



PLACEMENT BROCHURE 2023-24



Department of Business Administration
Jawaharlal Nehru School of Management Studies
Assam University, Silchar

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Workshops

A group of students in business attire walking on a path outdoors. The students are wearing blue blazers, white shirts, and dark trousers or skirts. They are walking on a paved path with lush green foliage in the background. The image is overlaid with several circular graphics: a large orange circle containing the text 'OUR MISSION', a blue circle with a speech bubble icon, a green circle with a person icon, and several smaller circles in shades of blue, green, and orange.

OUR MISSION

The mission of the Department is to contribute, through pursuit of excellence in teaching and other creative and innovative endeavours pertaining to Management education, research, consultancy, and training to the process of developing capable human and managerial resources and thereby to the corporate, industrial, entrepreneurial, economic, social, intellectual and cultural development of the nation.





OUR VISION

To establish itself as one of the premier institutions of Management Education in India.

FROM VICE CHANCELLOR'S DESK



I am delighted to know that the Department of Business Administration under the Jawaharlal Nehru School of Management Studies (DBA-JNSMS), Assam University is publishing the Placement Brochure 2023-24 highlighting the proficiency and managerial acumen of 26th batch of MBA aspirants. The DBA-JNSMS has established a name for quality Management Education in the Eastern and North Eastern part of the country with amiable teaching-learning environment supported by excellent faculty members and a good corporate network. Pursuing long term vision to excel with a difference, endeavour at the Department is to keep Students ahead of the changing paradigm of business and management education as well as to engage in the pursuit of establishing and nurturing an institution of reputation, par excellence.

I am confident that the brochure will signpost the preparedness of the Department for participating in the corporate world in a meaningful way. I also wish that the prospective recruiters and corporate houses will find right talent here to add value to their organizations. I am sure that the profiles of dynamic and talented budding executives of the current batch of the Department would match the expectations and requirements of the industry and other corporate houses. I welcome all the recruiters to the Department of Business Administration, Assam University.

I wish every success to all MBA Students

Prof. Rajive Mohan Pant

Vice-Chancellor

Assam University, Silchar



DEAN'S NOTE



I, on behalf of the Department of Business Administration (DBA), Jawaharlal Nehru School of Management Studies (JNSMS), Assam University have the pleasure of presenting the Placement Brochure 2023-24 of DBA.

DBA-JNSMS has been imparting Management Education since 1997 to the MBA aspirants not only of North-Eastern India but also of other parts of India.

Management Education can be considered as the process of transforming individuals into potential managers by making them realise the essential requirements or capabilities of a manager and helping them in the development of those capabilities which will enable them to control or adjust to their environments and fulfil the responsibilities of rendering selfless service to the organisation in particular and the society in general, thereby, shaping the destiny of the entire nation.

DBA-JNSMS offers an environment for moulding and nurturing individuals into capable managers who can render selfless service to organisations and society. The curriculum inputs in DBA-JNSMS have been designed keeping into consideration of the emerging business Dynamics. While administering the Course modules, our focus throughout has been on developing in the students the analytical skills, the soft skills, the ethical approach along with the positive attitudes that together can prepare them to become leaders of Business Organisations.

It is our utmost endeavour to facilitate the recruiters looking for fresh MBAs from the campus of our Assam University to get the right type of candidates who fit into the requirements of their organisations.

Professor H. Ramananda Singh

Dean, Jawaharlal Nehru School of Management Studies
Assam University, Silchar



FROM THE DESK OF THE HOD



I take the privilege to present before the prospective recruiters yet another batch of very vibrant, dynamic and brilliant students who will be completing their 2-years full-time MBA Programme by May 2024. We at the Department of Business Administration (DBA), Jawaharlal Nehru School of Management Studies (JNSMS) are committed to meeting industry needs through our industry-matched management programmes, and applied research activities for businesses.

Our programmes offer our students an opportunity to apply their acquired concepts and develop their ability to analyze their value-driven solutions to the industries. Our pedagogy of management comprises Attitude (A), Skills (S), and Knowledge (K) for Addition (A)- ASKA through experiential learning through live projects, research, and discoveries blended learning with knowledge sharing sessions by industry professionals & experienced academicians.

Our approach at DBA-JNSMS imbibes a culture of applied thinking and research for quality contribution through real-life problem solving which aids our budding managerial professionals on their journey towards becoming world-class techno-tactical managers, capable of leading in the dynamic business environments.

Our core focus is on taking the lead on state of art management and technology which equip our students with the best market-matched techno-management tools with the perceptive global management practice.

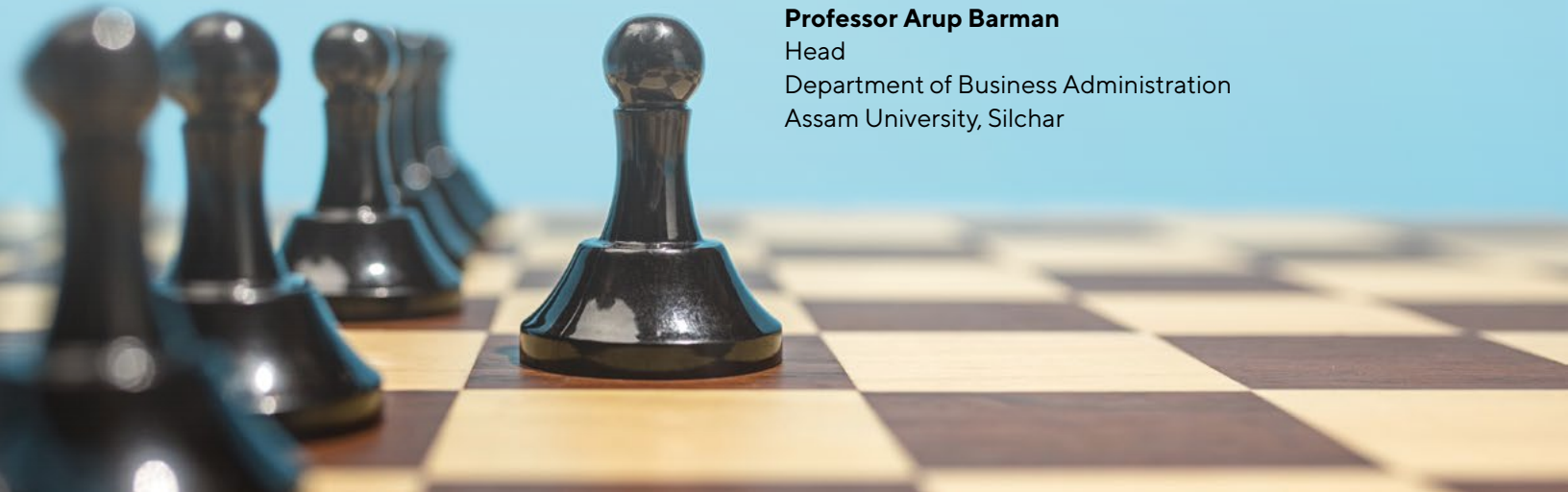
We are confident that our recruiters will be able to get the right skills and attitude amongst our competent would-be management professionals who will prove themselves through their meaningful contributions to their respective organizations.

I welcome all the recruiters to our Campus.

