



DEPARTMENT OF MANAGEMENT

Brainware University presents

JAN - JUNE
2025

BRAIN INSIGHTS 3.0

*"LEADING THE WAY IN
MANAGEMENT
EXCELLENCE"*





THE PULSE OF PURPOSE. THE POWER OF POSSIBILITY



DEAR GENTLE READERS



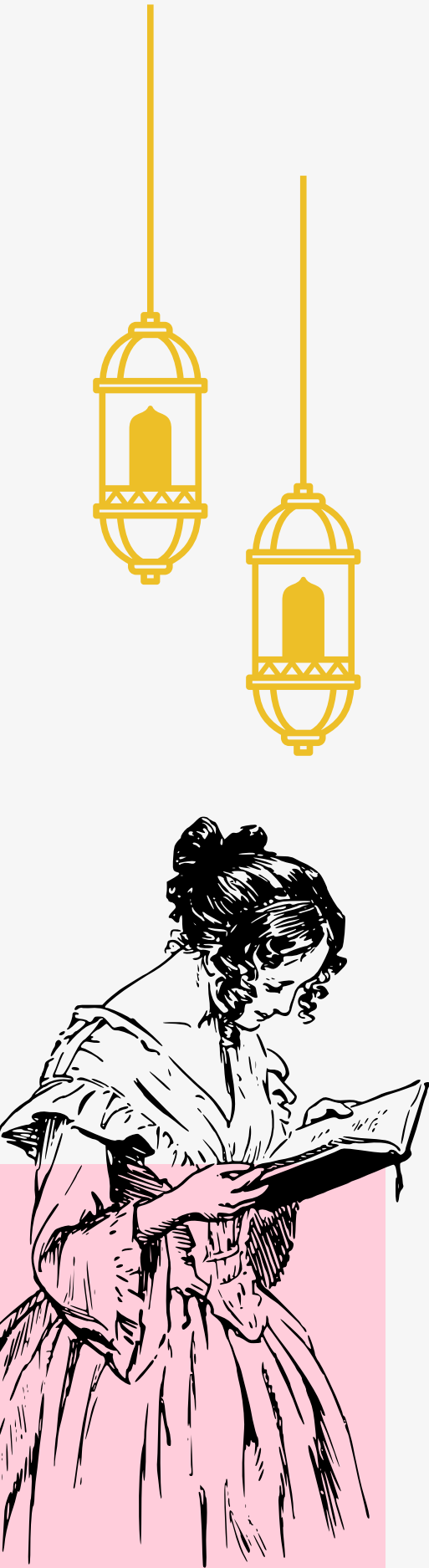
We are proud to unveil BrainINSIGHTS 3.0, a reflection of our unwavering commitment to excellence in management education. This edition showcases the spirit of innovation, academic milestones, and dynamic growth that shape the Department of Management at Brainware University. Dive into the world of ideas, initiatives, and impact that drive our journey forward.

At Brainware University, the Department of Management offers dynamic undergraduate and postgraduate programs including BBA, BBA in Digital Marketing, BBA in Business Analytics (in collaboration with IBM), along with MBA and PhD in Management. These programs are carefully curated to meet industry demands and empower students with cutting-edge knowledge and skills.

Our campus fosters a rich academic and research environment with modern labs and hands-on learning opportunities. From the very first day, our students benefit from pre-placement training, industry visits, HR seminars, workshops, and conferences, preparing them for real-world challenges. Our strong Campus-to-Corporate initiative ensures a smooth transition into the professional world through dedicated mentorship and placement support.

With a dedicated team of over 40 faculty members and a vibrant student community of nearly 1000 learners, our department is proud to be one of the largest and most forward-looking in the University. We thank you for being a part of this journey. Stay with us as we continue to innovate, inspire, and shape the future of management education.

**WARM REGARDS,
DEPARTMENT OF MANAGEMENT
BRAINWARE UNIVERSITY**



Programs

O F F E R E D

Undergraduate programs

Bachelor of Business Administration (Honours) with Research (4 years)

Finance, HR, Marketing, Entrepreneurship

2. Bachelor of Business Administration (Honours) in Business Analytics (4 years).
3. Bachelor of Business Administration (Honours) in Digital Marketing (4 years).
4. Bachelor of Business Administration (3 years).
5. Bachelor of Business Administration in Business Analytics (3 years).
6. Bachelor of Business Administration in Digital Market(3 years).

Postgraduate programs

Master of Business Administration (2 years)

**Marketing, Finance, HR, Digital Marketing,
Business Analytics, Operations Management**

Ph.D programs

Ph.D in Management

VISSION

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.

**"IGNITING
INTELLECT,
SHAPING
TOMORROW."**



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*





BRAINWARE UNIVERSITY

LEARNING OBJECTIVE

The learning objective of the management and commerce programmes at Brainware University is to foster future-ready professionals equipped with critical thinking, ethical leadership, and a global mindset. Students will develop a deep understanding of business fundamentals, enabling them to adapt swiftly to dynamic industry demands. Emphasis will be placed on experiential learning, innovation, and digital proficiency, ensuring graduates can confidently navigate both entrepreneurial and corporate environments. Through collaborative projects, internships, and real-world problem-solving, learners will cultivate a spirit of social responsibility, strategic insight, and continuous improvement—reflecting the institution's commitment to academic excellence and societal impact.



MESSAGE FROM DEAN

THE MANAGEMENT DEPARTMENT AT BRAINWARE UNIVERSITY IS DEDICATED TO BRIDGING THE GAP BETWEEN ACADEMIA AND INDUSTRY, ENSURING STUDENTS ARE FULLY INDUSTRY-READY UPON GRADUATION. WITH A CURRICULUM ALIGNED TO CURRENT BUSINESS TRENDS, STUDENTS ARE EQUIPPED WITH THE KNOWLEDGE AND SKILLS NEEDED TO EXCEL IN THEIR CAREERS. THE DEPARTMENT'S EXPERIENCED FACULTY—COMPRISING BOTH ACADEMICIANS AND SEASONED INDUSTRY PROFESSIONALS—BRINGS PRACTICAL INSIGHTS INTO THE CLASSROOM THROUGH REAL-WORLD SCENARIOS. EMPHASIZING INDUSTRY ORIENTATION, STUDENTS GAIN HANDS-ON EXPOSURE THROUGH INTERNSHIPS, INDUSTRY VISITS, AND BUSINESS OPERATIONS. ADDITIONALLY, REGULAR WORKSHOPS, SEMINARS, MOCK INTERVIEWS, GUEST LECTURES, AND NETWORKING EVENTS WITH CORPORATE LEADERS ENHANCE THEIR CAREER PREPAREDNESS AND INDUSTRY UNDERSTANDING. THIS DYNAMIC AND HOLISTIC APPROACH COMBINES ACADEMIC RIGOR WITH PRACTICAL RELEVANCE, MAKING BRAINWARE UNIVERSITY A TOP CHOICE FOR ASPIRING BUSINESS PROFESSIONALS AND ENSURING ITS GRADUATES ARE COMPETITIVE AND HIGHLY EMPLOYABLE IN TODAY'S JOB MARKET.

(Dr.) Anant Kumar Srivastava
Professor
Dean-Academics, Brainware University

MESSAGE FROM HOD



DEAR READERS,

WE ARE THRILLED TO INTRODUCE THE SECOND EDITION OF THE E-MAGAZINE OF THE DEPARTMENT OF MANAGEMENT, BRAININSIGHTS 3.0: LEADING THE WAY IN MANAGEMENT EXCELLENCE. OUR DEPARTMENT BOASTS A TEAM OF DEDICATED, HIGHLY QUALIFIED FACULTY COMMITTED TO PREPARING STUDENTS FOR GLOBAL COMPETITIVENESS THROUGH RIGOROUS ACADEMICS AND HANDS-ON TRAINING WITH ADVANCED TECHNOLOGIES. OUR GRADUATES HAVE EXCELLED, SECURING POSITIONS IN TOP COMPANIES ACROSS THE COUNTRY.

BEYOND ACADEMICS, WE EMPHASIZE HOLISTIC DEVELOPMENT THROUGH PROFESSIONAL TRAINING, COMMUNICATION CLASSES, AND PERSONALITY DEVELOPMENT PROGRAMS. OUR STUDENTS ACTIVELY PARTICIPATE IN SPORTS, CO-CURRICULAR, AND EXTRA-CURRICULAR ACTIVITIES, ACHIEVING NOTABLE SUCCESS IN INTER-DEPARTMENTAL AND INTER-UNIVERSITY COMPETITIONS. COMMITTED TO SOCIETAL IMPACT, OUR FACULTY AND STUDENTS ENGAGE IN VARIOUS SOCIAL INITIATIVES, FOSTERING VALUES AND COMMUNITY RESPONSIBILITY. WE STRIVE TO SHAPE WELL-ROUNDED INDIVIDUALS, CAPABLE OF BOTH PROFESSIONAL EXCELLENCE AND ETHICAL LEADERSHIP.

THANK YOU FOR YOUR CONTINUED SUPPORT AS WE WORK TOWARD NURTURING FUTURE LEADERS AND RESPONSIBLE CITIZENS.

DR SAILESWAR GHOSH
PROFESSOR & HOD
DEPARTMENT OF MANAGEMENT

EDITOR'S NOTE



"It gives me immense pleasure to present the third issue of the departmental e-magazine of the Department of Management BrainINSIGHTS Leading the Way in Management Excellence. This magazine showcases the literary talents, innovative ideas, and creativity of our faculty and students while highlighting various semester activities.

