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MARKETING MAKEOVER PROGRAM

BIMS recently hosted its much-anticipated Marketing Makeover & Quiz 2025 program on April 4th at the BIMS Auditorium, bringing together enthusiastic participation from both BBA and MBA students. The event began with an introduction to the club and competition by Trinanjan Adhikary, President of VIPANAN – the Marketing Club of BIMS, followed by a warm welcome address from the Principal The highlight of the afternoon was the Marketing Makeover Competition, where multiple teams showcased their creativity, strategic thinking, and marketing acumen. This was followed by an engaging Open Forum Marketing Quiz coordinated by Prof. Subhabrata Mitra, testing participants' knowledge and quick thinking. The event concluded with the declaration of results and a vote of thanks by Prof. Joydeep Mukherjee, leaving the audience inspired and participants proud of their innovative contributions.

STUDENT EDUCATIONAL TRIP HINDUSTAN SHIPYARD VIZAG

The BIMS BBA final-year students recently embarked on an enriching educational trip to Hindustan Shipyard in Visakhapatnam, where they had the unique opportunity to witness the intricate processes of shipbuilding and repair. The visit provided them with valuable insights into the functioning of one of India's leading shipyards, covering aspects of industrial operations, project management, and maritime technology. Interacting with professionals and observing large-scale engineering projects up close, the students not only broadened their academic knowledge but also connected classroom theories with real-world applications. It was a perfect blend of learning and exploration, leaving them inspired and better prepared for their professional journey ahead.

OUR SCOPE 2025 : "THE WORLD EARTH DAY"

BIMS, in association with VINISHA, successfully organized the social awareness event "Scope 2025" on April 22, 2025, coinciding with World Earth Day. Held at the BIMS Auditorium from 11:30 am to 2:00 pm, the program brought together environmental activists, teachers, students from various schools, NGO members, and distinguished guests.

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STUDENT'S EDUCATIONAL TRIP AT SON GACHHI TEA ESTATE

In April 2025, the MBA final-year students of BIMS undertook an educational tour to the scenic Son Gachhi Tea Estate, accompanied by Prof. Dr. Jharna Dutta and Prof. Dr. Sudipta Ghosh. The visit provided the students with a comprehensive understanding of the tea industry, including plantation management, plucking techniques, processing methods, quality control, and marketing strategies. Through guided interactions with estate managers and workers, they gained practical insights into supply chain operations, sustainable farming practices, and the global tea trade. The presence and guidance of the accompanying professors enriched the learning experience, enabling students to relate theoretical concepts to real-world industry practices while enjoying the serene beauty of the tea gardens.

The highlight of the event was an engaging panel discussion on "Pollution Free Kolkata: Whose Responsibility? Government, Corporate or Citizens", where participants shared diverse perspectives on environmental protection and sustainable living. The event not only raised awareness about pressing ecological challenges but also inspired collective responsibility towards creating a cleaner and greener future.
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UDVAAS 2025

On 17th April 2025, BIMS joyfully celebrated Udvaas, an event marking the vibrant occasion of Poila Boishakh along with other regional New Year festivities such as Bihu, Baishaki, and Pana Sankranti. The program, held at the BIMS campus from 3:00 p.m., brought together students, faculty, and guests in a colorful display of culture, tradition, and unity. Dressed in elegant ethnic attire, participants enjoyed a variety of performances, cultural showcases, and festive activities that highlighted the diverse traditions of India while embracing the spirit of new beginnings. The celebration was a perfect blend of joy, heritage, and togetherness, leaving everyone with cherished memories of a truly special day.

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TURNING WASTE INTO WONDER – CELEBRATING WORLD CREATIVITY & INNOVATION DAY AT BIMS WITH IDEAS THAT INSPIRE AND INNOVATIONS THAT SUSTAIN!"

On 21st April 2025, Bharatiya Vidya Bhavan Institute of Management Science, through its Institution's Innovation Council and E-Cell, organized "Waste to Wow" to mark the celebration of World Creativity and Innovation Day. The event aimed to inspire students to think innovatively about sustainability by transforming waste materials into useful and creative products. It served as a platform to showcase inventive ideas, encourage problem-solving skills, and promote environmental responsibility. The celebration not only highlighted the importance of creativity in addressing global challenges but also motivated participants to adopt a sustainable and resourceful mindset.