Professor Arup Barman

Head

Department of Business Administration
Assam University, Silchar



ABOUT THE UNIVERSITY

Assam University, Silchar was established in 1994 as a Central University by an Act of parliament, Assam (Central) University Act, 1989, enforced through Notification of the Government of India.

The University over the years has made impressive strides in establishing itself as a premier institution of learning in North-East India where emphasis persistently has been on the blending of quality education, socially relevant endeavours and scientific pursuits with mission-orientation and tireless striving for excellence. The sprawling University Campus is spread over an area of about 600 acres where 40 Post Graduate Departments under 16 Schools of Studies of the University function.

The institution provides state-of-the-art facilities to students who come from different parts of the country and abroad. The current roll strength is around 5000 which includes students at the

Post Graduate and Integrated Courses and the students and researchers at M.Phil. and Ph.D. levels.

The Campus is 20 km off Silchar city. Silchar, being gateway to the southern part of North-East India, is the hub of commercial activities and known for its history as the Tea Capital of South Assam. Away from the humdrum of the busy city-life of Silchar and set amidst its sylvan surroundings, the University community engages itself in academic pursuits. With the mystique Bhuban and Barail ranges of hills at the backdrop, Assam University Campus is surrounded by lush green hillocks, natural lakes and picturesque tea gardens of South Assam. The serene setting together with exquisite natural beauty in and around the Campus adds uniqueness to the University's ambience capturing viewers' imagination and providing an ideal atmosphere for study and research.





ABOUT THE DEPARTMENT

The Department of Business Administration under the Jawaharlal Nehru School of Management Studies (DBA-JNSMS), Assam University started functioning in July 1997.

The mission of the Department is to contribute - through pursuit of excellence in teaching and other creative and innovative endeavours pertaining to management education, research, consultancy and training - to the process of developing capable human and managerial resources and thereby to the corporate, industrial, entrepreneurial, economic, social, intellectual and cultural development of the nation.

To accomplish its mission, DBA-JNSMS offers Two-years full-time Master of Business Administration (MBA) programme and Research Programme in management leading to the Degree of Doctor of Philosophy (Ph.D.).

Activities of the Department also include: the arrangement of discussions, debates, seminars, symposia, workshops, study tours, training programmes and industry-interfaces, among others. The focus is clearly on developing among the students awareness and in-depth understanding of the issues that are contemporary and of relevance to the corporate sector.

Academic programmes in DBA-JNSMS are handled by a competent Faculty whose members have been drawn

from different parts of the country through the process of national level selection.

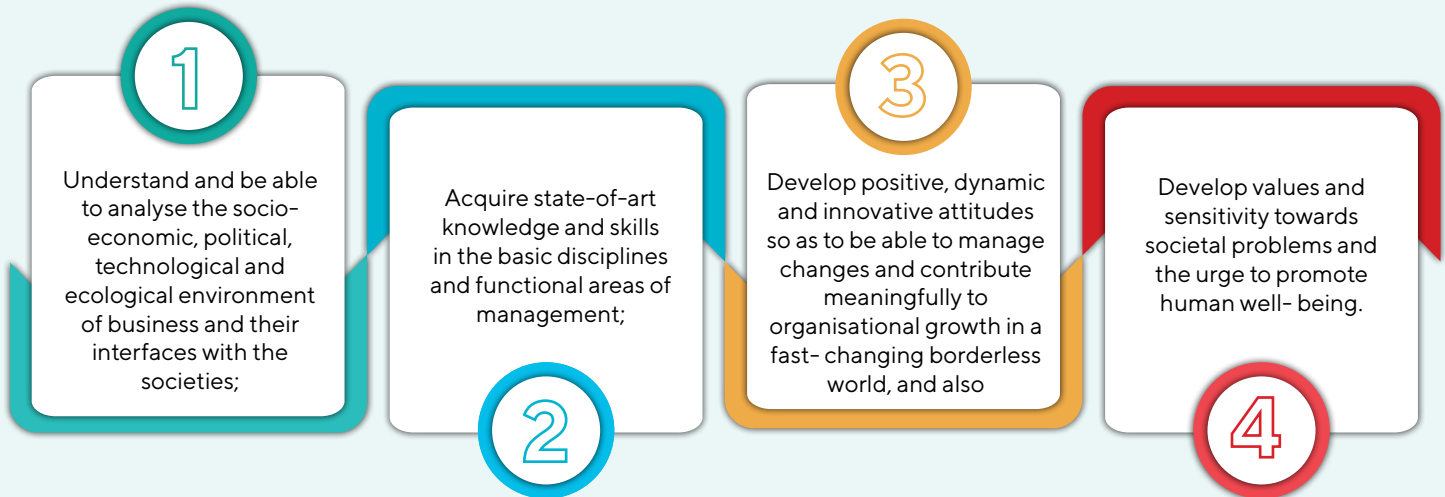
The Faculty in DBA-JNSMS has developed over the years core competency in select areas of Business Administration. These range from the conventional functional areas like Financial Management, Marketing and HRM to such specific areas - like Entrepreneurship Development, Information Technology and Operations Management - which, are of particular relevance to prevailing realities in this part of the country.

The ongoing researches in the Department cover practically all socially relevant areas. The two areas identified by the Department as thrust areas for future research are: i) Studies on the Economy and Business of East Asia, and ii) Indian values and tradition in management. The strength of DBA-JNSMS has been built over years around its enabling teaching learning ambience, dedication of core Faculty, close industry-linkage maintained through the DBA Corporate Relations Cell and Silchar Management Association (SMA), the local Chapter of All India Management Association, global orientation of students (developed and nurtured through involvement of the Centre for East Asian Business Studies), a vibrant Learning Resource Centre, and finally the Department's excellent record of campus placement.