Driven by coordinators, students, and ambassadors, these events aim to foster campus engagement and provide students with a platform to showcase their diverse talents. Our curriculum emphasizes real- world industry exposure, equipping students with practical knowledge, critical thinking, and theoretical application skills. This holistic approach enhances cognitive complexity, interpersonal skills, and practical competence.

The success of BrainINSIGHTS 3.0 is due to the unwavering support of our HOD sir, Dean sir, and the entire management faculty members. Special thanks to our editorial team members Pranay Mandal and Shreya Dutta for their exceptional contributions. We also extend our gratitude to the management for their encouragement and to all authors for enriching the magazine.

Thank you all for supporting this initiative!"

Rupam Dhani

Assistant Professor, Department of Management

EDITORIAL TEAM

Bringing this edition of our departmental magazine to life has been a journey marked by creativity, collaboration, and commitment. As editorial partners, we've poured not just our skills, but also our hearts into every page—ensuring that this magazine isn't just read, but felt.

This issue reflects the spirit of our department—bold in thought, rich in expression, and rooted in growth. From conceptualizing themes to refining content, from curating visuals to ensuring the finest presentation—we've worked hand-in-hand, believing that true excellence is always a shared achievement.

We are deeply grateful to every student, faculty member, and mentor who supported this initiative. Your contributions, encouragement, and trust helped transform a simple idea into a memorable creation.

We hope this magazine becomes more than a publication—it becomes a source of pride, inspiration, and celebration for our department.

Here's to voices being heard, stories being told, and ideas taking flight.

Let this edition echo the brilliance that lives within us all.



PRANAY MANDAL
BWU/MBA/24/095



SHREYA DUTTA
BWU/MBA/24/084

From Campus to Career

BRAINWARE UNIVERSITY

WE **TEACH WELL**
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Binita Dey
MBA
Placed @ **kotak life**

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*From
Brainware to
Boardrooms*



BBADM Placement



Ankana Manna
BWU/BBD/22/055



FASTINFO



Vishal Singh
BWU/BBD/22/055

Third

Thirdi.ai



Kaushal Naskar
BWU/BBD/22/003



**lee & nee softwares
(exports) limited**



SAGNIK MUKHERJEE
BWU/BBD/22/004



**Seven Boats Info-
System Pvt. Ltd**



Sayon Konai
BWU/BBD/22/073



KraftWheel



Souvik Maity
BWU/BBD/22/042



**AIM
Digitalise**

*From
Brainware to
Boardrooms*

Faculty Achievements

THE ULTIMATE LIST OF



Brainware University Faculty Co-Edits SCOPUS-Indexed Book

Dr. Indrajit Ghosal, Associate Professor in Brainware University's Department of Management, has achieved international recognition as an editor of the SCOPUS-indexed book, "Marketing Perspectives on Phygitalization." Published by CRC Press (Taylor & Francis Group, New York), this accomplishment significantly elevates the university's research profile. Congratulations!



Dr. Ramesh Palisetty's Research Shines in SCOPUS Q2 Journal

Brainware University is proud to announce Dr. Ramesh Palisetty, Associate Professor (Management), has published stellar research in the SCOPUS (Q2)-indexed Technology Analysis & Strategic Management journal (Routledge/Taylor & Francis). With an impressive Impact Factor of 3.5, this achievement highlights his innovative excellence and strengthens Brainware's commitment to groundbreaking research. Congratulations!



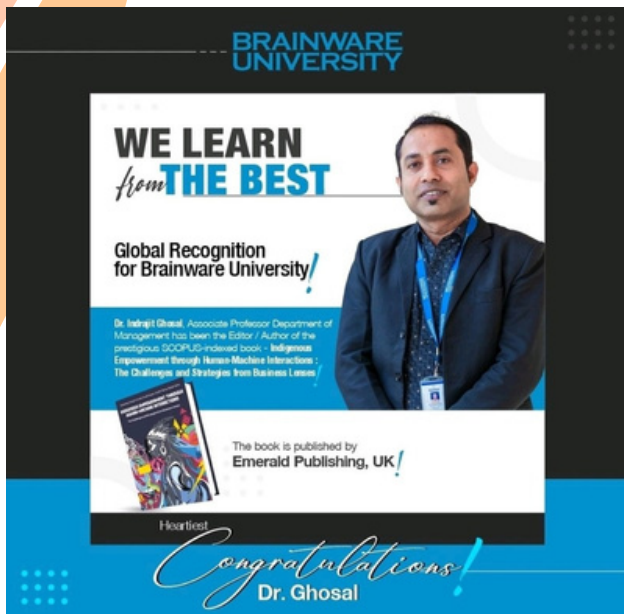
Dr. Indrajit Ghosal Achieves Dual Milestones in Research & Innovation

Brainware University proudly highlights Dr. Indrajit Ghosal, Associate Professor (Management), for his recent dual achievements. He has co-edited "Marketing Perspectives on Phygitalization," a SCOPUS-indexed book published by CRC Press (Taylor & Francis). Additionally, Dr. Ghosal secured a Copyright Certificate for his "Business Model for Small Scale Handicraft Industry in West Bengal," a visionary work bridging tradition with modern business strategies. These accomplishments underscore his academic leadership and commitment to impactful innovation.

Faculty Achievements

THE ULTIMATE LIST OF

Dr. Indrajit Ghosal's Dual SCOPUS-Indexed Book Achievements



Brainware University proudly celebrates Dr. Indrajit Ghosal, Associate Professor (Management), for his significant contributions to academic publishing. He has been recognized as an editor of the SCOPUS-indexed book "Marketing Perspectives on Phygitalization," published by CRC Press (Taylor & Francis Group, New York).

Adding to his impressive portfolio, Dr. Ghosal has also served as an Editor/Author of another prestigious SCOPUS-indexed book, "Indigenous Empowerment through Human-Machine Interactions - The Challenges and Strategies from Business Lenses," published by Emerald Publishing, UK.

These dual achievements underscore Dr. Ghosal's profound scholarly impact and global recognition, bringing immense honor to the Brainware academic fraternity.



Dr. Debasri Dey

Associate Professor, Department of Management
Brainware University, Kolkata

With pride and admiration, we shine a spotlight on the remarkable achievements of Dr. Debasri Dey, whose academic excellence and contribution to global discourse continue to inspire.

Dr. Dey recently presented not one, but two impactful research papers at the prestigious Two-Day International Seminar on Global Synergies, held on February 15–16, 2025, at New Alipore College, Kolkata. This seminar focused on integrating commerce, technology, sustainability, and education to shape a better future.



Dr. Debasri Dey

Research Presentations:



AI-Driven Demand Forecasting: A Resilience Strategy for India's Auto Supply Chain

This paper explored the transformative role of AI in strengthening the automotive supply chain of India through predictive analytics and strategic resilience planning.



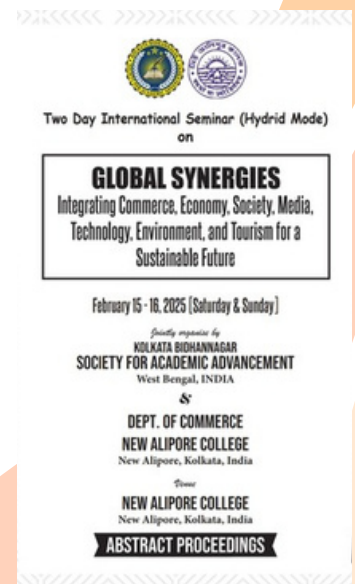
A Learning for Sustainability: An Examination of the Impact of Education on Sustainable Development

In this study, Dr. Dey examined how education acts as a catalyst for sustainable development, highlighting the role of institutions in fostering environmental and social responsibility.



Both presentations earned her high recognition for insightful perspectives, innovative research, and a deep commitment to academic growth.

We take immense pride in celebrating Dr. Debasri Dey's contributions, which not only enhance the prestige of our department but also reflect the evolving thought leadership emerging from Brainware University.



Faculty Achievements



Dr. Moumita Saha

Dr. Moumita Saha, Associate Professor, Department of Management, successfully convened two impactful Faculty Development Programmes—one on Research Ethics and Academic Writing, and another on Experiential Learning. Both FDPs enriched faculty with insights into scholarly ethics, research tools, and innovative teaching methods. Her dedication, coordination, and leadership were highly appreciated by peers and participants, earning her widespread congratulations and admiration across the academic community.

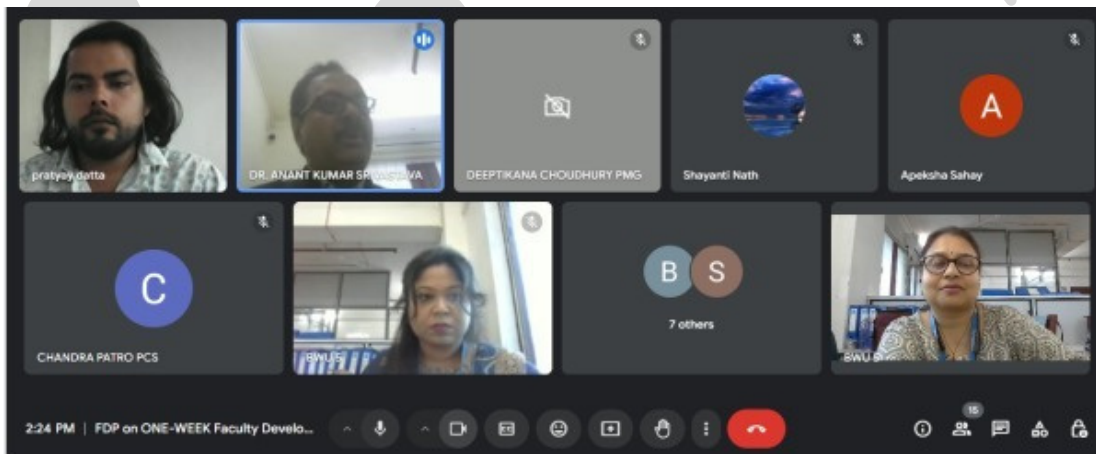


Dr. Moumita Saha's Vision Leads Brainware University to Landmark MSME Tool Room Partnership

Under the esteemed guidance of Dr. Moumita Saha, Brainware University's Department of Management has proudly signed a pivotal MoU with MSME Tool Room Kolkata. This significant achievement will redefine possibilities through advanced programs and pioneering research, marking a prestigious milestone driven by her dedication.

