Let noble thoughts come to us every side - Rigveda, I,89,i

Issue: 19 * Month 14 * May, 2021

BIMS NEWS

BHAVAN'S INSTITUTE OF MANAGEMENT SCIENCE
KOLKATA

Principal's Message

In these difficult and anxious times I would like to reach out to you through these few lines of mine.

COVID-19 with its sudden upheavals has changed our routines and lifestyles. Each one of us and the entire world is affected by the coronavirus Pandemic. This pandemic has accelerated existential issues like acute individual loneliness in the wake of lockdowns and quarantine or isolation, disturbances of social life, contaminating the interpersonal space with distrust of each other; in short our entire way of life is adversely affected by the scare of COVID-19 and has created a new psychological situation for people. It has shaken the economy of the country enormously and its consequences are experienced by our families, communities and our entire way of life. Above all the anxiety aggravated by fear of death.

We understand the challenges faced by the students, Parents and the faculty members to cater to the academic needs during closure of the institute and adapting to virtual learning. However the importance of education remains consistent. We need to be prepared to take life ahead with all our normal activities according to the new normal. Though disturbed, we don't want to miss this academic year for our students. We will keep you informed about the school procedures regarding online classes and examinations through group email. Our talented and dedicated staff, both teaching and non-teaching, have been showing their care and concern for the students working from home preparing notes and engaging classes online for the benefit of students. I appreciate their concern for the students and commitment to academics. The institute is encouraging peer learning through the formation of groups with their faculty members. All these will also lead to imbibing of digital skills, one of the most important literacy skills of the 21st century.

We believe that this is the time to not just deal with the current emergency, but also build foundations of resilience to face such difficult events in the future. Let us consider this challenge as an opportunity. The COVID-19 Pandemic should not lockdown the aspiration of our young generation. My suggestion is that they should take the lead and work with faculty members to develop new e- learning content. Students should remain active and receptive and use the extended lockdown to learn new skills. It may be as basic as drafting a letter, improving English, or other language skills, public speaking, playing an instrument, cooking, housekeeping

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etc. Keep fit with meditation, yoga and other fitness programs.
Youtube videos and other free, online courses and forums can help students learn a lot of skills and knowledge.

Dear Parents, help your child to remember the ways that he/she has successfully handled hardships in the past and help them understand that these experiences strengthen their character preparing them for future challenges. An optimistic and positive outlook enables your child to see good things in life and keep going even in the hardest times. Appreciate and acknowledge their accomplishments. For I believe sprouted in the fire, does not wither away in the Sun! This is not the first pandemic outbreak in human history; but there is a slight difference to it. Today several million are able to work from home. Thanks to the internet, the World Wide Web (www) as an expression of indestructible human spirit.

I am sure all of us have been practicing social distancing, physical distancing and coming together on social media for mutual morale boosting conversations and sharing. Dear students, as much as you may be missing your institute and your peer group, we are missing you coming to the institute. The whole campus remains lifeless without your active presence. These are times when we have to stand together as one family belonging to the entire world. We pray for a quick control of the COVID-19 Pandemic, for a healing of those affected, their families and health care personnel. Remember humanity has seen worse, and every time we have bounced back. We will, again. Being hopeful is the key.

Take care. Stay safe.
PRINCIPAL

Webinar On **Industry Needs from Management Graduates**

The concept of Lockdown was completely new and surprising. Everywhere students were unsure what is to happen next and, especially, the final year BBA students because they were about to complete the Graduate degree and at such juncture, the bolt came and they seemed demotivated. As a facilitator, regular interactions with them necessitated some interaction with industry people to motivate them and guide them to better prepare themselves for the New Normal. Prof. Swati Basu convened a Webinar for the final year students of BBA on 16 April 2020 on the topic Industry Needs from Management Graduates. The resource person was Mr Sougata Maity, Sales Manager, East Kolkata, MRF Tyres.

Webinar On **Promote your Candidature and Improve Negotiating Skills**

A second Webinar was arranged by Prof Swati Basu for all the existing BBA students of BIMS on 15 May 2020 on Promote your Candidature and Improve Negotiating Skills to encourage the students in finding out ways to be engaged in self-development activities and programmes and equip themselves with skills that will help build their career. The resource person for the Webinar was Mr Anirban Chatterjee, Serial Entrepreneur, Mentor and CEO - Buddy4Study, Tweak Skills. He is currently working on a project with Mr Yogi Adityanath and is a speaker at IITs.