PURSUING EXCELLENCE

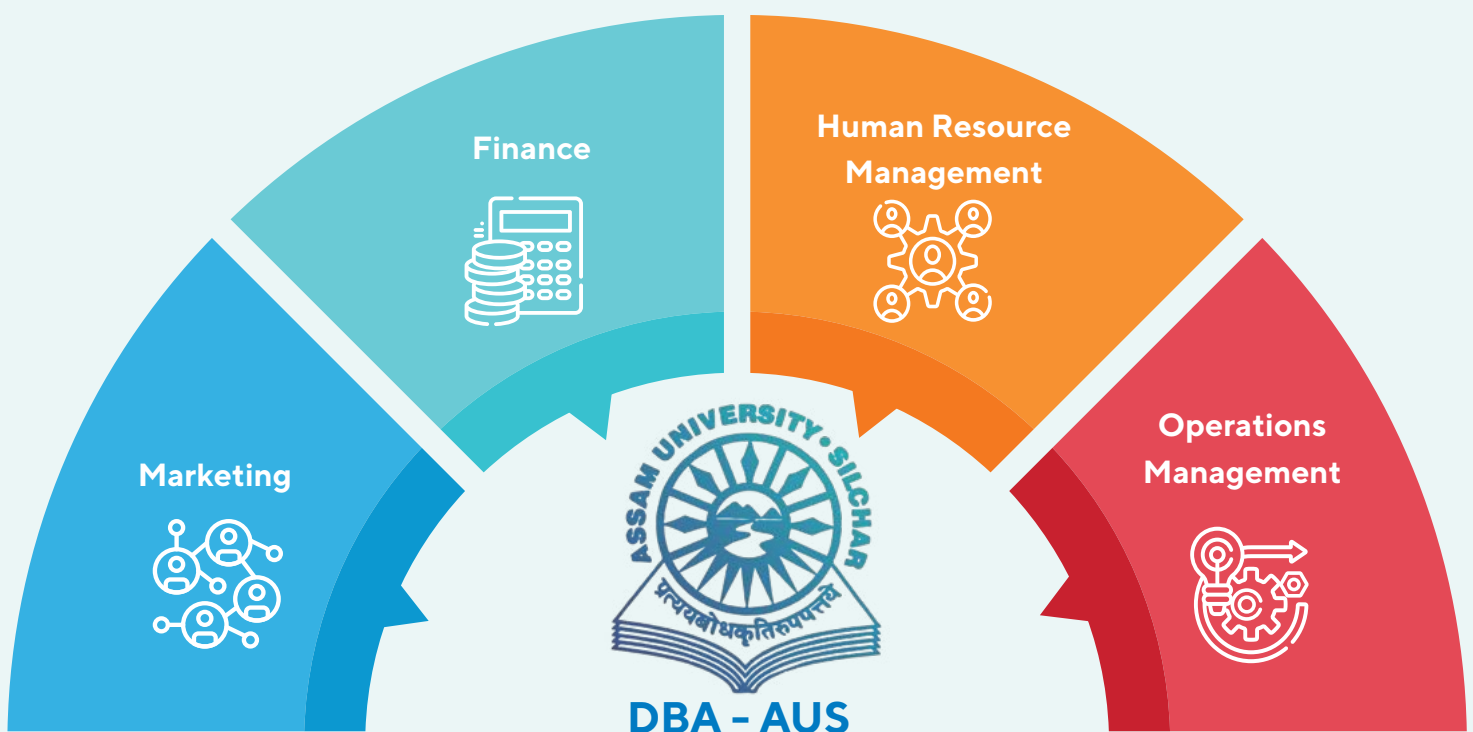
The Master of Business Administration (MBA) is a two-year full-time Programme. The programme aims at equipping the students with a comprehensive set of skills, in-depth understanding of the theory and practice of real-life-management within the framework of a multi-disciplinary and multi-cultural setting.

The Specific Objective of MBA programme is to enable the graduates to –



The course-structure of the programme has been designed keeping in view the immediate on-the-job requirements as well as the long-term career needs of the young professionals. Proper balance is maintained between the general foundation component of the course and its specialised components. DBA-JNSMS offers to its students the opportunity to specialise in two selected areas of their interest under the scheme of Dual Specialisation.

THE FOUR ELECTIVE AREAS OPEN TO MBA STUDENTS ARE:



IMPORTANT FEATURES OF THE MBA PROGRAMME

The important features of the MBA Programme are the following

Balanced Mix of Theory and Practice

The MBA course structure, which is regularly revised and updated, maintains within it a perfect balance between the theory and practical aspect of business management, with the theoretical inputs being adequately supplemented by such practical components as case studies, field works, industry visits, interaction with the professionals and project study, among others.



Extensive Coverage of the Core-Courses

The Core-Courses offered to the students have extensive coverage and have been designed in such a way as would facilitate the exposure of students to the growing and diverse areas of Business Management.



Compulsory Summer Training

At the end of the second semester, all students have to undergo summer training of minimum 8 (eight) weeks duration with an industrial, business or service organisation. The condition of successfully completing the programme remains unfulfilled till a student undergoes Summer Training in organisations as approved by the Department. Each student is required to submit his/her Summer Training project report to the Department during the third semester for the purpose of evaluation.



Technology Focus

Keeping in view the need for orienting the executives of tomorrow towards the rapidly changing technological environment, the MBA programme lays emphasis in aspects relating to management of technology. While core courses include areas like Operations Management, Information Technology Management, and other related courses, IT Management is offered also as a distinct specialisation area. The system of Teaching-learning is backed by audio-visual teaching aids and a computer lab designed specially to cater to the specific needs of the MBA students.

Environmental and Ethical Concerns

One of the important objectives of the MBA programme is to develop within the budding executives a sense of commitment to values and ethics and a proactive attitude towards environmental and societal problems and human well-being. The programme arranges for the purposes relevant academic inputs. Students are also encouraged to participate in various awareness camps and voluntary activities through the initiative of the Management Club.



Emphasis on Communication Skill

The provision of core paper like Business Communication and Soft Skills enables MBA students to improve their communication and presentation skills. The overall emphasis of the programme however is on personality development. The programme makes it imperative for students to regularly attend grooming sessions and workshops specially designed for their personality development. The faculty in DBA-JNSMS is now engaged in preparing a detailed programme covering even such aspects as Yoga session and Body Language Workshop to facilitate the all-round development of students' personality.

Continuous Evaluation

The scheme of continuous evaluation of students is now in force. Progress of each student is closely monitored, feedbacks are arranged to enable the students understand their weaknesses, and counselling sessions are organised whenever necessary.

Internal Assessment

As per the MBA course curriculum, in each theory paper 30% of the weightage is assigned to internal assessment of students based on his/her performance in class tests, seminars, individual & group presentation, written assignments, term papers & viva; class-room participation, attendance and discipline.

Compulsory Project Study

In the 4th Semester, each student is required to undertake an independent project work. The purpose of the project study is to enable the students to study, analyse, interpret and report on one or more management problems and situations. The study is conducted following standard methodology of management research under the supervision of faculty member or an external supervisor appointed by the Department.



Coping with Challenges of Globalisation

The MBA programme attaches due weightage to equip the students with state-of-art knowledge and skills so that they can successfully handle the situations that are being faced in the context of Globalisation of Business Operations. Apart from the optional and core courses offered in the area, other inputs in the form of seminars, discussions and face to face interaction with industry executives are also regularly arranged to enhance global orientation of the students.

COURSE STRUCTURE OF MASTER OF BUSINESS ADMINISTRATION (MBA):



Semester I	Credit*
CP-101 Management Process & Principles**	4
CP-102 Managerial Economics	4
CP-103 Financial Accounting and Analysis**	5
CP-104 Marketing Management**	4
CP-105 Data Analysis and Decision Tools** (Skill enhancement Paper)	5
CP-106 Business Ethics and Sustainability	3
CP-107 Information Technology Management**	4
CP-108 India's Cultural Heritage & Management Traditions	3

EXIT LEVEL: Certificate in Management: Student has to apply before the semester end examination of the 2nd semester.