Faculty Achievements

FDP-CONVENOR



The Department of Management successfully organized impactful Faculty Development Programmes focused on strengthening academic and pedagogical capabilities. One session enhanced research proficiency through discussions on ethics, publication practices, and scholarly writing. Another programme explored experiential learning, emphasizing hands-on teaching strategies, real-world application, and academic innovation.

These sessions, meticulously organized and driven by the dedicated efforts of faculty members like **Dr. Moumita Saha** and **Dr. Debasri Dey**, were enriched by expert speakers and active faculty participation. They powerfully reflect the department's continuous commitment to foster a culture of responsible research and transformative learning—paving the way for future-ready educators.

RESEARCH

& PUBLICATION



THE DEPARTMENT OF MANAGEMENT AT BRAINWARE UNIVERSITY EXEMPLIFIES ACADEMIC EXCELLENCE THROUGH ITS UNWAVERING COMMITMENT TO CUTTING-EDGE RESEARCH AND SCHOLARLY CONTRIBUTIONS. FACULTY MEMBERS ARE AT THE FOREFRONT OF INTELLECTUAL INQUIRY, CONSISTENTLY PRESENTING AT PRESTIGIOUS NATIONAL AND INTERNATIONAL CONFERENCES AND SECURING PATENTS THAT CONVERT RESEARCH INNOVATIONS INTO REAL-WORLD SOLUTIONS. THEIR AUTHORSHIP OF INFLUENTIAL BOOKS, CONTRIBUTIONS TO EDITED VOLUMES, AND PROLIFIC PUBLICATIONS IN TOP-TIER UGC CARE, SCOPUS, AND WEB OF SCIENCE (WOS) INDEXED JOURNALS UNDERSCORE THE DEPARTMENT'S DEDICATION TO THOUGHT LEADERSHIP IN MANAGEMENT STUDIES. THESE SCHOLARLY ENDEAVORS NOT ONLY ENRICH THE ACADEMIC LANDSCAPE BUT ALSO REINFORCE THE DEPARTMENT'S ROLE AS A CATALYST FOR INNOVATION AND PRACTICAL IMPACT. BY ACTIVELY FOSTERING INTERDISCIPLINARY COLLABORATIONS, PROMOTING A CULTURE OF INQUIRY, AND PRODUCING KNOWLEDGE THAT ADDRESSES REAL-TIME INDUSTRY CHALLENGES, THE DEPARTMENT SIGNIFICANTLY ADVANCES THE FIELD OF MANAGEMENT. THIS INTEGRATED APPROACH BRIDGES THE GAP BETWEEN THEORY AND PRACTICE, POSITIONING BRAINWARE UNIVERSITY AS A BEACON OF RESEARCH-DRIVEN EDUCATION WITH FAR-REACHING INFLUENCE IN THE GLOBAL ACADEMIC AND BUSINESS COMMUNITIES.



STUDENT ACHIVEMENT

BWU TALENT TAKES THE STAGE

Yuva Utsav 2024-25: A Triumph

"Celebrating Soumi Rudra's
Exceptional Talent"

Brainware University explodes with pride as we celebrate Soumi Rudra (BWU/MBA/24/046) for her electrifying performance! Soumi, a shining star from our ranks, has secured the 1st position in group folk dance at the highly competitive District-Level cultural festival.

Organized by the Department of Youth Affairs, Ministry of Youth Affairs and Sports, Government of India, this victory at the Yuva Utsav 2024-25 is a testament to her dedication, talent, and the vibrant spirit of Brainware students. Soumi's achievement isn't just a win; it's a powerful declaration of creativity meeting excellence on a grand stage!

Congratulations,
Soumi! Your rhythm
echoes our pride!

"Artistic
Excellence
on Display"



District Level Yuva Utsav 2024-25

North 24 Parganas, West Bengal

UNITING YOUTHS FOR A BRIGHT TOMORROW



STUDENT ACHIEVEMENT

THK Jain College

**“Student’s Development Programme
One Day National Conference on
Emerging Issues and Prospects in Commerce
and Management”.**

Brainware University Proud to share the outstanding achievement of our college's students who recently participated in the International Students Conference! Hosted in a hybrid mode, this conference brought together bright minds to discuss "COLLABORATIVE SOLUTIONS FOR GLOBAL CHANGE: Integrating Economic Transformation, Society, Environment, Tourism, Sports, Cinema, and IT."

Our students showcased their research and presentation skills, contributing to meaningful discussions on global challenges and innovative solutions. This accomplishment highlights their dedication and the college's commitment to academic excellence. We commend all the participants for their hard work and success on this international platform!



STUDENT ACHIEVEMENT

NPTEL Online Certifications

Elite

NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
ARGHADEEP SARKAR
for successfully completing the course
Marketing Management - I
with a consolidated score of **62 %**

Online Assignments	19.58/25	Proctored Exam	42.75/75
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Total number of candidates certified in this course: **1457**

Aug-Oct 2024
(8 week course)

Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur

Indian Institute of Technology Kanpur

Skill India
कोशल भारत - कुशल भवत

swam

Arghadeep Sarkar received an "Elite" certification for completing the "Marketing Management - I" course. His consolidated score was 62%, with 19.58/25 in online assignments and 42.75/75 in the proctored exam.

Elite

NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
NABIYA THAPA
for successfully completing the course
Developing Soft Skills and Personality
with a consolidated score of **66 %**

Online Assignments	17.71/25	Proctored Exam	48/75
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Total number of candidates certified in this course: **10687**

Aug-Oct 2024
(8 week course)

Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur

Indian Institute of Technology Kanpur

Skill India
कोशल भारत - कुशल भवत

swam

Nabiya Thapa has earned an "Elite" certification for her outstanding performance in the "Developing Soft Skills and Personality" course. She secured a consolidated score of 66%, with 17.71/25 in online assignments and a strong 48/75 in the proctored exam.

Elite

NPTEL ONLINE CERTIFICATION
(Funded by the MoE, Govt. of India)

This certificate is awarded to
BIDISHA PAUL
for successfully completing the course
Marketing Management - I
with a consolidated score of **67 %**

Online Assignments	25/25	Proctored Exam	42/75
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Total number of candidates certified in this course: **1457**

Aug-Oct 2024
(8 week course)

Prof. B. V. Ratish Kumar
Chairman, Centre for Continuing Education
IIT Kanpur

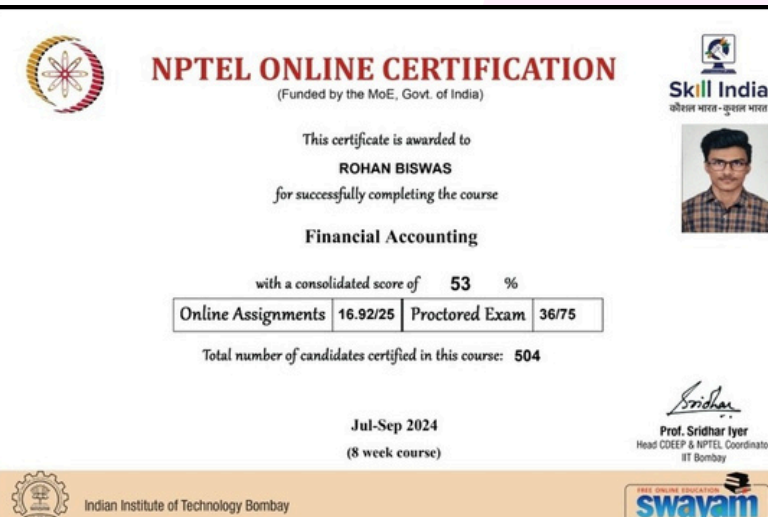
Prof. Satyaki Roy
NPTEL Coordinator
IIT Kanpur

Indian Institute of Technology Kanpur

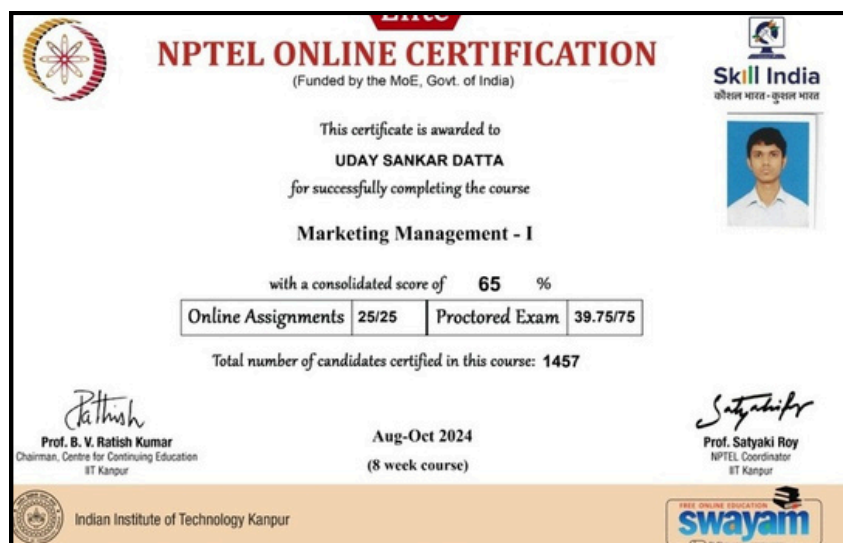
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swam

Bidisha Paul has been awarded an "Elite" certification for her successful completion of the "Marketing Management - I" course. She demonstrated excellent performance with a consolidated score of 67%, scoring 25/25 in online assignments and 42/75 in the proctored exam.