IGNACIA 2020 (First Virtual Annual Management Fest)

IGNACIA–2020, perhaps, the first virtual Annual Management Fest in West Bengal was organized by Bharatiya Vidya Bhavan Institute of Management Science (BIMS), Kolkata on 28 June 2020. Prof Swati Basu and Dr Anupama Chanda Mitra were the Faculty Coordinators for the event which was a grand success with the cooperation of MBA and BBA students of BIMS. The event is by the students, for the students and of the students and they all put their hands together to give the colour of success that included sponsorship by Sri Gopal Yarn Trading Limited. Media partnership with 91.9 Friends FM was arranged by Prof. Basu. Total 19 institutes participated at the event.

Webinar On **Unstoppable Leadership Sucess- How Great Leaders Succeed Every Day**

In collaboration with the Association of Indian Management Schools, BIMS had arranged a Webinar on Unstoppable Leadership Success – How Great Leaders Succeed Every Day for the students and Faculty. Ms Payal Nanjiani –

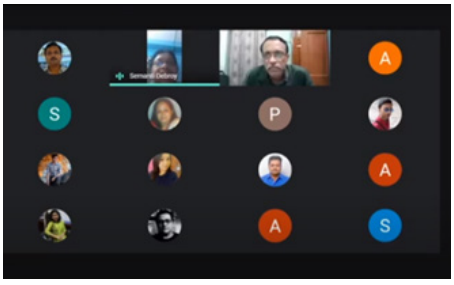
CEO of Success Is Within was the resource person of the event. She voiced her thoughts on empowering one's mind encouraging us to set clear goals and lead by example.

AIMS Eastern Region Dean and Directors Meet and Faculty Development Programme, 2020

Bhavan's Institute of Management Science, Kolkata in collaboration with the Association of Indian Management Schools organized AIMS Eastern Region Deans and Directors Meeting and Faculty Development Programme on 25 July 2020. All the Directors, Principals, Deans and HODs of the management institutes of West Bengal joined hand-in-hand to call it an event of events. Prof. Biswarup Chatterjee and Prof. Swati Basu from the host institute BIMS coordinated the event under the in-spiring mentorship of Prof (Dr) R K Patra, the Principal, BIMS.

Webinar On

Microeconomic Setback And Revival of Indian Economy Post The Covid Pandemic



A webinar was organised for all MBA & BBA students on 29/08/2020 on the topic "MACRO ECONOMIC SETBACK & REVIVAL OF INDIAN ECONOMY POST THE COVID PANDEMIC". The faculty organizer for BIMS was Prof Semanti Debroy Sen.

The keynote speakers were Prof Rajiv Bhattacharyya, Associate Professor, Dept of Economics, Goenka College of Commerce & Business Administration and Prof Jayant Kumar Dwibedi, Associate Professor of Economics, BKC College, Kolkata.

Prof Bhattacharyya dealt with the crisis which Indian economy is facing due to the lockdown and how the economic growth rate has fallen due to the negative impact of the pandemic. Prof Dwibedi mainly pointed out what are the different options which India can adopt to come out of this crisis.

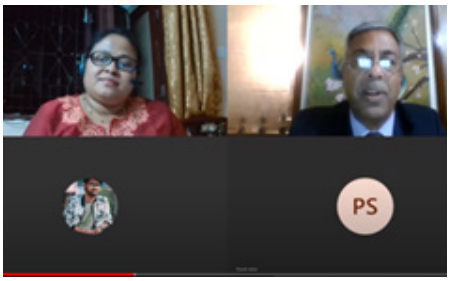
After the speakers completed their deliberations, there was about a half an hour of question answers session where the students and faculty members raised interesting questions which were answered by the speakers.
The webinar ended with a thanks giving speech by the convener Prof Semanti Debroy Sen

Webinar On

"Strategic HRM to address the pandemic scenario of India"

A webinar was conducted by BIMS on 6th Sept 2020 on "Strategic HRM to address the pandemic scenario of India". The webinar was addressed by two eminent speakers viz. Prof. Ananda Dasgupta, School of Business Management, Christ University, Bangalore & Sri Sandeep K Puthal, Additional General Manager (Corporate HR) Projects & Development India Ltd. Strategic human resource management is the connection between a company's human resource & its strategies, objectives & goals. They delved on how human resource plays a decisive part in business operations vis-a-vis the people who play the pivotal role in the functioning of a company. The strategic HR was demonstrated through different activities such as hiring, training & rewarding employees. Further the many facets of HR experience and solutions in COVID times were discussed.