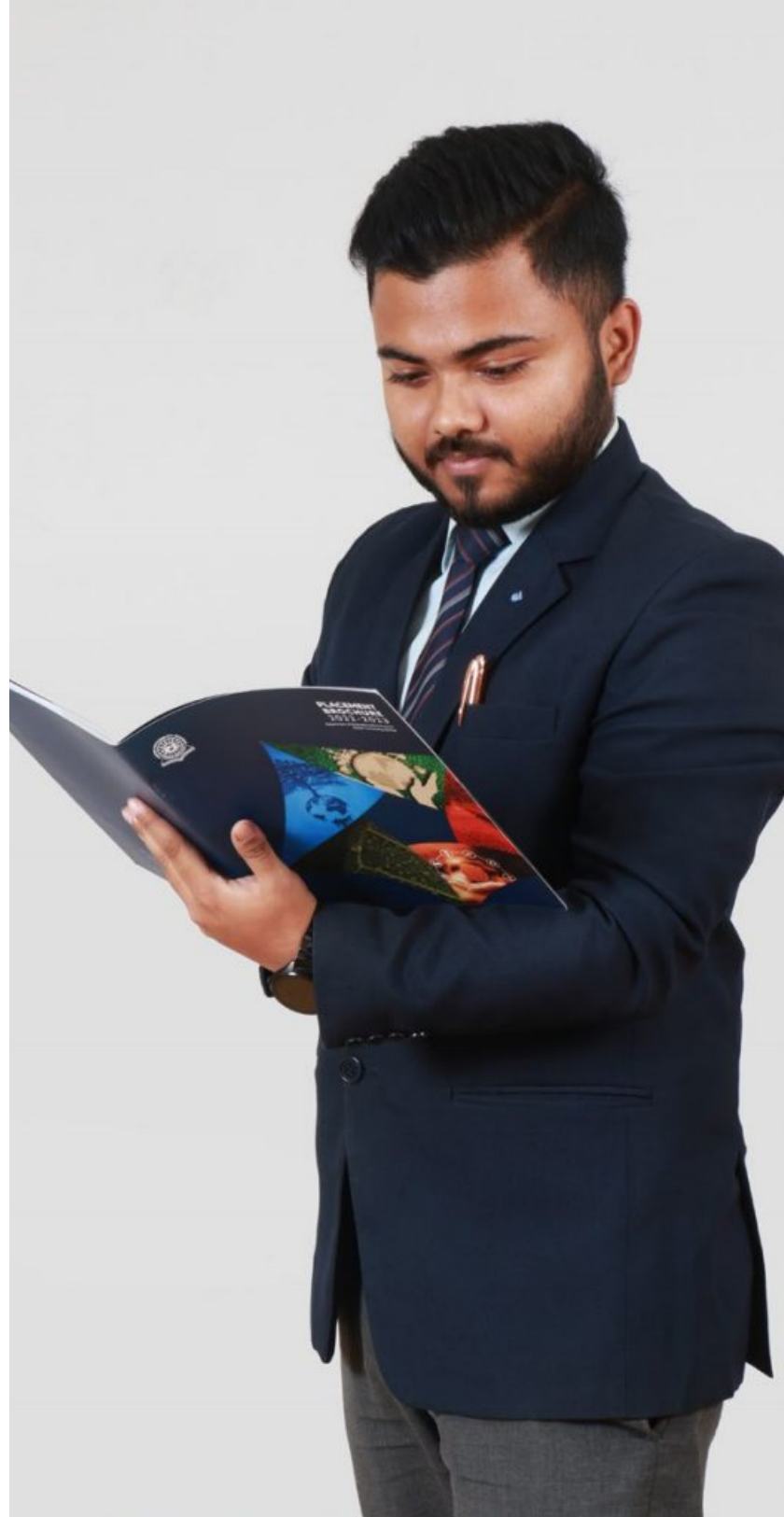
* Each 4 credit course must have minimum 40 classes, each 5 credit courses must have minimum 50 classes and each 3 credit courses must have minimum of 30 classes.

Semester II	Credit*
CP-201 Human Resource Management**	4
CP-202 Financial Management and Planning**	4
CP-203 CBCS/ or any other relevant papers from Swayam	5
CP-204 Business Research	4
CP-205 Production and Operations Management**	4
CP-206 Business Analytics and Information System**	4
CP-207 Management Accounting & Control**	4
CP-208 Organizational Behaviour	3
MBA-CBCS Management Process & Organisational Behaviour	5

EXIT LEVEL: Diploma in Management: Student has to apply before the semester end examination of the 3rd semester.

* Each 4-credit course must have minimum 40 classes.

Note: MBA CBCS is to be offered by the Department of Business Administration to the students of other Departments of Assam University under the CBCS Scheme





Semester III

Credit*

CP-301: Analysis of Business Environment – Indian & Global	4
CP-302: Business Communication & Soft skills**	4
CP-303: Business Law / SWAYAM(Business Law) papers	3
CP-304: Operation Research and Business Analysis**	3
CP-305: A-I Two Core Elective Papers of any one group of the student's choice	2
MAJ-I: Core Elective I Major	4
MAJ-II : Core Elective II Major	4
MIN-I: Core Elective I Minor	4
MIN-II: Core Elective II Minor	4

*Each 4 credits course must have minimum 40 classes.

Semester IV

Credit*

CP-401: Project Work: Dissertation & Viva	4
CP-402: Strategic Management**	4
CP-403: Entrepreneurship and Start-up Management**	4
CP-404: E-Business, Financial and other Services**	4
MAJ-III : Core Elective III Major	4
MAJ-IV : Open Elective I Major	4
MAJ-V : Open Elective II Major	4
MIN-III : Core Elective III Minor	4

*Each 4 credits course must have minimum 40 classes

* Minimum 60 hours to be allotted for Dissertation Project work. Dissertation work may be started immediately after the 3rd Semester.

**Minimum 40% weight to be assigned in the paper/Papers to case-studies/ practical/ numerical.



ELECTIVE COURSES



Financial Management



Marketing Management

Core Elective

- FM01: Financial Markets and Corporate Financial Decision
- FM02: Security Analysis and Portfolio Management
- FM03: International Financial Management

Open Elective

- FM 04: Project Planning, Analysis and Management
- FM05: Analysis of Corporate Financial Reports
- FM06: Financial and Commodity Derivatives
- FM07: Banking and Insurance Management
- FM08: Corporate Tax Planning and Management

Core Elective

- MM01: Consumer Behaviour
- MM02: Sales Management
- MM03: Advertising and Sales Promotion Management

Open Elective

- MM03: Services Marketing
- MM04: International Marketing
- MM05: Customer Relationship Management
- MM06: Marketing Analytics
- MM07: Retailing Marketing
- MM08:



Human Resource Management

Core Elective

- HR01: Management of Change and Organizational Development
- HR02: Cross Cultural and Global Management
- HR03: Talent Management & Analytics for Human Resource Management

Open Elective

- HR04: Managing Training, Learning and Development
- HR05: Management of Industrial Relations
- HR06: Employee Welfare and Compensation Management
- HR07: Counseling Skills for Managers
- HR08: Leadership, Power and Politics



Operations Management



IT & Systems Management



Entrepreneurship

Core Elective

- OM01: Total Quality Management for Business Excellence
- OM02: Logistics and Supply Chain Management
- OM03: Operations Strategy

Open Elective

- OM04: Services Operation Management
- OM05: Technology, Innovation and New Product Management
- OM06: Supply Chain Analytics
- OM 07: Systems Optimization and Management Science
- OM08: Manufacturing Management

Core Elective

- ITSM01: Managing E-Business
- ITSM 02: Business Process Re-engineering
- ITSM 03: Predictive Modeling (Using R/Python)

Open Elective

- ITSM 04: Business Intelligence & Big Data
- ITSM 05: Knowledge Management Systems
- ITSM 06: IT Project Management
- ITSM 07: Managing Digital Transformations
- ITSM 08: Foundations of AI, Deep Learning & Machine Learning

Core Elective

- EP01: Entrepreneurial Environment in India and World.
- EP02: Managing Start-Ups, Industrial Policy-India, NER.
- EP03: Entrepreneurial Finance, Project Formulation and Implementation.