Rohan Biswas has successfully completed two prestigious NPTEL online certification courses offered by IITs. He earned an "Elite" certification in Marketing Management – I from IIT, securing a consolidated score of 62%, with 20.42/25 in online assignments and 41.25/75 in the proctored exam. Additionally, he completed the Financial Accounting course from IIT Bombay with a consolidated score of 53%, scoring 16.92/25 in online assignments and 36/75 in the proctored exam, further showcasing his dedication to academic and professional growth.



Uday Sankar Datta has successfully completed the "Marketing Management - I" NPTEL online certification, earning an "Elite" status. He achieved a consolidated score of 65%, with a perfect 25/25 in online assignments and 39.75/75 in the proctored exam.



Abhijit Sah successfully completed the "Marketing Management - I" NPTEL online certification. He achieved a consolidated score of 40%, with 10/25 in online assignments and 30/75 in the proctored exam.

STUDENT DEVELOPMENT PROGRAMS



Reasoning & Aptitude Mastery

Participate in focused sessions designed to sharpen your logical thinking, boost your quantitative prowess, and enhance problem-solving abilities. Our experienced mentors guide you through tailored assessments, targeted practice modules, and personalized strategies—preparing you for competitive environments and job benchmarks. These classes foster sharper minds and elevated confidence, setting a strong foundation for academic advancement and successful career trajectories.

Industry-Ready Technical

Step into the future with our technical refinement courses created for tomorrow's leaders. Dive deep into essential business technology—from data analytics and project management platforms to clear professional communication. Engaging hands-on activities and software labs empower you to streamline operations, manage data-driven decisions, and confidently navigate the latest management tools, placing you at the forefront of digital transformation.



Brainstar Leadership Challenge

Take charge with our “Brainstar” initiative—a hands-on program for those ready to tackle real-world business puzzles. Here, you'll dissect intricate case studies mirroring current challenges, build strategies, and flex your creative and analytical muscles. Through collaborative problem-solving and immersive teamwork, you'll forge a resilient mindset, strengthen leadership skills, and gain an insider's perspective on executive-level decision-making.

AT THE HEART OF OUR MANAGEMENT DEPARTMENT, THESE STUDENT PATHWAYS IGNITE CURIOSITY AND EXCELLENCE. WITH A BLEND OF ANALYTICAL TRAINING, TECHNOLOGICAL FLUENCY, AND STRATEGIC IMMERSION, YOU'LL GAIN THE AGILITY AND INSIGHT NEEDED TO THRIVE AS A FUTURE VISIONARY AND CHANGE-MAKER IN THE WORLD OF BUSINESS.

BRAINWARE UNIVERSITY

Sports



Beyond the
Finish Line
It's more than
just a race; it's a
testament to
perseverance.
Every stride,
every drop of
sweat, tells a
story of
relentless
training and
unwavering
spirit. This is
where
champions are
made.

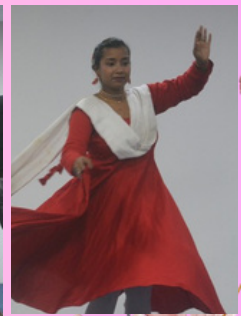
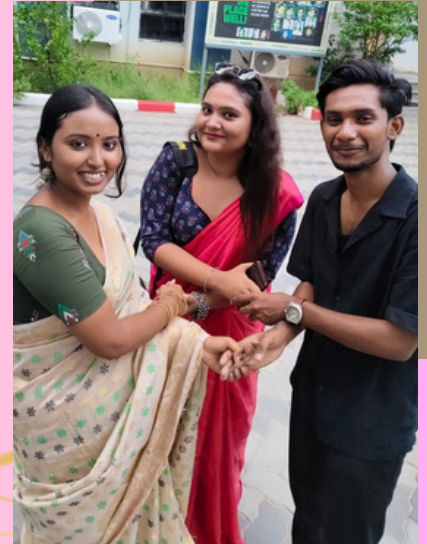
Unleashing
Potential
From the field to
the track,
Brainware
University's
sports culture
fosters
excellence. We
celebrate not just
victories, but the
journey of
growth,
resilience, and
the relentless
pursuit of
greatness. Join us
in cheering on our
stars!



Champions Forged!
The grit, the glory, the moments that define us.
Our athletes, standing tall on the podium, embody
the spirit of Brainware University. Their
dedication shines, inspiring us all to
push beyond limits.

The Departing Bloom

As we bid farewell to the incredible Class of 2K25, we reflect on the countless moments of growth and collaboration shared. Each of you has contributed uniquely to our collective journey, leaving an inspiring legacy. We've witnessed your transformation, from aspiring individuals to accomplished professionals, ready to conquer new horizons. Carry the lessons learned, the friendships forged, and the spirit of innovation with you. May your paths be illuminated with success, joy, and endless possibilities as you embark on exciting new chapters."



FAREWELL 2K25

"THE BLOOM CONTINUES"



BRAINZHUT 2K25

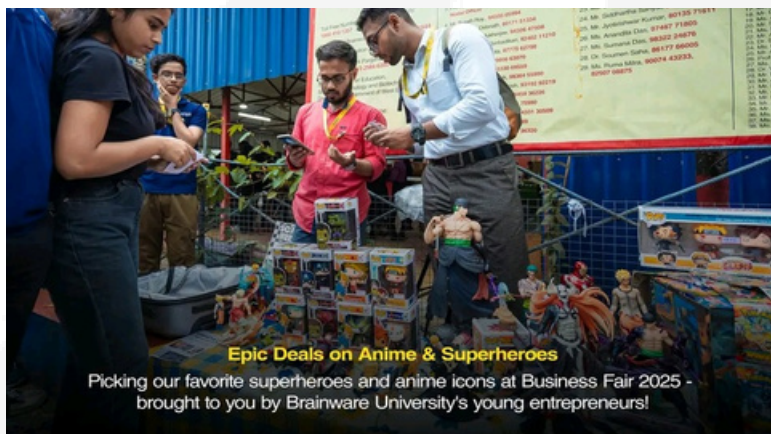
*Fueling Ambitions
Dynamic stalls, fresh concepts, and
powerful pitches in full action.*

Where Ideas Bloom and Enterprises Ignite
Brainware University's Business Fest 2025 was more than an event—it was a movement. A celebration of innovation, talent, and sheer entrepreneurial spirit. From pop culture collectibles to original startup concepts, our young entrepreneurs turned creativity into commerce with flair and purpose.



A vibrant celebration of ideas, creativity, and young entrepreneurship! From anime merch to startup ventures, students turned passion into enterprise with confidence and charm.

A glimpse into the buzzing business carnival



A VIBRANT CAMPUS MARKETPLACE WHERE IDEAS TURNED INTO IMPACT AND YOUNG INNOVATORS TOOK CENTER STAGE.



“SIZZLE & SERVE: WHEN FLAVOR TOOK THE FRONT SEAT”



The aroma of sizzling spices, the golden crunch of fritters, and the buzz of excited voices — it wasn't just food, it was a festival of flavor. From the first stir of the ladle to the last bite of dessert, every dish was a product of passion, planning, and pure joy.

Hungry hearts found their home here. Students and faculty alike queued up not just for the food, but for the spirit behind it. A perfect blend of masala and management — this event proved that leadership can be both delicious and dynamic.



F
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“BEYOND TASTE: THE PASSION PLATED BY MANAGEMENT MINDS”



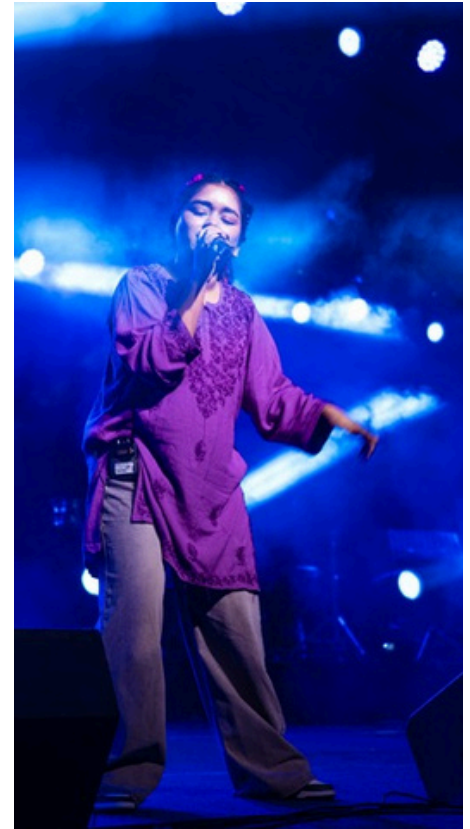
Every plate told a story — of teamwork, creativity, and late-night recipe experiments. With chutneys that tingled and kebabs that melted in your mouth, the stalls were more than setups; they were stages of culinary expression.