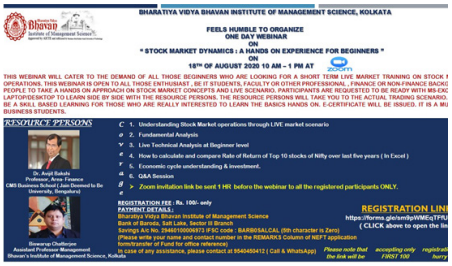
Hone Your Employability Skills In A Way That Agrees with Industry Expectations



Another Webinar was arranged and convened by Prof Swati Basu for the MBA students on 11 November 2020 on the topic Hone Your Employability Skills in a Way that Agrees with Industry Expectations. The resource person of the Webinar was Dr S K Gupta, CEO – Insolvency Professional Agency of The Institute of Cost Accountants of India. The session covered all the key areas of employability skill

that the management students need to build up to face the new world of professions tallying with technology-based learning. The session kept the participative students so engaged that there was not a drop out for the entire 2 hrs 30 minutes.

Stock Market Dynamics: A Hands On Experience For Beginners On 18-08-2020



Bharatiya Vidya Bhavan Institute of Management Science, Kolkata had organized a webinar on Stock Market Dynamics: A Hands On Experience For Beginners On 18/8/2020. The webinar had catered to the demand of all those beginners who are looking for a short-term live market training on stock market operations. The webinar was attended by students, faculty and non-finance background people. Participants had been demonstrated the practical part of a laptop through real time stock market operation. Total number of participants was 90 (ninety). There were two resource persons, Dr. Avijit Bakshi, Ass. Professor – Finance area from CMS Business School (Jain Deemed to Be University, Bengaluru) and Asst. Professor Biswarup Chatterjee from BIMS, Kolkata. Dr. Bakshi had been delivering on Understanding Stock Market operations through LIVE market scenario, fundamental analysis and live technical analysis. On the latter half, Prof. Chatterjee was delivering on How to calculate and compare Rate of Return of Top 10 stocks of Nifty over the last five years (In Excel) and Economic cycle understanding & investment. The webinar has received accolades from the participants in the form of feedback form. The webinar was strongly backed by the mentorship of BIMS Principal Prof. R K Patra and whole hearted support by the faculty members and under the convener ship of Asst. Prof. Biswarup Chatterjee.

Webinar on Digital Marketing: An Exposure to Types, Tools and Career on 15-09-2020

Bharatiya Vidya Bhavan Institute of Management Science, Kolkata in association with Seven Boats Academy, a premier digital marketing agency based in Kolkata, had organized a webinar on Digital Marketing: An Exposure to Types, Tools and Career on 15/09/2020 exclusively for the students of BIMS. The webinar had covered four aspects of Digital Marketing Fundamentals of Digital Marketing and why digital marketing, different practice tools and scope, market size and demand of DM and finally the career opportunities in digital marketing. Total 105 students have participated in the webinar. The chief resource person Mr. Debojyoti Mukherjee from Seven Boats had kept the webinar very interactive and alive. Various aspects of FB, LinkedIn, Google marketing have also been demonstrated by him. The webinar had been followed by a Q&A session of 30 minutes by the students. The most interesting part of the webinar was the discovery of the potential of social media which we seldom knew as a monetization tool. The webinar has received accolades from the participants in the form of live feedback. The webinar was strongly backed by the mentorship of BIMS Principal Prof. R K Patra and whole hearted support by the faculty members and under the convener ship of Asst. Prof. Biswarup Chatterjee.

Bharatiya Vidya Bhavan Institute of Management Science, Kolkata had organized a webinar on "Looking after Physical & Mental Health during COVID-19 & Post COVID-19" on 30/05/2020

Bharatiya Vidya Bhavan Institute of Management Science, Kolkata had organized a webinar on "Looking after Physical & Mental Health during COVID-19 & Post COVID-19" on 30/05/2020. The webinar was blessed with the presence of Dr. Subhrojyoti Bhowmick, MD, Clinical Director, Peer-

Clinical Director, Peerless Hospital and B K Roy Research Centre, Kolkata as a resource person. The webinar served the purpose of enriching and aligning the knowledge about the new threat COVID-19 as pandemic from the public part. Apart from the transmission fear of COVID-19, very to follow the regular exercise routines we are accustomed to. But these are necessary ingredients of staying physically fit and make our immunity strong with proper kind of physical activities.