Open Elective

- EP04: Entrepreneurial Incubation. (Lab based).
- EP05: Family Business Management
- EP06: Corporate and Social Entrepreneurship
- EP07: New technology Application, Design & Business Models
- EP08: New Enterprise Creation



Banking and Insurance

Core Elective

- BI 01: Banking and Insurance Management
- BI 02: Banking and Insurance Risk Management
- BI 03: International Banking and Finance.

Open Elective

- BI 04: Rural Banking and Financial Inclusion
- BI 05: IT Enabled Banking
- BI 06: Life Insurance Products and Services.
- BI 07: General Insurance Products and Services.
- BI 08: Marketing of Banking and Insurance Services.



MANAGEMENT CLUB ACTIVITIES

The inputs provided through the curriculum are complemented by the diverse range of activities that the MBA students undertake outside their class rooms. Students are encouraged to voluntarily associate themselves and participate in both co-curricular and extra-curricular activities like industrial visits in and around the city. Management Club which serves as the vibrant and active body of the MBA students is seen as an integral part of the Department of Business Administration. The declared objectives of the Club are: to create for the executives-of tomorrow a right platform for promoting and nurturing their own creative talent and endeavor, and thereby generate an enabling ambience which would permit the members of the Club to inculcate in themselves the 'corporate spirit' and a sense of responsibility and dedication. The club has made great strides and is currently organizing its activities through the following six interdependent divisions:

The MBA students through the Management Club are called upon to appreciate their forthcoming roles as the architects of the corporate future of the nation. The 2-year MBA programme is the stage when the students must develop their skills of articulation and communication and at the same time prepare themselves for taking up challenging assignments in future. Keeping this in view, Management Club through a variety of events and programmes endeavours to develop in the budding future-executives the corporate spirit as well as the spirit of thrill and adventure.



PARYABARAN

The Nature Lover's Wing



SAMEEKSHA

The Analysis Wing



EXPLORER

The Adventure Wing



SYMPHONY
The Cultural Wing



EXPRESSION
The Magazine Wing



ANWESHA
*The Information
and Library Wing*

FACULTY PROFILES



Prof. Amrit Lal Ghosh

Education: M. Com, PGDBIO, ICWA, LL.B., Ph. D.

Areas of interest: Finance and Accounting.



Prof. H. Ramananda Singh

Education: M. Sc. (Mathematics), MBA, PGDCA, Ph. D.

Areas of interest: Marketing and General Management



Prof. Arup Barman

Education: M. Com (G. U.), PGDipTD, Ph. D., Post Doc.

Area of interest: Human Resource Management and Organizational Behaviour.



Prof. Debomalya Ghose

Education: BE, MBA, EWT, Ph.D.

Area of interest: Operations Management and Information Systems



Dr. Joyeeta Deb

Education: M. Com., Ph. D.

Area of interest: Banking and Microfinance



Dr. H. R. Laskar

Education: MBA, DTM, Ph. D.

Area of interest: Finance and Accounting



Dr. Juthika Konwar

Education: MBA, Ph. D.

Area of interest: Human Resource Management, Communication & Soft Skills



Dr. Amit Kumar Das

Education: MBA, Ph. D.

Area of interest: Finance and Accounting, Environment & Disaster Management, Corporate Social Responsibility



Dr. Deepjyoti Choudhury

Education: MBA, Ph. D.

Area of interest: Marketing and Information System



Dr. Lurai Rongmei

Education: MBA, LLB, Ph.D.

Area of interest: Finance and Accounting



Dr. Nilanjana Chakraborty

Education: MBA, Ph. D.

Area of interest: Marketing



Mr. Saurav Dey

Education: B. Tech., MBA

Area of interest: Operations Management & Operations Research



Dr. Kalyan Das

Education: M. Com., Ph. D.

Area of interest: Finance and Accounting

OUR RECRUITERS

ADVANTAGE@DBA-AUS

The location of Department of Business Administration, Assam University at Silchar in the southern part of Assam at the junction of the five states - Assam, Meghalaya, Manipur, Mizoram and Tripura - offers to it specific distinct advantages: First, Silchar is the 'Tea Capital' of South Assam. The University Campus is surrounded by lush green tea gardens where the serene settings and the warmth of partnership with Industry go hand in hand in providing to learners an ideal atmosphere for study and research. All roads to states in the southern half of North-East India pass through this corridor. City Silchar enjoys thereby a centrality and also a 'gateway' status. The divisional/ regional headquarters of many a nationalised banks, insurance companies and other corporate houses operate in the vicinity of the Assam University campus permitting close industry-institute linkage. With inspiration coming from the Government at the Centre and the South Assam Chapter of All India Management Association, the University-Industry Partnership Project, Assam University (UIPP-AU) has taken shape in this School in 2014 for forging and nurturing closer ties with Industry and for setting thereby new standards for productivity and mutual growth. Location offers to DBA-AUS another distinct edge, as this is the point where the SAARC region converges with the ASEAN, where traditionally people belonging to these two Cultural Zones meet and transact their goods, ideas, and knowledge for mutual enrichment and well-being. The Centre for East Asian Business Studies (CEABS) in the Assam University offers now the platform to MBA students to extend themselves globally by facilitating their exposure to the East Asian business realities. The MBAs in DBA-AU have their unique sources of strength in the following:

- First, they are groomed in an e-enabled academic ambience where within the framework of a Central University's setting the efforts persistently have been on maintaining teaching-learning infrastructure of global standard.
- Second, the 2-year MBA programme is administered by a dedicated Core Faculty whose members are drawn from diverse backgrounds and disciplines through a process of national-



level selection. The ideal student-Faculty ratio permits Faculty's close supervision and facilitates intimate nurturing of the MBA students covering the three aspects of their development -knowledge, skill and attitude.

- Third, the selection of candidates for admission to the MBA programme is meticulously articulated. The four-tier selection process involves screening of candidates based on their degree-level and select entrance test Scores and their performances in GD and PI. The final selection of candidates for the programme is done by a team of Experts, 50% of whose members are drawn directly from the Industry.