Pulse

The vibe was electric, the energy unmatched. From the first note to the last roar, every moment sparked with passion. The crowd didn't just watch – they lived every beat, every lyric, every spotlight.



Fest Fever



Anandadhara 2K25

Anandadhara wasn't attended- it was experienced

The soul of the campus came alive with Anandadhara. Music, dance, drama, laughter – it was a fusion of creativity and culture. A stage where talent met thunderous applause, and memories were made under starlit skies.

The signature fest of Brainware turned dreams into spotlights. From fashion flair to dramatic flair, from food zones to gaming zones, the campus turned into a celebration ground for every hidden star to shine bright.

Every beat dropped like thunder, and every cheer shook the ground. This wasn't just a fest – it was an explosion of art, energy, and togetherness. Moments that felt larger than life, echoing long after the last song faded.



Seminar & Workshop

Practical Application

SPSS Unlocked: Data Insights Mastered



This workshop transformed data analysis for our students and faculty! The SPSS for Data Analysis program provided hands-on expertise in extracting powerful insights from complex datasets. Participants gained practical skills in statistical modeling and interpretation, essential for research and future careers. This initiative reinforces our commitment to equipping our academic community with cutting-edge tools for evidence-based decision-making in a data-driven world.



Effective Sales and Marketing Strategies for Entrepreneurs & Startups



Brainware University's Department of Management recently hosted a dynamic masterclass led by Debdutta Guha, General Manager, Central Tool Room & Training Centre, Kolkata. This insightful session delved into core marketing concepts, including the "original 4Ps," sparking engaging discussions. The program offered students an invaluable learning experience, empowering them with essential strategies for brand success and fostering .

Navigating Financial Frontiers: Insights into Capital & Commodity Markets



Brainware University recently hosted two impactful seminars. The first, "Capital Markets and Risk-Proof Investments: A SEBI Perspective," featured Shri Joy Agarwal (SEBI-ERO), guiding on regulated investments. Complementing this, "Cracking the Commodity Code!" brought insights from Samraj Nair (MCX), demystifying commodity derivatives and hedging. Both programs equipped attendees with essential financial literacy and market mastery.



The Capital Quest: Charting Funding Futures for Startups & SMEs

Brainware University's Department of Management recently hosted a impactful seminar: 'Unlocking Fundraising Avenues for Startups and SMEs.'

This dynamic program featured insights from Mr. Debankur Majumdar, Vice President, NSE, and CS Avik Gupta, Senior Manager at NSE. It empowered attendees with essential knowledge on financial literacy, capital markets, and crucial fundraising strategies, fostering entrepreneurial spirit and equipping our community for data-driven success.



Innovate to Elevate! Business Model Canvas Ideation Workshop



Brainware University's Department of Management, in a powerful collaboration with the IIC, recently ignited the entrepreneurial spirit with their highly impactful "Innovate to Elevate!" workshop. This dynamic "Business Model Canvas Ideation Workshop" provided a crucial platform where aspiring leaders transformed their nascent ideas into robust, actionable business strategies. Under the expert mentorship of faculty, this session served as an invaluable launchpad, setting the stage for the university's promising future CEOs to emerge and thrive.



Art & Craft Workshop on Achieving Problem-Solution Fit & Product-Market Fit



Brainware University hosted a dynamic Art & Craft Workshop with "Bichitra" founder Ruma Biswas. This masterclass empowered our Management students to transform creative passion into viable businesses, focusing on market-driven design and scalable branding. A unique fusion of art and enterprise, shaping tomorrow's entrepreneurs.



5 Day Entrepreneurship Development Programme



Brainware University actively promotes practical learning and innovation. Through programs like the Management EDP (Executive Development Program) and events such as World Creativity and Innovation Day, the university equips individuals with vital management skills and fosters creative problem-solving. These initiatives highlight Brainware University's commitment to developing well-rounded professionals and future leaders.



IBM Technovate



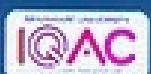
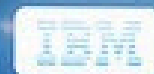
Brainware University's Departments of Management and CSE-AI recently organized "IBM Technovate," an impactful event designed to equip students with practical skills in emerging technologies. This program, led by a team of dedicated faculty, offered workshops and sessions on key areas like Data Visualization, Data Science, Machine Learning, Generative AI, Enterprise Design Thinking, and AI Chatbot development with IBM Watson. "IBM Technovate" underscores Brainware University's commitment to delivering cutting-edge, industry-relevant education, ensuring students are well-prepared for the evolving tech landscape.



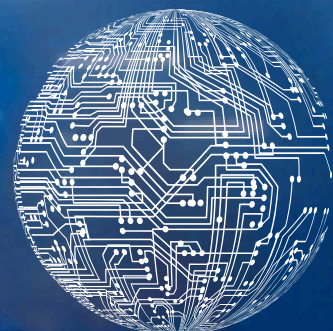
IBM Technovate: Prize Distribution Ceremony



BRAINWARE UNIVERSITY | Department of Management | Department of CSE-AI
organises



IBM TECHNOVATE



Brainster 2k25

Brainster 2k25 was a thrilling showcase of innovation and talent, where students from Brainware University presented their unique business ideas and diverse skills. The event provided a dynamic platform for budding entrepreneurs and creative minds to shine, fostering an environment of insightful discussions and groundbreaking concepts.

Participants demonstrated remarkable ingenuity, transforming their innovative ideas into tangible proposals. From cutting-edge technological solutions to impactful social initiatives, Brainster 2k25 celebrated the spirit of entrepreneurship and the pursuit of excellence.

The energy and creativity on display truly underscored the bright prospects for these young innovators as they step forward to make their mark. It was a testament to the vibrant future they are poised to create.

"Where bright ideas ignite and futures are forged."



Taal Tarang



Taal Tarang: Harmonizing Potential at Our Management Workshop



Welcome to "Taal Tarang," a dynamic workshop designed to spark the energy and creativity vital for young innovators in management. Just as a dancer perfects their art, this program offers a space to hone your strategic thinking and leadership skills. We believe effective management is an art form—a blend of strategic insight, collaborative spirit, and human understanding. Through interactive sessions, practical exercises, and engaging discussions, this workshop bridges theory with real-world application.

Dance

"Taal Tarang" is a testament to the bright futures awaiting our participants. We're here to empower you to embrace challenges, innovate solutions, and lead with purpose. Get ready to make your mark and contribute to the vibrant future of management!



INDUSTRIAL VISIT TO REDCOW DAIRY



Brainware University's Departments of Management and CSE-AI recently organized "IBM Technovate," an impactful event designed to equip students with practical skills in emerging technologies. This program, led by a team of dedicated faculty, offered workshops and sessions on key areas like Data Visualization, Data Science, Machine Learning, Generative AI, Enterprise Design Thinking, and AI Chatbot development with IBM Watson. "IBM Technovate" underscores Brainware University's commitment to delivering cutting-edge, industry-relevant education, ensuring students are well-prepared for the evolving tech landscape.



INDUSTRIAL VISIT TO MSME TOOLROOM



Our students recently undertook an insightful industrial visit to the MSME Tool Room, Kolkata, in Baranagar, West Bengal. This essential exposure provided a firsthand look at advanced manufacturing processes, precision tooling, and modern machinery.

The visit offered practical insights into CAD/CAM, CNC machining, and quality control, enhancing theoretical knowledge with real-world applications. Students observed skilled professionals and gained valuable understanding of industry standards, reinforcing their learning and inspiring future career paths in the manufacturing sector.



Baranagar, West Bengal, India
J9WP+5C8, Lake View Park Rd, Lake View Park, Satin Sen Nagar, Baranagar, West Bengal 700108, India
Lat 22.645138°
Long 88.386454°
08/11/24 12:33 PM GMT +05:30



"Parle: A Taste of Innovation & Heritage."



Industrial visit to Parle

Our industrial visit to Parle offered invaluable insights into large-scale food manufacturing. We witnessed fully automated production lines, from dough preparation to packaging, observing the precision and hygiene maintained at every stage. This hands-on experience demystified the journey from raw ingredients to Parle's iconic finished goods, showcasing their commitment to quality and efficiency through advanced technology.

Beyond biscuits, we gained a comprehensive understanding of Parle's diversified products and vast distribution network. Discussions with staff highlighted logistical solutions and the sheer scale of their operations. This visit truly enriched our understanding of one of India's most iconic and trusted food manufacturers.



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. Thanks to active participation from top-tier companies during campus recruitment, graduates have secured positions across diverse industries, reflecting the high quality of education and industry-relevant skills they acquire. This achievement underscores the department's commitment to delivering a curriculum continuously updated with input from industry partners, supported by dedicated career services and strong ties with recruiters and alumni. By focusing on both theoretical knowledge and practical skills, Brainware University ensures that its graduates are well-prepared professionals ready to excel in today's competitive job market, affirming its dedication to shaping successful careers for current and future students.



Sar utha ke jyo!







Student's Articles

Celebrating the Divine Artistry of Saraswati

This mesmerizing pen illustration beautifully encapsulates the essence of Saraswati, the Hindu goddess of knowledge, music, and the arts. With her serene expression and poised elegance, each intricate detail weaves together traditional symbolism and artistic finesse. The veena, held gracefully in her hands, echoes the harmony and creativity she inspires, while the swirling patterns beneath her suggest boundless wisdom and growth.