Lifestyle also will not remain the same after post COVID-19 scenarios. Hence it is required to become aware about the necessary steps of making ourselves fit.

Besides, mental health is an important factor. During lockdown, there are movement restrictions which already have created a huge impact on our daily routines. Many people are undergoing mental stress causing domestic violence, suicide and so on. During post COVID-19, there will be a shift in normal pattern, which will also have an impact on mental health as well.

The webinar has suggested a few important steps by the resource person to stay fit and regular in this time of pandemic. Total participants were nearly 120 in number. Due to the limited online infrastructure, we could not accommodate more people although the registrations were much beyond the capacity.

The webinar was strongly backed by the mentorship of BIMS Principal Prof. R K Patra and whole hearted support by the faculty members and under the joint convener ship of Asst. Prof. Biswarup Chatterjee and Prof. Sabyasachi Mukhopadhyay of BIMS.

Re-Skilling for Placement Opportunities in Post-Covid Era 1st August 2020

Bharatiya Vidya Bhavan Institute of Management Science, Kolkata has organized a webinar on 1st of August 2020 on the theme "Re-skilling for Placement Opportunities Post Covid Era". The webinar has served the much-needed introspection on the theme from the corporate perspective. Covid 19 has emerged as a distinguisher between the ages- pre and post covid. Industry and workforce both have to learn the new paradigm shift in honouring the existing skill set in the post covid era. To address the issue, BIMS has invited corporate honchos like Mr. Bijay Sahoo, Group President, Strategic HR, Chairman's Office, Reliance Industries and Mr. Debasish Biswas, MD & CEO, Maxcellence Global to speak on the theme. The webinar has been moderated by Mr. Debasish Biswas and convened by Prof. Sabyasachi Mukhopadhyay, Faculty, MAKAUT, WB.

The following reskilling activities have been focused and suggested by the chief speaker to enable the current and prospective workforce to sustain in this era of turbulence-

1. Technological skill up gradation and more focus on business analytics
2. Have patience and pace up the consistency in the current role
3. Do not frequently change jobs and to wait for right opportunity to knock
4. Domain knowledge expansion
5. Compulsory focus on computer skills
6. Grab the present opportunity and develop yourself in to that role for next better opportunity
7. Learn voluntary skills and social amalgamation

The webinar has earned patronage from the Director and Principal of the Institute and appreciation from the students respectively.

"The Transformational Leadership in the time of COVID-19" on 13th June 2020

Bharatiya Vidya Bhavan Institute of Management Science, Kolkata has organized a webinar on 13th of June 2020 on the theme "The Transformational Leadership in the time of COVID-19". The webinar has hosted two corporate members – Mr. Manmeet Singh, Senior Associate Director, Commercial Excellence, Kellogg's India and Ms. Treena Mukherjee, Manager HR, Tata Communications Ltd. Webinar has been moderated by Mr. Pradip Bandopadhayay, HR-Head East, G4S Secure Solutions (India) Pvt. Ltd. And convened by the BIMS TPO Cell and Prof. Sabyasachi Mukhopadhayay. On the opening Dr. R K Patra, Principal, BIMS has focused on the transformation of the leadership role in the context of covid 19. He said that Covid has already redefining the leadership landscape and thus domain leaders have to understand the value of this regression and act accordingly Mr. Manmeet has introduced the "Four Eyes" concept of transformational leadership namely Inspirational Motivation, Intellectual Stimulation, Idealizing Influence and Individualized Concentration. He stressed upon the necessity of these points to be

transformational leadership migrating from a typical transactional leadership profile. Ms. Treena has focused on navigation of priorities from the business to the top employees in this uncertain time. She also informed the audience that these practices are generously followed at her company. She said how work from home or remote working has changed their approach of recruitment, orientation and on-boarding. She has suggested an attitude change in the employee communication for further strengthening the leadership role. The webinar has earned patronage from the Director and Principal of the Institute and appreciation from the students and faculties respectively.

