging regulations.

Global Plastic Pigments Market

Contd...

Market Dynamics Drivers Acceptance of New Technologies by manufacturers

In the plastic pigment industry, manufacturers are leveraging new technologies to enhance product characteristics. One such innovation is ultra-thin-pigment technology, which enables the creation of new color shades like Golden Shine, Golden White, and Copper Glow. By blending copper, gold, and silver, these pigments increase color saturation in coatings, printing ink, and plastics.

To prioritize environmental safety, the industry is also adopting pollution-reducing technologies. For example, the implementation of the EPA's National Emissions Standard for Hazardous Air Pollution (NESHAP) in the U.S. has led to a shift from solvent-borne to waterborne and powder coating technologies in automotive paint. These alternatives emit lower levels of volatile organic compounds (VOC), thereby reducing air pollution and promoting more sustainable manufacturing processes.

Restraints strict norms and regulations

The rising demand for plastic packaging in the food and beverage industry is driving increased use of plastic pigments. However, stringent regulations from the FDA, EU Regulation 10/2011, and GB9685-2016 challenge market growth. These rules ensure pigments in food packaging don't harm consumer health by preventing color migration into food. Manufacturers must balance compliance with creating appealing packaging.

Competitive Landscape

The global plastic pigments market is moderately fragmented, with key players operating globally and regionally. These companies focus on product development and strategic alliances to expand their portfolios. To stay competitive, major players invest in R&D to create innovative products that meet industry demands, offering improved color options and enhanced performance properties. This allows them to cater to specific customer needs and maintain a market edge.

Key Market Trends

Evolution of Nanotechnology in Pigment Development Procedure

Nanomaterials have revolutionized various industries, including the pigment market. Nano-sized inorganic pigments are widely used in industrial applications, offering better performance than traditional pigments. Nanotechnology has improved these pigments' coating, mechanical, and optical properties, providing advantages such as UV and heat resistance and weather durability. Nano-pigments are also used in cosmetics and cathode ray tubes due to their small particle size and large surface area.

A tale of Love & Persistence

Atiya Shaukat BWU/BBD/23/086

Once upon a time, there lived a girl named Aish and a boy named Arsh. They were deeply in love and always dreamed of being together forever. But one day, their families separated them because they belonged to different castes. Aish and Arsh were heartbroken, but they promised each other to succeed in life and meet again one day.

For six long years, they worked hard and became successful in their careers. Aish became a respected doctor, and Arsh became a successful engineer. Despite their success, they never forgot each other.

When they finally met again, their hearts overflowed with happiness and sadness at the same time. They were glad to see each other successful, but they also felt the pain of those lost years apart.

However, their families still opposed their love. Aish's family wanted her to marry someone from their own caste, and Arsh's family insisted on the same. Both Aish and Arsh respected their families but couldn't imagine being with anyone else. Marrying someone else felt like a betrayal of their love. They decided not to marry anyone at all. They remained unmarried, silently holding onto their love for each other. It was a difficult decision, but they believed that their love was stronger than societal expectations.

Aish and Arsh's families went through a mix of emotions too. They loved their children deeply but were bound by tradition and societal norms. They struggled with their decisions, torn between their love for their children and their beliefs.

In the end, Aish and Arsh chose to live their lives independently but with a deep bond that could never be broken. They found happiness in their careers and cherished the memories of their love story, knowing that some loves are meant to transcend time and circumstance.

Stories are just, stories.

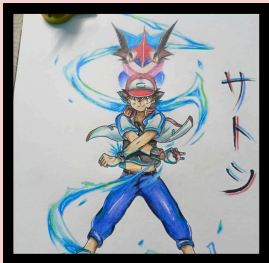
And reality is something that's standing at a distance having a good laugh at those same stories.

And I felt that hatred is a far stronger and more passionate emotion than love. So when two people love each other, somehow suddenly get separated and they arrive at a certain pinnacle of hatred. where they get to a point in time and place where they start to hate even the colours and words, things that they once loved because of its association to their beloved!

Why do they begin hating every memory associated with that person? MEMORIES ARE INNOCENT.