EASTERN INDIA JOB FAIR & CAREER EXPO KOLKATA_3 & 4-MAY-2025

Bharatiya Vidya Bhavan Institute of Management Science (BIMS) actively participated in the Eastern India Job Fair & Career Expo held in Kolkata on 3rd and 4th May 2025. The event brought together numerous reputed companies, industry experts, and job seekers, creating a dynamic platform for employment opportunities and career advancement. BIMS representatives engaged with recruiters to explore potential placements and internships for students, while also showcasing the institute's academic excellence and industry-oriented programs. The participation not only enhanced industry-institute connections but also opened new avenues for students to pursue promising career paths in diverse sectors.

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INTERNATIONAL SEMINAR ON APPLYING ADVANCED STATISTICS IN MANAGERIAL DECISION MAKING_16-MAY-2025

On 16th May 2025, the IQAC, R&D Cell, and IIC of Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, successfully organized an International Seminar on “Applying Advanced Statistics in Managerial Decision Making”. The event, held from 11:00 a.m. to 4:00 p.m., featured distinguished resource persons including Dr. Swapan Kumar Pradhan, Principal Statistical Analyst at the Bank for International Settlements, Basel, Switzerland, and Dr. Goutam Bandyopadhyay, Former Professor, Department of Management Studies, NIT Durgapur. Faculty members, academicians, research scholars, students, and corporate trainees participated in the seminar, gaining valuable insights into the application of advanced statistical tools and techniques in managerial contexts. The session proved to be a highly enriching academic experience, bridging the gap between theoretical knowledge and practical decision-making skills.

EMPOWERING MINDS, ADVANCING RESEARCH – BIMS FDP 2025 SUCCESSFULLY IGNITED INNOVATION AND EXCELLENCE IN ACADEMIC PROJECT MANAGEMENT!

The IQAC, R&D Cell, and Institution’s Innovation Council of Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, successfully organized the Offline Faculty Development Program (FDP) on Advanced Research Techniques & Funded Research Projects from 30th June to 4th July 2025. The five-day program provided educators and researchers with in-depth training on advanced research methodologies, data analysis tools, grant writing, proposal development, and effective project management. Esteemed resource persons, including Dr. Sharmistha Banerjee (University of Calcutta), Dr. Arup Kumar Baksi (Aliah University), Dr. Anirban Sarkar (West Bengal State University), Dr. Rabin Mazumder (Institute of Engineering & Management), Dr. Shivaji Banerjee (St. Xavier’s College), Dr. Biman Maity (BIMS Kolkata), and Dr. Sumanta Dutta (St. Xavier’s College), delivered engaging sessions through expert lectures, hands-on workshops, and collaborative discussions. The event proved to be highly enriching, enhancing participants’ research capabilities, fostering collaboration, and promoting a culture of academic excellence.

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ANVESHA 2.0 - NATIONWIDE QUIZ_18-JULY-2025

Two BBA students from BIMS proudly participated in the Nationwide Quiz Contest on Official Statistics – Anvesha 2.0, organized by the Ministry of Statistics & Programme Implementation, Government of India, and the National Statistics Office, Kolkata, on 18th July 2025. The event tested participants' knowledge and analytical skills in the field of official statistics, fostering awareness about its significance in governance, policy-making, and socio-economic development. Representing BIMS with dedication and enthusiasm, the students showcased their academic excellence and competitive spirit, bringing pride to the institute through their commendable performance.

BIMS WELCOMES NEW BATCH WITH MBA & BBA ORIENTATION PROGRAM 2025

On 1st August 2025, Bharatiya Vidya Bhavan Institute of Management Science (BIMS), Kolkata, hosted its MBA & BBA Orientation Program to warmly welcome the new batch of students. The inaugural session began with the Lighting of the Lamp and Saraswati Vandana, followed by inspiring addresses from Dr. G.V. Subramanian, Director of Bharatiya Vidya Bhavan Kolkata Kendra; Dr. S.P. Mohapatra, Principal of BIMS; and Dr. Bikram Sarkar, IAS (Retd.), Chairman of Bharatiya Vidya Bhavan Kolkata Kendra. Faculty and operational heads were introduced, and essential academic briefings were provided by CMA (Dr.) Jharna Dutta on the semester system, Dr. Semanti Debroy Sen on the examination system, Mr. Rana Ghoshdastidar on the computer lab, Ms. Manjusha Ghosh on the library, and Ms. Sayori Poddar on training and placement. The day also featured engaging ice-breaking sessions, an address by Bank of Baroda officials, and a lunch break, ensuring that students felt both informed and connected as they began their academic journey at BIMS.