AMIT DALAI
BWU/MBA/24/117

A Tribute to the Art of Portraiture

This stunning pencil sketch captures the understated elegance and youthful energy of its subject. Every stroke radiates careful attention to detail—from the textured flow of the hair to the subtle gradations of shadow around the collar and neck. The artist skillfully blends bold and delicate lines, evoking depth and personality within a deceptively simple composition.

IPSITA MAITY
BWU/BBA/23/252

A Symphony in Black and White

This exquisite black and white artwork radiates elegance through its dynamic interplay of traditional Indian motifs and modern imagination. The delicately adorned flute, blooming floral patterns, and conch draw the viewer into a world where art and culture converge in perfect harmony. Each intricate design whispers a story—of music, heritage, and creative passion—while the monochromatic palette accentuates the boldness and subtlety of every line.

RUPSHA PAUL
BWU/BBB/24/022

"A Few Days to a New Year"

A few days more,
and it will be a new year —
a new chapter for everyone.
I thought the coming year
would bring surprises.

But I felt them all
before the year even began.

Maybe we'll meet
in another universe,
where you'll love me
the way I loved you
in this one.

But I won't betray you there,
not like you did this time.
Because my love is stronger —
so strong,
it reaches into
another universe.



"Your Absence"

Do you think your absence
could make me forget you?

I find you everywhere.

This morning,
I tasted you in my coffee.

Last night,
I fell asleep to your favorite song.

In the streets,
you walk beside me,
holding my hand —
even if only in memory.

You are
the first and last thought
of every single day.

The truth is,
I can't even imagine
my life without you.

NVIDIA: FROM GRAPHICS TO GLOBAL DOMINATION IN AI



Introduction

Founded in 1993, NVIDIA Corporation began as a graphics processing unit (GPU) manufacturer focused on enhancing video game graphics. Today, it stands at the forefront of artificial intelligence (AI), deep learning, data centers, and autonomous vehicles, becoming a powerhouse in the tech industry.

NVIDIA's Business Evolution

The GPU Pioneer:

NVIDIA revolutionized the gaming industry with the release of the GeForce 256 in 1999 – the first GPU capable of offloading graphics rendering from the CPU. This innovation established NVIDIA as a leader in high-performance gaming and laid the foundation for its future in parallel processing and AI.

Expansion into AI and Deep Learning:

Recognizing the potential of its GPU architecture for deep learning, NVIDIA shifted focus in the 2010s toward data centers and AI computing. Its CUDA (Compute Unified Device Architecture) platform became essential for researchers and companies building AI models.

Segment Description

Gaming High-end GPUs (GeForce series) for gaming consoles and personal computers.

Data Center AI computing, cloud infrastructure, and enterprise solutions.

Professional Visualization Tools for design, content creation, and engineering (Quadro series).

Automotive AI platforms for autonomous vehicles (e.g., NVIDIA DRIVE).

OEM & IP Licensing and system integration partnership.

Case Study 1: NVIDIA & ChatGPT

OpenAI's ChatGPT and other large language models rely heavily on NVIDIA GPUs for training and inference. The NVIDIA A100 and H100 chips are widely used in hyperscale data centers to support AI workloads. This demand surged during the AI boom of 2023–2025, making NVIDIA one of the most valuable companies globally.

Business Impact:

- Revenue from the Data Center segment grew over 200% between 2022–2024.
- NVIDIA became a \$2 trillion company in early 2024, surpassing tech giants like Amazon and Google in market cap temporarily.

Case Study 2: NVIDIA & the Automotive Sector

NVIDIA's DRIVE platform is a suite of hardware and software used by major carmakers like Mercedes-Benz and Tesla to develop autonomous driving capabilities. DRIVE includes AI chips, simulation software, and real-time processing power.

Business Impact:

- Positioned NVIDIA as a key player in the future of mobility.
- Opened a new, long-term revenue stream outside traditional computing markets.

Business Perspective: Strategic Moves

- **Vertical Integration through Acquisitions:** NVIDIA has pursued strategic acquisitions to strengthen its capabilities.
- **Mellanox (2019):** Enhanced data center networking.
- **ARM Acquisition Attempt (2020–2022):** Although blocked, it showed NVIDIA's ambition to control core processor architecture.
- **Software Ecosystem Dominance:** Unlike competitors focused on hardware only, NVIDIA built a developer-friendly software ecosystem – including CUDA, TensorRT, and Omniverse – that makes its hardware indispensable for innovation.
- **Focus on Research & Partnerships:** Through partnerships with universities, AI labs, and governments, NVIDIA remains a leader in cutting-edge R&D. Their AI Foundry model helps companies build custom AI models faster using NVIDIA infrastructure.

Challenges and Outlook

Challenges:

- Rising competition from AMD and custom AI chips from Google (TPUs) and Amazon.
- Supply chain constraints and dependence on TSMC for chip manufacturing.
- Regulatory scrutiny in acquisitions and partnerships.

Outlook:

With AI expected to touch every aspect of human life, NVIDIA is well-positioned as a core enabler of that future. Its continued investment in AI, robotics, simulation, and quantum computing puts it at the heart of the next industrial revolution.

Conclusion

From gaming graphics to AI domination, NVIDIA's journey reflects a visionary shift in business strategy. By leveraging innovation, ecosystem building, and bold investments, NVIDIA is not just a tech company – it's the AI infrastructure backbone of the modern world.

The Forest route

Redridge was the kind of town people forgot on maps. Nestled in a forested valley, it had one traffic light, one sheriff, and a single rail line that hadn't mattered in decades. Life there moved slow. Predictable. Until the disappearances began.

It began with Logan Reed. Sixteen, curious, always wandering with a telescope slung over his back. On a foggy Wednesday evening, he went out to photograph the moon. He never came back. At first, nobody panicked. Redridge kids ran off all the time, usually to the next town over for a joyride or weekend party. But when the sheriff pulled up Logan's GPS data, it showed... nothing. No signal. No location. Like he'd stepped off the planet.

A week later, Ava Montgomery vanished. A bioscience student home for the summer. Vanished after taking a late-night walk down the forest road near the old rail crossing. Same lack of GPS, same silence. The coincidence rattled the sheriff. He called in someone who owed him a favor. Detective Elias Granger. A retired military investigator, Granger had seen enough black bag projects and covert disappearances to recognize a pattern. This wasn't random. Someone—or something—was choosing their targets. And it had a schedule. Two more were gone the following week. Dr. Serah Kline, astrophysicist. Rami Patel, aerospace engineer. All were last seen near the same crossing in the Hollows. All were connected to advanced science. Granger stood at the forest road the next week, engine idling as a train passed. At exactly 12:03 a.m., the sky erupted in a flash of green. No sound. Just vibration. Wind reversed direction.

He raced down the road. All seemed normal—except for a scorched black circle on the asphalt. It reeked of ozone and something else... metallic and wrong. The morning after the flash, Granger met Sheriff Danvers at the town's single diner, a stiff folder in his hands and unease tightening his jaw. "They're watching us now," Granger said without preamble. "Or maybe they always were." Danvers raised a brow. "Who's they?" Granger laid out grainy, infrared satellite stills pulled from an old defense contact. One showed the Hollow's crossing, moments before the flash. The next: nothing but static. "Something interfered with a military-grade satellite. You know how hard that is?" Granger said. "This wasn't nature. And it wasn't rogue tech. It was intentional." Danvers leaned in. "So what do we do?"

Granger looked toward the window. The rail crossing wasn't visible from town, but he felt it out there—humming with secrets. "We set a trap." That night, they installed discreet motion sensors and LIDAR cameras along the forest road. Granger also planted a personal decoy—an encrypted hard drive disguised as a high-tech gadget left 'accidentally' near the crossing. Then they waited.

At exactly 12:03 a.m., the green flash returned. This time, the cameras captured frames before dying. Blurred images of... a shape. Not human. Tall, angular, refracting light like glass submerged in water. No heat signature. Just a pull, as if the sensors were being swallowed.

The hard drive was gone. But something was left in its place. A cube, black as void, humming softly. It vibrated with faint energy, and every surface etched with impossible geometry. Granger didn't touch it. Instead, he stared and muttered, "This isn't just abduction. It's communication." Danvers, pale as the moon outside, said nothing. Because as they stood in the swirling mist, the cube pulsed once—and whispered a name neither of them had spoken aloud.

Granger's. Absolutely. Here's the continuation and conclusion to *The Vanishing Point*, with eerie twists and a dark payoff. By dawn, the cube was secured inside a makeshift containment unit in the sheriff's station. It hadn't stopped vibrating. A faint hum pulsed from within—too regular to be random. Granger ran the frequencies through an old spectrum analyzer. There, buried beneath the noise, was a signal.

It was Morse code.

T-H-E-Y-R-E-I-N-S-I-D-E

Granger stared, frozen. "Inside what?" he whispered. Then his laptop sparked—every screen in the room flashing symbols that made no earthly sense. The power died. The hum stopped. The cube... was gone. Except Granger hadn't opened the case. And the security footage showed no break-in. Just... static, then an empty containment unit. Danvers went missing that night. No signs of struggle. Only a scorched circle on the floor of his home and the faint scent of ozone.