Love Turned to Hatred: The Bitter Evolution of Emotion

Atiya Shaukat
BWU/BBD/23/086



An illustration showing the bond between Ash and Greninja. Their friendship evolved and they got past through pretty rough battles. Ash Greninja is a rare phenomenon and has a good bond between their Pokemon like Ash's new Charmander. A truly distinct way of showing friendship and sacrifice.

Aryan Chattopadhyay
BWU/BBD/21/036

The Grinny Dandelion

Arghadeep Sarkar
BWU/BBA/23/056

A man went on a quest..
With a query in his head.-

"Does dying grant us eternal rest?"

To find the probation he searched many ways to be dead.

An apathetic man he was;

He witnessed Silver destroying his kin.

He was standing alone and couldn't make a fuzz,
As he chose to carry all their sin.

While crossing a river, he witnessed something floating over his head.

A dandelion seed it was,
On her way to settle on the earth's bed.

Flippantly ignoring the gloomy sinner;

"What be your name and where do you reside?" - Asked the little grinner.

"I possess no name; my sin has engulfed it all." - Murmured the weary sinner.

"I have no place to reside and no one whom I shall call my own;

I'm carrying their sins with no place to hide,

I'm walking on the dead plains with no one to guide.

I have a black staff who helps me to carry the weight of my own,

There is no one to love me in this cold harsh world,

I'm cold and all alone."

Listening to the tragic tale of the sinner said the litter grinner -

"I too have departed mine own homeland.

I too am all alone in this wild savage land.

Let us move towards the lights of heaven together;

Where I can settle in a new home And you can atone your sins against the weight of
white a feather."

The two went by As the red star moved nigh.

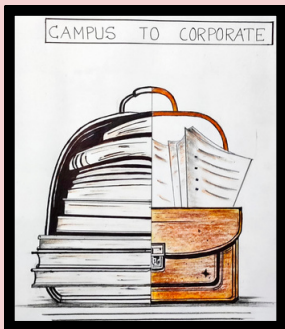
Holding hands of the weary sinner- "From now on I shall share the weight of your sin"
announced the little grinner.

"And I shall protect you from the Nor'easters" with a light on his face said the grinny
sinner.



A life of a man or a human drawn in a poster. The various problems yet necessary deed to be taken care of just to survive and make through life. Time, money, growth, assets, liabilities, tax, calculated risks idea are all glorious yet tedious tasks. One who makes through is the one who wins and what must be more glorious than the life of a winner?

Binita Dey BWU/MBA/23/056



Another poster depicting transition. the transition of college campus to a corporate office. One can prepare through whole three or four years of their college degree but yet a feel a moment of doubt or hesitation in the field they felt throughout their past years. So eventually the question rises that is it truly a transition or just the other side of the same coin?

BISWAJIT BERA BWU/BBA/22/036

Echoes of unseen

There's no cliché movie snapshot face not being okay. It's huge burden to have struggles and be functional, especially when it comes to mental health.

Hard because nobody can see if something's wrong or take it seriously, and because functional person will go against the grain to keep normalcy and experience more extreme lows after suppressing. please look out for your loved ones, check on them if they act differently, don't call you back, cancel plans, becomes more quite or anything feels odd, because most people won't stick their demons on their foreheads.

And it's hard on everyone, even those fortunate enough people never to have conversation about their mental health are battling new invisible enemies, & because of the stigma, most don't even know how to talk about any of it.

**Atiya Shaukat
BWU/BBD/23/086**

The Secrets of Pinebrook

Unraveling the Mystery

Neha Saha BWU/BBA/23/056

In the quaint town of Pinebrook, life flowed at a gentle pace. Nestled among rolling hills and dense forests, it was a place where everyone knew each other, and nothing much ever happened. But one summer evening, the tranquility of Pinebrook was shattered when the body of a local artist, Emily Hart, was found in her studio.

Emily was well-loved in Pinebrook. She was known for her vibrant paintings and her warm, welcoming nature. Her murder sent shockwaves through the community. The town's small police force, led by Detective Sarah Blake, was tasked with solving the case. Sarah was known for her sharp mind and determination, but this case would test her in ways she had never imagined.