DBA-AUS MBAs: THEIR EDGE

1. Thanks to the extant realities in North East India; the grooming in DBA-AU is so articulated and orchestrated that the MBAs passing out from this Institution can operate and excel in extremely challenging situations in any part of the globe.
2. Students undergo rigorous training administered by a competent and dedicated core Faculty. The training is backed by updated course-modules and teaching pedagogy and covers key functional areas of management focused specially on developing in students analytical skill, command over knowledge and attitudinal & corporate fit.
3. Mandatory Summer Internship of eight weeks duration in select best-managed public/private sector companies bring to students industry- exposure. The exposure is fuelled and carried forward continually via adoption of the Case Study method in teaching, routine industry- visits, interaction with professionals, and also via the students' accomplishment of field surveys & dissertation projects concerning real-life management-problems.
4. The Campus-life of DBA-AU students have spent in a region where peoples' cultures are diverse and multifaceted. Ecologically and anthropologically this region offers to researchers a 'treasure'; economically, the region is witnessing change at a pace never seen before. Within the framework of the School's mission of 'Vasudhaiva Kutumbakam' ["extend thyself to the Universe"], students are trained here to be courteous and adopt sensible approach while dealing with human beings and Nature. The upcoming youthful DBA-AU MBAs are poised at the moment to emerge as sensible corporate citizens of 21st Century and thereby generate 'sustainable superior value' for stakeholders of their respective employing organisations.
5. Academically, the Assam University MBAs are carefully groomed; culturally they are having the right tuning. They are mission oriented, application focused and value driven. They are conditioned to deal successfully with all adversities and challenging situations. During the 2-year MBA programme they develop the passion for striving continually for excellence and learn how to translate individual excellence of organisations.
6. The profiles of the student as presented in the following pages bear testimony to their background, orientations, exuberance and exposure.
7. The Department of business administration recognises the importance of 'learning' as a crucial component of growth. Hence the MBA programme aims at generating among students capability of 'learning to learn'. The thrust of the faculty endeavour remains throughout on ensuring internalisation of knowledge, rather than its mere acquisition by the students in course of their pursuing the programme.
8. The University being in close proximity to the neighboring states like Manipur, Mizoram, Meghalaya, Nagaland and Tripura can arrange POOL CAMPUS drive.

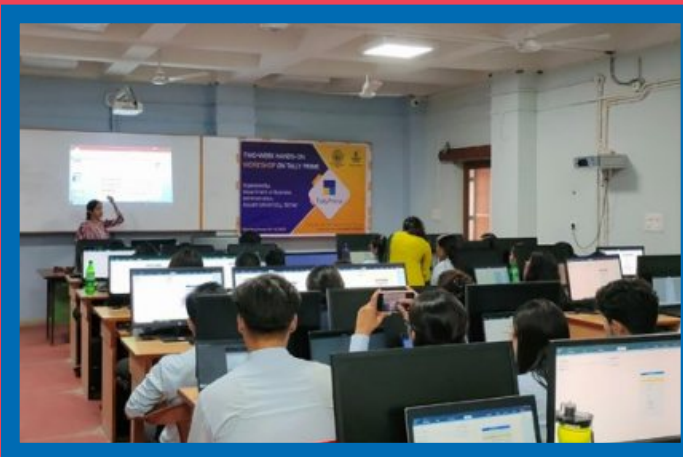


WORKSHOPS

WORKSHOP: WORKPLACE PROFESSIONALISM



WORKSHOP: TWO-WEEK HANDS-ON WORKSHOP ON TALLY PRIME



CELEBRATING 25 YEARS
(1996-2021)



Students



s' Profile

BATCH 2022-24



A. VICKY SINGHA

Date of Birth: 24-10-1996

Pre-MBA Qualification: B.Sc

Specialisation:
HR & Marketing

Summer Internship Organisation:
Numaligarh Refinery Ltd, Assam

Topic: An Analysis on Upliftment of Women Entrepreneurs and Encouraging Sustainable Development to Promote Green HRM - A Study on NRL

Language Known : English, Hindi, Manipuri, Assamese

Contact Number: 8486642043

E-mail: vickysingha24@gmail.com



ABANTIKA SINHA

Date of Birth: 12-02-1997

Pre-MBA Qualification: B.Tech (ECE)

Specialisation:
Operations & Marketing

Summer Internship Organisation:
NEDFi, Guwahati

Topic: A Study on MSME Sector in North-East India.

Language Known : English, Hindi, Manipuri, Bengali

Contact Number: 9957139442

E-mail: abanti246sinha@gmail.com



ABHIJIT DHAR

Date of Birth: 20-12-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
Stock Holding Corporation of India Ltd.

Topic: Investors Behaviour Towards Mutual Fund as An Investment Option or Avenue.

Language Known : English, Bengali, Hindi

Contact Number: 8638027616

E-mail: abhidhar17062018@gmail.com



ABHIK RANJAN DAS

Date of Birth: 11-04-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
Marketing & Operation

Summer Internship Organisation:
Seven Sense Communication

Topic: Analysis for Public Relations in Schools, News Channels in Guwahati and New Startups in Sikkim

Language Known : English, Bengali, Hindi

Contact Number: 6291161216

E-mail: dabhik2000@gmail.com



ANIKET SEN

Date of Birth: 27-05-1999

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
Amul

Topic: A Study on the Sales and Distribution Management of Amul's Channel Partner Across Silchar Town

Language Known : English, Hindi, Bengali, Assamese

Contact Number: 8638286242

E-mail: aniketsen37.as@gmail.com



ANKITA ENDOW

Date of Birth: 05-03-1999

Pre-MBA Qualification: BA (Economics)

Specialisation:
Operations & Marketing

Summer Internship Organisation:
Directorate of Fisheries, Guwahati

Topic: Status of the Central Sector Scheme PMMSY- A Flagship Programme of Govt. of India - Issues and Mitigation with Reference to the State of Assam.

Language Known : English, Hindi, Bengali, Assamese

Contact Number: 8812869804

E-mail: ankitaendow99@gmail.com

BATCH 2022-24



ANKITA PAUL

Date of Birth: 04-10-2000

Pre-MBA Qualification: B.Sc (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
NEDFi, Guwahati

Topic: Food Processing Industries in North-East India

Language Known : English, Hindi, Bengali

Contact Number: 7035793825

E-mail: paulankita128@gmail.com



ANTARA CHAKRABORTY

Date of Birth: 25-01-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
Max Fashion (Landmark Group)

Topic: Analysis of Sales Promotion and Advertising Strategy

Language Known : English, Hindi, Bengali

Contact Number: 7086885125

E-mail: antara.chakrabortybdp@gmail.com



ANUPAM CHOUDHURY

Date of Birth: 08-03-2000

Pre-MBA Qualification: B.Com (e-commerce)

Specialisation:
Marketing & HR

Summer Internship Organisation:
ITC Ltd.

Topic: How Technology Is Helping to Drive the ITC Businesses.

Language Known : English, Hindi, Bengali

Contact Number: 7002699048

E-mail: adhishchoudhury143@gmail.com



ARPITA DEB

Date of Birth: 23-02-2001

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
Max Fashion (Landmark Group)

Topic: A Study on the Influence of Social Media and Advertisement over Traditional Marketing Concept and Its Impact on the Buying Behaviour of Consumers.

Language Known : English, Hindi, Bengali

Contact Number: 9101799942

E-mail: arpitadeb721@gmail.com



ARPITA ROY

Date of Birth: 13-05-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
NEDFi, Guwahati

Topic: A Study on Livestock Sector in North-East India

Language Known : English, Hindi, Bangali

Contact Number: 8134092781

E-mail: arpitaroyy51@gmail.com



BAISHALI DAS

Date of Birth: 03-01-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
Max Fashion (Landmark Group)

Topic: A Study on Consumer Expectation and Satisfaction Towards Max Fashion

Language Known : English, Hindi, Bangali

Contact Number: 6901358491

E-mail: baishalidas146@gmail.com

BATCH 2022-24



BAISHALI ROY

Date of Birth: 16-06-1996

Pre-MBA Qualification: B.Tech (IT)

Specialisation:
Operations & Marketing

Summer Internship Organisation:
Max Fashion (Landmark Group)

Topic: Customer Relationship Management & Customer Satisfaction

Language Known : English, Hindi, Bengali

Contact Number: 6002309085

E-mail: baishaliroy8@gmail.com



BARNALI CHAKRABORTY

Date of Birth: 08-11-2000

Pre-MBA Qualification: B.Sc (H)

Specialisation:
Operations & Marketing

Summer Internship Organisation:
NEEPCO, Shillong

Topic: NEEPCO Employee Welfare Programs: Evaluating Awareness and Satisfaction Levels.