Granger, now alone, dug deeper into the profiles of the missing. All of them had worked on classified projects. Physics. Quantum entanglement. Propulsion systems. Each had received the same message months before they vanished. A recruitment offer from a nonexistent agency: "Project Thresh hold." As Granger read through Ava Montgomery's old notes, something clicked. She'd been studying transient particle fields—tears in spacetime. She'd written one sentence over and over in her private journal, found days later in her drawer. "The train doesn't run through Red ridge. It runs under it." Granger returned to the rail crossing at 12:03 a.m. He stood dead center on the tracks, holding a makeshift transmitter tuned to the cube's frequency. The wind died. The green flash came—but this time, Granger didn't resist. Everything folded around him. Not blackness—just... absence. And then— He was standing in a place that wasn't a place. It looked like Red ridge, but wrong. Shadows moved on their own. The stars were unfamiliar. And around him stood the missing people—Logan, Ava, Serah, Danvers—all with eyes pitch-black and too wide. They didn't blink. Logan stepped forward. "They chose you," he said, voice doubled with something beneath it. "They need a messenger."

"For what?" Granger asked. Ava answered. "To tell them Earth is ready." The world around him began to twist. He saw memories he hadn't lived. Futures that hadn't happened. Machines that bent stars. Voices that spoke in equations. Red ridge is still on the map. But now, the train crosses through town again. Every night at 12:03 a.m., though no one ever sees it arrive. Just hears the horn. Just feels the vibration. No one remembers Logan or Ava anymore.

No one remembers Granger. But sometimes, children claim to see tall shapes in the woods. Glass-like, flickering, watching. And once a week, without fail, someone vanishes. Always at the crossing. Always leaving behind a single, whispered word, caught faintly on the wind: Thresh hold.

The End

BANDHAN DEY
BWU/BBA/24/82



The Rise of AI in Business: How Automation is Changing Management

SWAGATA CHAKRABORTY
BWU/BBA/23/294

In today's digital era, Artificial Intelligence (AI) is no longer a futuristic idea—it is a present-day reality revolutionizing the way businesses function. From predictive analytics to intelligent chatbots and robotic process automation (RPA), AI is transforming the fundamentals of business management. It enhances decision-making, streamlines processes, and redefines how managers interact with data, employees, and customers.

1. Smarter Decision-Making Through Data Analytics

Modern businesses are flooded with data, and AI tools help turn this raw data into actionable insights. Managers now use AI-powered platforms like IBM Watson or Google Cloud AI to understand customer behavior, track market shifts, and identify performance gaps. For example, Amazon's recommendation engine uses AI to analyze millions of data points to personalize the shopping experience—something managers can monitor and improve continuously.

2. Automation of Routine Tasks

AI is increasingly handling repetitive and time-consuming tasks such as inventory tracking, invoice processing, and customer support through chatbots. This automation not only saves time but also reduces human error. As a result, managers can dedicate more energy to creative problem-solving, strategy development, and employee engagement—areas where human intelligence remains irreplaceable.

3. AI in Human Resource Management

AI has entered HR departments with tools that screen resumes, conduct preliminary interviews, and even analyze employee sentiment through internal communication platforms. Companies like Infosys are using AI to personalize learning modules for employee upskilling. This helps managers foster more inclusive and efficient work environments.

4. Challenges in Adopting AI

Despite its benefits, the integration of AI comes with challenges. Ethical concerns, data privacy issues, and the fear of job loss can lead to resistance. Managers must lead with empathy—ensuring transparent communication, reskilling opportunities, and maintaining a balance between technology and trust.

5. The Human-AI Collaboration

AI is not here to replace managers but to empower them. The most effective leaders will be those who understand how to collaborate with AI tools—blending human creativity, judgment, and emotional intelligence with machine precision. As Satya Nadella, CEO of Microsoft, said, "AI is going to amplify human ingenuity, not replace it."

Conclusion:

AI is undeniably transforming the field of management. It allows for faster decisions, better resource allocation, and personalized experiences for customers and employees alike. However, successful implementation requires more than just technology—it requires visionary leadership. In the future, great managers will not only supervise people but also guide and innovate alongside intelligent systems.

The Heart Sri Couldn't Save



At 17, Sri had one dream — to become a doctor. She enrolled in physics tuition under Sandeep Sir, silently promising herself that she would not miss a single class, no matter what. And she never did. But over time, she realized — it wasn't physics pulling her there anymore. It was him — his kind words, his belief in her. Somewhere in her heart, she had fallen for her teacher.

Then one day, her world broke. Her father, Dulal, suffered a heart attack and passed away. Her mother, Srijita, couldn't afford tuition anymore. Sri quietly stopped attending.

Sandeep noticed. He asked classmates, but no one knew the full story. So, he went to her home. When her mother told him everything, he didn't say much — just placed a gentle hand on Sri's head and softly kissed her forehead.

"I'll take care of her studies," he said. Years passed. Sri became a cardiologist — a healer of hearts. But her own heart was never healed. One day, she bought flowers and went to Sandeep Sir's house — ready to tell him everything she had buried inside. But instead of his smile, she found silence. People are crying. Her steps slowed. Inside... he was lying still. Lifeless. The flowers slipped from her hands. She fell. When she woke, she knelt beside him and whispered, "Sandeep... I studied because of you. Every heartbeat I've saved was because you believed in mine. "Today, I came to give you everything — my success, my love... but you're not here to take it." She looked up, broken. "Why, God? Why give me the power to fix hearts... but not the chance to save mine?" That day, she didn't cry as a doctor — She cried as a girl who loved too late.

Just a Little Bit of Love

Sometimes I miss you, sometimes you miss me,
Sometimes we miss each other so deeply.
But still, no calls, no messages come,
Just silence between two hearts that feel numb.

Yes, I've got my ego I'll admit it's true,
But what's holding back a soul like you?
If you miss me, don't wait, just say,
A single word could light my way.

Why send your parents, or your friends to speak?
When it's your voice, your touch I seek.
Why madam, why? Don't you see?
All I want is you just you and me.

Together we can turn night to dawn,
Make every pain and fear be gone.
Just a little bit of love, a little trust
We'll rise again, just like Sagittarius rises Gemini.

Just a Little Bit of Love



I was the ashen bride of flame-fed vows,
Veiled in a silence stitched with stars and screams.
They danced where dusk adorned the bending boughs-
I wept in cloisters carved from broken dreams.
Their joy was ripe, a feast of rose and rain,
Mine- salted wind and barefoot pain.

He came not crowned, but cloaked in clouded light,
A hush between my breath, a holy ache.
I kissed his name through bars of night,
A prayer pressed into each step I take.
my soul- a room where absence stays,
yet sings His name in thorn- laced praise.

O Time, unthread, this shroud I wear-
let death unchain what life could not embrace.
No garland waits, no golden prayer-
only this fire that time cannot erase.
Love was my wound, my balm, my breath-
I bloom at last in blessed death.

ELEGY : ASHES OF LOTUS

(In Memory of a Soul Who Loved Beyond Love)

TOPIC- DRISHTI EDUCATION FOR ALL

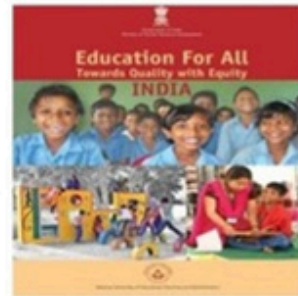


EDUCATION
FOR ALL

Education for all mean in today's time education is a basic need for all people. Every people must be educated because education is a powerful weapon in today's world. Every men and women should be educated. If you are educated you should take a right decision for yourself. Education is important for both genders and women should be educated to take a correct decision for herself. Somewhere we see if women are not educated. They are facing domestic violence and don't take stand for herself due to society pressure and they don't any have right to tell their point of view in any situation. If they are "educated" they do a better for their future. Education is a fundamental right, and a key drive of human development. It opens doors to opportunities and freedom. The Indian constitution guarantees free and compulsory education for children up to age 14.

I am here too aware you about importance of education and right to education for Everyone. India is mainly a developing country so through this awareness we try to Contribute in this mission. The slogan is **"padhega INDIA tabhi to badhega INDIA"**.

WRITTEN BY : **SWATI SINGH** BWU/BBB/24/008



Dominance Reborn ***Buddhadeb Maity - BWU/BBA/24/186***

Step in my zone – get burned alive,
I don't play games, I don't just survive.
I rise, I roar, I break the chains,
I dance in fire, I feast on pain.

Look at me wrong? I'll stare you down,
I wear my rage like a royal crown.
This ain't just pride – it's war I bring,
I ain't your bro, I'm the fierce king.

Wings out wide, I'm above your reach,
Try to preach? I'll snatch your speech.
Come with courage? Better come with fear,
This ain't your time – your daddy's here.

Smile on my face, but death in sight,
Push me once – I end your night.
One shot only – make it clear,
Miss your mark – your end is near.

A CHANCE OF ENCOUNTER

RUPSHA PAUL BWU/BBB/24/022

Rusha stood in her balcony, lost in thought, the morning sun casting a warm glow on her face. She took a deep breath, feeling the gentle breeze rustle her hair. After a moment, she shook off her reverie and got ready for college. As she boarded the metro, the crowded train seemed like a blur until she saw her – a lady wearing a vibrant red kurti that seemed to radiate an aura of elegance and charm. Rusha's eyes lingered on her, captivated by the lady's presence. Sharannya was a dedicated corporate worker, always putting her best foot forward. She balanced her professional life with being a responsible daughter and an animal lover. Her calm demeanor and kind heart made her a beloved figure in her community. Rusha, on the other hand, was a 20-year-old UPSC aspirant with a passion for social work. Her determination and strong will often led her to take bold steps, but beneath her tough exterior lay a heart yearning for genuine connection.