Emily's studio was located at the edge of town, surrounded by tall pine trees. When Sarah arrived at the scene, she found the studio in disarray. Paintings were slashed, canvases torn, and Emily's body lay in the middle of the chaos, a single knife wound in her chest. There were no signs of a struggle, suggesting that Emily knew her attacker.

As Sarah examined the crime scene, she noticed a strange symbol painted on the wall in red—a circle with a line through it. It didn't match any of Emily's usual styles, and it seemed out of place. Sarah made a note of it and continued her investigation.

The first person Sarah interviewed was Emily's boyfriend, Mark. He was devastated by her death and claimed to have no idea who would want to harm her. "Emily had no enemies," he said, tears in his eyes. "Everyone loved her."

Next, Sarah spoke to Emily's neighbor, Mrs. Jenkins, an elderly woman who often watched the comings and goings from her porch. "I saw a man leaving her studio late last night," she said. "He was wearing a hood, so I couldn't see his face."

This clue led Sarah to question the town's less savory characters. One name that came up repeatedly was Tom, a local troublemaker with a history of petty crimes. Sarah found Tom at the local bar, looking nervous.

"Where were you last night?" Sarah asked, fixing him with a steely gaze.

Tom fidgeted. "I was here, Detective. Ask anyone."

Sarah did, and several patrons confirmed his alibi. Frustrated but not deterred, she continued her search for the mysterious hooded figure.

Sarah decided to delve deeper into Emily's life. She visited the town library to look through Emily's old journals and sketchbooks. As she flipped through the pages, she found several references to "Project Horizon." Intrigued, she dug further and discovered that Project Horizon was a series of paintings Emily had been working on, inspired by her dreams.

Emily's dreams, it seemed, were not just figments of her imagination. She believed they were connected to something deeper, something she couldn't quite explain. Sarah found sketches of the strange symbol she had seen at the crime scene, along with cryptic notes about "unlocking the hidden truth."

The Secrets of Pinebrook

Contd...

With a new lead, Sarah visited Emily's closest friend, Anna, who was also an artist. Anna revealed that Emily had been obsessed with a particular painting—a landscape of a place that didn't exist in Pinebrook. "She believed it was a real place," Anna said. "She was convinced that finding it would reveal something important."

Sarah decided to follow this lead. She took the painting from Emily's studio and studied it closely. There was a small, barely noticeable detail in the corner—a set of coordinates. Excited, Sarah entered the coordinates into her GPS, which pointed to a remote area in the nearby forest.

The next day, Sarah set out for the location with a couple of officers. They hiked through dense trees and rough terrain until they reached a clearing. There, hidden among the pines, was an old, abandoned cabin. Sarah felt a chill run down her spine as they approached the door.

Inside, the cabin was empty except for a large, dusty painting hanging on the wall. It was a perfect match to Emily's mysterious landscape. As Sarah examined it, she noticed something odd about the frame. She pried it open and found a hidden compartment containing a stack of letters.

The letters were from a man named Daniel, who claimed to have discovered a powerful secret about Pinebrook's history. He wrote about an ancient artifact hidden in the forest, capable of great things, both good and evil. Emily had been corresponding with Daniel, who believed that she could help uncover the artifact's location.

Sarah realized that Emily's murder was connected to this artifact. Someone else must have found out about it and wanted to keep the secret hidden. Sarah's mind raced as she tried to piece together the clues.

Back in town, Sarah confronted Anna. "Did Emily ever mention Daniel to you?"

Anna's eyes widened. "Daniel? He was Emily's mentor. But he disappeared years ago."

Sarah now had a prime suspect. She tracked down Daniel's last known address and found him living in a secluded house on the outskirts of town. When Sarah arrived, Daniel was waiting for her.

"I knew you'd find me," he said calmly. "You and Emily were the only ones who could."

Sarah arrested Daniel, who confessed to the murder. He had become obsessed with the artifact and believed that Emily was getting too close to discovering its location. In his twisted mind, killing her was the only way to protect the secret.

The case was solved, but the artifact remained hidden. Pinebrook slowly returned to normal, though the town would never forget the summer of Emily Hart's murder. Sarah, too, was forever changed, having uncovered the dark secrets that lay beneath the surface of her peaceful town.