Language Known : English, Hindi, Bengali

Contact Number: 7002604332

E-mail: chakrabortybarnali29@gmail.com



DEBAPRIYA DATTA ROY

Date of Birth: 07-12-1999

Pre-MBA Qualification: B.Sc (H)

Specialisation:
Marketing & HR

Summer Internship Organisation:
Reliance Retail Ltd.

Topic: Customer's Perception Towards Reliance Trends

Language Known : English, Hindi, Bengali

Contact Number: 9862937667

E-mail: ddattaroy590@gmail.com



DEBOLEENA CHAKRABORTY

Date of Birth: 24-03-2001

Pre-MBA Qualification: B.Sc (H)

Specialisation:
Operations & Marketing

Summer Internship Organisation:
ITC Limited

Topic: How Technology Is Helping to Drive ITC Business.

Language Known : English, Hindi, Bengali

Contact Number: 6900471978

E-mail: deboleena2001chakraborty@gmail.com



DIKSHA BHATTACHARJEE

Date of Birth: 07-12-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance, Marketing & Finance

Summer Internship Organisation:
Landmark Groups (Max Fashion, Silchar)

Topic: Study on Max Retail Competition Track

Language Known : English, Hindi, Bangali

Contact Number: 6001484669

E-mail: bhattacharjeediksha1@gmail.com



DIPAK KUMAR SINGH

Date of Birth: 07-09-1999

Pre-MBA Qualification: B.Com (H)

Specialisation:
HR & Marketing

Summer Internship Organisation:
Seven Sense Communication

Topic: Social Media for Public Relation : A Case Study of Seven Sense Communication, Guwahati

Language Known : English, Hindi, Bangali

Contact Number: 6000754781

E-mail: kumardipaksingh414@gmail.com

BATCH 2022-24



DIPANWITA DEY

Date of Birth: 07-01-2000

Pre-MBA Qualification: B.Sc (H)

Specialisation:
Operations & Marketing

Summer Internship Organisation:
Reliance Retail Ltd.

Topic: A Study on Competitive Advantage of Pricing Strategy of Reliance Trends over Other Competitors

Language Known : English, Hindi, Bengali

Contact Number: 6001054973

E-mail: dipanwitadey3634@gmail.com



DRISTI ROY

Date of Birth: 18-02-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
Max Fashion (Landmark Group)

Topic: Advertising Strategy and Its Effect on Consumer Buying Behaviour

Language Known : English, Hindi, Bengali

Contact Number: 8794280319

E-mail: dristiroy2000@gmail.com



GIRBAN BHATTACHARJEE

Date of Birth: 02-09-1996

Pre-MBA Qualification: B.Tech
(Mechanical)

Specialisation:
Operations & Marketing

Summer Internship Organisation:
ONGC, Silchar

Topic: Understanding Financial Transaction with Reference to AAFB Exploratory Assets Silchar of ONGC

Language Known : English, Hindi, Bengali, Assamese

Contact Number: 8753906462

E-mail: gbgirban@gmail.com



HRISHIKESH DEB

Date of Birth: 24-12-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
Stockholding Corporation of India Ltd.

Topic: Requirement & Need of Financial Advisors to Make Mutual Fund Investment Easier for the Investors

Language Known : English, Hindi, Bengali

Contact Number: 8638882660

E-mail: ankitdeb2000@gmail.com



JIT NATH

Date of Birth: 31-08-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
Stockholding Corporation of India Ltd.

Topic: A Study on Mutual Funds in India

Language Known : English, Hindi, Bengali

Contact Number: 8472892876

E-mail: jitnath2000@gmail.com



JYOTISHNA DAS

Date of Birth: 10-07-1998

Pre-MBA Qualification: B.Sc

Specialisation:
Operations & Marketing

Summer Internship Organisation:
Vodafoneidea Ltd

Topic: File Audit of Full Time Employees of Vi ANE Circle

Language Known : Assamese, English, Hindi

Contact Number: 9678213261

E-mail: dasjyoti98@gmail.com

BATCH 2022-24



KARAN CHOUDHURY

Date of Birth: 06-12-2000
Pre-MBA Qualification: B.Com (H)
Specialisation:
 Finance & Marketing
Summer Internship Organisation:
 Malayala Manorama

Topic: Reader Preferences and Engagement on Offline Magazines

Language Known : English, Hindi, Bengali

Contact Number: 8402076870

E-mail: karanchoudhury31@gmail.com



KUNAL DEEP BHATTACHARJEE

Date of Birth: 25-12-1999
Pre-MBA Qualification: B.Com
Specialisation:
 Marketing & HR
Summer Internship Organisation:
 Amul

Topic: Market Analysis & Retail Penetration of Amul Paneer

Language Known : English, Hindi, Bengali

Contact Number: 7636007051

E-mail: kunalmith07@gmail.com



KUNDAN DAS

Date of Birth: 08-05-2000
Pre-MBA Qualification: B.Com (H)
Specialisation:
 Finance & Marketing
Summer Internship Organisation:
 Stock Holding Corporation of India Ltd.

Topic: New Investor's Perception, Awareness and Preference in Various Financial Assets with Special Reference to Barak Valley in Collaboration with SHCIL, Silchar

Language Known : English, Hindi, Bengali

Contact Number: 9707626945

E-mail: kdas5638@gmail.com



LALRAWNPUII

Date of Birth: 08-07-2000
Pre-MBA Qualification: BBA (H)
Specialisation:
 Marketing & HR
Summer Internship Organisation:
 Landmark Group (Max Fashion)

Topic: Consumer Buying Behavior and Satisfaction Towards Max Retails, Silchar

Language Known : Mizo, English, Hindi, Bengali

Contact Number: 9366202048

E-mail: babieralte45@gmail.com



LINGTHOIBI SINGHA

Date of Birth: 12-07-1999
Pre-MBA Qualification: B.Com
Specialisation:
 HR & Marketing
Summer Internship Organisation:
 Reliance Retail Ltd

Topic: A Study to Determine Employee Satisfaction Level of Reliance Retail Ltd

Language Known : Manipuri, English, Hindi, Bengali

Contact Number: 8638144893

E-mail: khaidem.lingthoibi@gmail.com



MAUMITA MITRA

Date of Birth: 16-09-1999
Pre-MBA Qualification: B.Com (H)
Specialisation:
 Finance & Marketing
Summer Internship Organisation:
 Reliance Retail Ltd.