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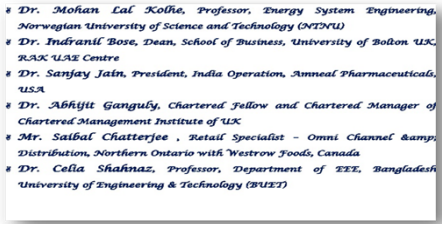
Webinar on
International Speaking Engagement on "Industry 4.0-The Role of Academia"

Bharatiya Vidya Bhavan Institute of Management Science, Kolkata in association with Association of Indian Management Schools (AIMS) had organized an international speaking engagement on the theme "Industry 4.0-The Role of Academia"- a first of its kind of program at BIMS and among other B-Schools of Kolkata on 31st of January 2021. The term Industry 4.0 is popular in many countries where technological advances are enabling significant changes in industry. The term was originally coined by Kagermann et al. in 2011 when referring to the Fourth Industrial Revolution, where technology will not only increase resource and time efficiency, but will also change the way people work. Universities and higher learning establishments are particularly emerged as the R&D and skill output centers to accept the challenges of Industry 4.0. Hence the roles and responsibilities of academia has to repeatedly designed and thought. The webinar acted as a platform for the brainstorm of the theme with prominent people from industry and academia.
The webinar was opened with the inaugural address by the AIMS president and other dignitaries. Several reputed international speakers have delivered their viewpoints and strategies to achieve the theme. The speaker s' profile includes-


- Dr. Mohan Lal Kolhe, Professor, Energy System Engineering, Norwegian University of Science and Technology (NTNU)
- Dr. Indranil Bose, Dean, School of Business, University of Bolton UK, RAK UAE Centre
- Dr. Sanjay Jain, President, India Operation, Amneal Pharmaceuticals, USA
- Dr. Abhijit Ganguly, Chartered Fellow and Chartered Manager of Chartered Management Institute of UK
- Mr. Saibal Chatterjee , Retail Specialist - Omni Channel & Distribution, Northern Ontario with Westrow Foods, Canada
- Dr. Celia Shahnaz, Professor, Department of EEE, Bangladesh University of Engineering & Technology (BUET)

The webinar was moderated by Prof. Rattan Sharma of Delhi Business School in an interactive mode and convened and concluded by

Mr. Biswarup Chatterjee and Mrs. Swati Basu, Asst. Professor at BIMS together. The webinar has earned patronage from the Director and Principal of the Institute and appreciation from the attendees respectively.

Re-Skilling for Placement Opportunities in Post-Covid Era 1st August 2020

Prof. Biswarup Chatterjee in association with BIMS TPO Cell has organized a student centric career webinar on "Career in Retail Operations "on 27th of February 2021. The chief resource person was Mr. Sovon Mohapatro, Retail Operation Manager-PAN India of Tabletz Retail, which is a brand leader in the sports accessories retail category in India. Prof. Chatterjee was the moderator and produced the program in an interactive manner with MBA students. Some of the key topics which has been discussed by the resource person were-

1. Retail as a career
2. Requisite qualifications
3. Requisite Skills
4. What are the day-to-day jobs at different hierarchies, especially at retail operation profiles.
5. What are the entry level jobs and specifications
6. Compensation profile and career growth
7. Q&A on above topics...

The program was well received by the students and concluded with the proposed outcome successfully.

A Presentation on Union Budget 2021 Analysis on virtual mode by MBA 1st year students

Prof. Biswarup Chatterjee has organized a virtual presentation and discussion on Union Budget 2021 with some of the students of MBA 1st year. Prof. Semanti Deb Roy Sen has evaluated the students' performance and put forth her valuable comments and input to further improve the understanding. It was an in-house program and following students have participated and presented –

1. Dipa Dasgupta
2. Rahul Bose
3. Shomoshree Sorkar
4. Tanushree Datta
5. Jhilik Chatterjee

The effort and the presentation was appreciated by the program evaluator and was aimed to motivate others to organize such stimulating program in future. Different aspects of budgeting were discussed and compared with the earlier budgets. Program was successfully concluded with the convener (Prof. Chatterjee) comments.

Student's Achievements

Khushi Sinha, BBA 3rd SEM.

She had participated in the event XPLORE 2020 of Netaji Subhash University in Jamshedpur, and it was an online event and there she took part in the Skywalk Fashion show. She has secured the first position and has received a certificate. She has also received a cash prize of ₹1000.

Karuna Kumari, Khushi Sinha & Prema Gautama BBA 3rd Sem.

Three (3) BBA 3rd Semester students had participated at BRIO 2021 of ICFAI Business School. They took part in Dancing Dazzlers which was a group dance performance and there they have secured the First Position. They are yet to receive their certificates in few days. They have also received a cash prize of ₹3000.