In the end, the truth came to light, and justice was served, but the mystery of the ancient artifact continued to haunt Pinebrook, a reminder that even the quietest places can hold the most dangerous secrets.

Can You buy a Tesla?

The ultimate guide to freedom

Bapi Chowdhuri BWU/BBA/22/007

Before beginning this article, I'd like to ask you a question: "Can you buy a Tesla car without any hesitation or thinking about your bank balance?" Since childhood, we all have dreams of buying a new house, a car, an expensive phone, and our favourite video games. However, these are often just dreams or wishes that we can achieve throughout our lives. You may wonder why most people only dream about these things without ever actually buying them. So, you may think: what is the reason that they cannot achieve their dreams? Most of us only think about the outcome without taking action or believing in the process.

To achieve our dream and peaceful life, we all need money. With money, you can buy the things you want or fulfil your dream of childhood. However, as we grow up, many of us become confused about money and lack the knowledge to manage it effectively. Financial freedom is a concept that we often hear and dream about, yet we often fail to take action to achieve it. Most schools and colleges also do not teach us about financial freedom. Society tends to celebrate success and overlook failure, so it's important to take control of your finances and set an example for society. Join me in this article as I explain how you can achieve financial freedom.

"Financial freedom" is a term that we often use, but its meaning might not be clear. Essentially, "it refers to having adequate income, savings, and investments to live the life you desire without being dependent on a traditional job." It's about having control over your finances and the choices you make. In simpler terms, financial freedom is achieved when you can make purchases without worrying about your financial situation.

The book "Rich Dad Poor Dad" by Robert Kiyosaki provides a clear and easy-to-understand explanation of financial freedom. Robert argues that a person's mindset plays a pivotal role in their financial situation, and that to achieve financial freedom, one must first correct their mindset about money. Society often keeps alive beliefs such as "wealthy people are bad" and "having big dreams is unrealistic," which can keep individuals trapped in a cycle of poverty. To shift this money mindset, I suggest reading books such as "Rich Dad Poor Dad" by Robert Kiyosaki, "Think and Grow Rich" by Napoleon Hill, "The Richest Man in Babylon" by George Samuel Clason, and "The Alchemist" by Paulo Coelho.

Can You buy a Tesla?

Contd...

If your mindset is ready to achieve financial freedom, you may not succeed if you can't differentiate between richness and wealth. Many people mistakenly believe that rich and wealthy people are the same, but that's not true.

"Richness is about having a lot of money and a luxurious lifestyle, often showcasing material wealth. Wealthiness, however, focuses on financial security through money, investments, and savings. It supports a comfortable lifestyle and can provide for future generations. While richness offers luxury, wealth ensures long-term financial stability.

Financial freedom is key to achieving wealth. In his book "Rich Dad's Cashflow Quadrant: Guide to Financial Freedom," Robert Kiyosaki discusses the 4 quadrants of 1. Employee (E), 2. Self-employed (S), 3. Business Owner (B), and 4. Investor (I). These quadrants represent the basic career aspects for individuals. To achieve financial freedom, we need to position ourselves in quadrants "B" and "I". What's interesting is that we can occupy two or more quadrants simultaneously. For example, if you're self-employed and also invest in the mutual fund or stock market, you are both self-employed and an investor.

If you understand the basics of achieving financial freedom, now let's delve into a few steps :

- **Assess Your Current Financial Position:** Understand your assets, liabilities, income, and expenses.
- **Focus on Passive Income:** Strive for passive income that exceeds your expenses through business ventures or investments.
- **Avoid Unnecessary Debt:** Use debt wisely, primarily for investments or business, not liabilities.
- **Diversify Income Streams:** Create multiple income sources to ensure stability.
- **Invest Strategically:** Don't just save; invest in long-term assets and distinguish between assets and liabilities.
- **Educate Yourself on Finance:** Stay updated with financial knowledge to adapt to changing market conditions.

I hope you understand how important it is to correct your mindset, improve your financial literacy, invest, generate passive income, and understand assets and liabilities to achieve financial freedom. If you follow the steps and advice, you will definitely achieve financial freedom soon. As I asked before, "Can you buy a Tesla car without any hesitation or thinking about your bank balance?" The answer should be "YES! Soon."

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