The Connection After their chance encounter, Rusha couldn't stop thinking about Sharannya. She searched for Sharannya on social media and finally mustered the courage to send her a message. To her surprise, Sharannya replied, and they started talking about everything and nothing. The conversations flowed effortlessly, and Rusha found herself opening up to Sharannya in ways she never thought possible. **Love Blooms** As they spent more time together, they felt an eternal connection. Sharannya took care of Rusha, accepting her flaws and standing by her side through thick and thin. Rusha, an atheist, found herself drawn to spirituality, thanks to Sharannya's influence. The way Sharannya smiled, the way her eyes sparkled – it all captivated Rusha. Their first meeting on April 21st was a turning point. Rusha felt a deep connection as soon as Sharannya touched her hand. The sensation sent shivers down her spine, and she knew in that moment that she was falling for Sharannya. However, their happiness was short-lived, as Sharannya got hospitalized due to severe food poisoning. Rusha was devastated by the news and felt her world crumbling. Despite her own trip, she stayed by Sharannya's side, praying for her recovery. She would often call the hospital, anxious to hear about Sharannya's condition. Sharannya's health issues brought them closer together, and Rusha realized that she couldn't imagine a life without her. After some time, Rusha's family discovered their relationship. Initially, they were taken aback, unsure of how to react. However, as they saw the love and care Sharannya had for Rusha, they began to understand and eventually accept their relationship. On October 8th, Sharannya and Rusha finally got to be together, celebrating their love in a quiet, intimate ceremony.

Four Years Later...

Rusha became an IPS officer, and Sharannya proudly watched her receive the bravery award. As Rusha took the stage, she called Sharannya onto the platform, introducing her as her wife. They shared their journey, struggles, and love, proudly declaring, "We did it, wifey." The audience erupted in applause as they shared a tender moment, their love radiating like a beacon.

Conclusion

Their love story proved that love knows no boundaries. Sharannya and Rusha lived happily ever after, inspiring others with their journey. As they looked into each other's eyes, they knew that their love would continue to grow, a flame that would burn bright for years to come.

Cracking Tier-2: The Meesho Way

COMMERCE FOR THE MASSES

By RITAM DHARA
BWU/BBA/23/060

While the giants raced the metros, Meesho flipped the script — winning India's heartland one WhatsApp share at a time.

As India went digital, Meesho saw gold where others didn't — in small towns. While Amazon and Flipkart chased cities, Meesho built for "Bharat," tapping into everyday aspirations with a model made for real people.

Technology fuels Meesho's rise by empowering small sellers to thrive online.



With better internet and affordable phones, small towns were ready to shop — but big e-commerce missed the mark. Meesho changed the game, helping mostly women earn by sharing products on WhatsApp and social media. As India went digital, Meesho saw gold where others didn't — in small towns. While Amazon and Flipkart chased cities, Meesho built for "Bharat," tapping into everyday aspirations with a model made for real people.

MEESHO DOMINATING INDIAN MARKET



No inventory. Just share, sell, and earn—Meesho does the rest.

Meesho's success in 5,000+ small towns stems from its easy-to-use, multi-language app, affordable products, and cash-on-delivery trust. With over 70% women resellers earning ₹10,000+ monthly via social media sales, Meesho has empowered millions beyond India's metros through a simple, low-risk business model. By focusing on local needs and enabling entrepreneurship from home, it transformed how Bharat shops and sells online. This grassroots approach fueled rapid growth and reshaped India's e-commerce landscape.

Despite its success, Meesho faces hurdles like high return rates, thin profit margins, and growing competition from platforms like GlowRoad and Shop101. Maintaining profitability while scaling will be its key challenge going forward.

Meesho didn't follow the crowd—it flipped the script, turning small-town sellers into e-commerce stars. Real growth? It's where the hustle meets the heart.



Faculty's Articles

Breaking of the dawn

In shadows cast by city's glare, they tread,
Where whispers swirl, and subdued fears are fed.
In streets where moonlight hardly ever dares to shine,
They stroll on edges, where the dangers twine.
Each dawn they face the harsh, relentless fight,
With justice blind and cloaked in endless night
Their voices rise, yet oft are swamped in storms,
Where courage blooms in heartache's tortuous forms.
Yet still they hope, with vigour no chains can bind,
For dawn to break, and security for mankind

Dr.Aparna Chakraborty
Assistant Professor(Management), Brainware University

ক্ষমা – নিজের জন্য উপহার

(একটি অন্তরঙ্গ অনুভবের কবিতা)

ক্ষমা, এক আশ্চর্য উপহার,
যার গন্তব্য অন্য নয়,
নিজের হৃদয়, নিজের আঙিনায়
সে ফিরিয়ে আনে শান্তির আবেশ।
দিদি একদিন বলেছিলেন,
"আঘাত পেলে ক্ষমা করো,
কিন্তু ভুলে যেও না, কে কেমন করেছিল।"
সেই বাক্যটি আজও বুকের কোণে জ্বলন্ত আলো।
নতুন কারো ছায়া পড়লেই,
ভেতরে ভেসে ওঠে পুরোনো সতর্কতা।
সাবধানে চলা—কখনও ক্লান্তিকর,
বিশ্বাস দিলে, ফিরে পাই যদি কেবলই অবহেলা।
একদিন ভরাট কান্না জমে ছিল চোখে,
দিদানকে জিজ্ঞেস করলাম সরল সুরে—
“যারা বারবার কষ্ট দেয়, তারা কি সত্যিই
আমার ক্ষমা পাওয়ার যোগ্য?”
তিনি বলেছিলেন—
“একবার দিলে ক্ষমা করো,
দ্বিতীয়বারেও সুযোগ দাও,
তবে তৃতীয়বারে বোঝা—
ক্ষমা এবার তোমার নিজের প্রয়োজনে।”
আমি চুপ করে তাকিয়ে ছিলাম,
কথারা যেন ঠোঁট ছাড়িয়ে চলে যাচ্ছিল চোখ দিয়ে।
তিনি বলেছিলেন—
“ক্ষমা করো নিজেকে,
সেই অন্ধ ভরসার জন্য,
যা শেষমেশ দিয়েছিল বেদনার উপহার।
ক্ষমা করো সেই বিশ্বাসকে,
যা ভেঙে গিয়েছিল ক্ষণে ক্ষণে,
ক্ষমা করো সেই আশা,
যা ভাবত—এইবার বুঝি সব ঠিক হবে।”

আর সবচেয়ে বড় কথা—
মুক্ত করো নিজেকে
অভিমান, প্রতিশোধ, পুরোনো ক্ষতের গ্রাস থেকে।
আমি জিজ্ঞেস করলাম আবারও একবার—
“তোমার কি রাগ হয় না কারো উপর?”
তিনি হেসে বলেছিলেন,
“ঘেন্নার জন্য নেই জায়গা আমার হৃদয়ে।
আমি হালকা থাকতে চাই,
ক্ষমা করেছি, তবে ভুলিনি।
একদিন সে বুঝেছে—
কে সত্যি ভার বইছে, কে মুক্ত পাখির মতো উড়ছে।”
তিনি আরও বলেছিলেন—
“যে মানুষ তোমায় ভেঙে দিয়েছে,
তাকে সবচেয়ে বড় উপহার হল—
তোমার শান্ত মুখ, তোমার উঁচু ওঠা ডানা,
যা বলে দেয়—তুমি হার মানোনি।
একটাই জীবন,
তাই কষ্টদাতাদের জন্য নয়,
এই জীবন হোক তোমার সাহস,
তোমার শক্তি, তোমার শান্তি।”
শেষে তিনি বলেছিলেন—
“ক্ষমা সবসময় অন্যের জন্য নয়,
অনেক সময় সেটাই হয়
নিজের হৃদয়ের সবচেয়ে বড় উপহার।
আর যারা মিথ্যাচার করে, কটু কথা ছোঁড়ে,
তাদের দেওয়া বিষ তুমি গ্রহণ করো না।
তুমি না নিলে—সেই বিষ, সেই কষ্ট
ফিরে যাবে প্রেরকের কাছে।
তারা জানে সেই রাস্তাই—
সেই পথেই তারা আবারও ফিরবে।
নীরবে, নিভৃতে, নিন্দার ভারে।”

THE PILLARS OF PROGRESS: MANAGEMENT DEPARTMENT'S CORE STRENGTH



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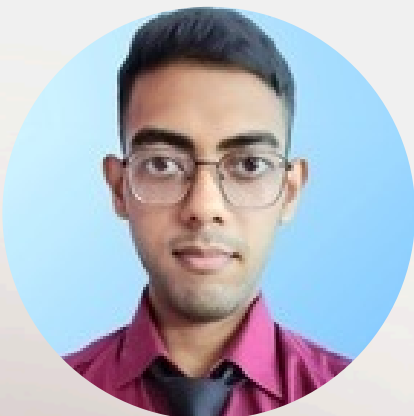
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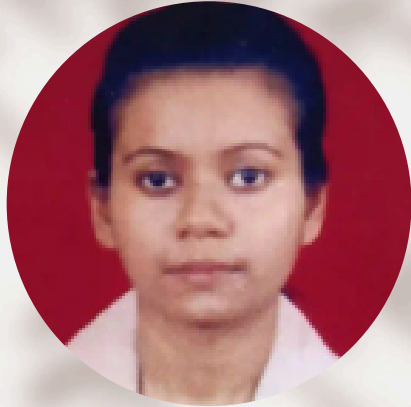


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"To the core of our department: your commitment to our learning journey makes all the difference. We are truly grateful for your wisdom and unwavering support."

THANK YOU

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