Topic: A Study on Consumer Buying Behavior in Reliance Trends

Language Known : English, Hindi, Bengali

Contact Number: 9365731851

E-mail: maumita.official16@gmail.com

BATCH 2022-24



MD TAUFIK IQBAL CHOUDHURY

Date of Birth: 12-09-1999
Pre-MBA Qualification: BBA (Finance)
Specialisation:
 Marketing & HR
Summer Internship Organisation:
 Malayala Manorama

Topic: A Study of Consumer Behaviour towards THE WEEK Magazine with Reference to Karimganj District

Language Known : English, Hindi, Bengali, Assamese

Contact Number: 7002874983

E-mail: taufikchoudhury12@gmail.com



MEHULI BHATTACHARJEE

Date of Birth: 01-12-2000
Pre-MBA Qualification: B.Sc (H)
Specialisation:
 HR & Marketing
Summer Internship Organisation:
 ITC Limited

Topic: How Technology Is Helping to Drive the ITC Business

Language Known : English, Bengali, Hindi

Contact Number: 6002198748

E-mail: bhattacharjeemehuli8@gmail.com



MILIND BARUA

Date of Birth: 07-03-2000
Pre-MBA Qualification: B.Com
Specialisation:
 Marketing & Operations
Summer Internship Organisation:
 Seven Sense Communication

Topic: Digital Advertising Trends and Their Effectiveness

Language Known : English, Hindi, Bengali

Contact Number: 9394558740

E-mail: milindbarua3@gmail.com



MONOJIT GHOSE

Date of Birth: 28-11-2000
Pre-MBA Qualification: B.Com (H)
Specialisation:
 Finance & Marketing
Summer Internship Organisation:
 Amul

Topic: Study on Market Analysis and Retail Penetration of Amulspray in the Territory

Language Known : English, Hindi, Bengali

Contact Number: 6000293712

E-mail: monojitghpsh6000@gmail.com



MUKESH BARETHA

Date of Birth: 31-05-1998
Pre-MBA Qualification: B.Sc
Specialisation:
 Marketing & Operations
Summer Internship Organisation:
 Malayala Manorama

Topic: Reader's Perception and Preferences for Offline News Magazines.

Language Known : English, Hindi, Bengali

Contact Number: 9957881098

E-mail: mbbaretha567@gmail.com



NILESH SUKLABAIIDYA

Date of Birth: 06-04-2001
Pre-MBA Qualification: B.Sc(H)
Specialisation:
 Finance & Marketing
Summer Internship Organisation:
 Stock Holding Corporation of India Ltd.

Topic: Understanding Investor's Sentiments Towards the Indian Capital Market with Special Reference to Cachar District in Collaboration with SHCIL, Silchar

Language Known : English, Hindi, Bengali

Contact Number: 7636870948

E-mail: Nilesh3619sukla@gmail.com

BATCH 2022-24



PALLABI BHATTACHARJEE

Date of Birth: 10-03-1999

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
Malayala Manorama

Topic: Role of Customer Satisfaction and Content Quality in Magazine Subscription

Language Known : English, Hindi, Bengali

Contact Number: 9365898592

E-mail: pb78698@gmail.com



PAMPA PAUL

Date of Birth: 30-12-2000

Pre-MBA Qualification: B.Com

Specialisation:
HR & Marketing

Summer Internship Organisation:
Reliance Retail Ltd.

Topic: A Study on Quality of Work Life Among Employees in Reliance Trends

Language Known : English, Hindi, Bengali

Contact Number: 8133935130

E-mail: pampapaulcool@gmail.com



PARAGJYOTI DAS

Date of Birth: 04-12-2000

Pre-MBA Qualification: B.Com

Specialisation:
Marketing & HR

Summer Internship Organisation:
Amul

Topic: Study on Market Analysis & Retail Penetration of Amulya: A Study on Kairmganj Territory

Language Known : English, Hindi, Bengali, Assamese

Contact Number: 8638717145

E-mail: Paragdas785@gmail.com



PAROMITA DEB

Date of Birth: 25-11-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
ONGC

Topic: Study on Employee Welfare Measure and Job Satisfaction at ONGC (AAFB Exploratory Asset, Silchar, Assam).

Language Known : English, Hindi, Bengali

Contact Number: 7002088213

E-mail: paro6048@gmail.com



PIYALI GHOSH

Date of Birth: 03-05-1999

Pre-MBA Qualification: B.Com (H)

Specialisation:
HR & Marketing

Summer Internship Organisation:
Reliance Retail Ltd

Topic: Consumer Satisfaction and Study on The Promotional Activities for Driving in Footfall with Regards to Reliance Trends.

Language Known : English, Hindi, Bengali

Contact Number: 8876389969

E-mail: piyalighosh936@gmail.com



PLABAN BORGHAIN

Date of Birth: 02-02-1998

Pre-MBA Qualification: B.Tech (CSE)

Specialisation:
Operations & Marketing

Summer Internship Organisation:
Seven Sense Communication

Topic: The Relationship Between Public Relations and Inbound Marketing.

Language Known : English, Hindi, Assamese, Bengali

Contact Number: 7002869133

E-mail: plabon.borghain8@gmail.com

BATCH 2022-24



POONAM NATH

Date of Birth: 22-08-2001

Pre-MBA Qualification: B.Sc (H)

Specialisation:
HR & Marketing

Summer Internship Organisation:
Max Fashion (Landmark Group)

Topic: A Study on the Organization Culture and Its Impact on Employees Behaviour

Language Known : English, Hindi, Bengali

Contact Number: 8638789886

E-mail: nathpoonam18@gmail.com



PRITHA DEB

Date of Birth: 19-07-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
Landmark Group (Max Fashion)

Topic: A Study on Consumer Buying Behaviour at Max Fashion Silchar

Language Known : English, Hindi, Bengali

Contact Number: 7636023597

E-mail: devpritha6@gmail.com



PUJA DEY

Date of Birth: 09-10-1999

Pre-MBA Qualification: B.Sc

Specialisation:
HR & Marketing

Summer Internship Organisation:
ONGC

Topic: Performance Evaluation System at ONGC

Language Known : English, Hindi, Bengali

Contact Number: 8822094656

E-mail: pujadeyktc1999@gmail.com



RAHUL DEBNATH

Date of Birth: 13-08-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
NEDFi, Guwahati

Topic: A Study of Performance and Prospects of Horticulture Industry in North-East India

Language Known : English, Hindi, Bengali

Contact Number: 7002236679

E-mail: rahul.debnath.7600@gmail.com



RAJDEEP CHAKRABORTY

Date of Birth: 28-08-1999

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
Malayala Manorama

Topic: A Study on Consumer Buying Behaviour towards THE WEEK Magazine with Reference to Silchar

Language Known : English, Hindi, Bengali, Assamese

Contact Number: 8876625414

E-mail: rajdeepc20@gmail.com



RUDRANI PAUL

Date of Birth: 01-01-2001

Pre-MBA Qualification: B.Com (H)

Specialisation:
Finance & Marketing

Summer Internship Organisation:
Max Fashion (Landmark Group)

Topic: A Study on Consumer Perception and Shopping Experience of Max Fashion, Silchar

Language Known : English, Hindi, Bengali

Contact Number: 8011024525

E-mail: rudranipaul40@gmail.com

BATCH 2022-24



RUHIT SARKAR

Date of Birth: 24-12-1998
Pre-MBA Qualification: B.Com (H)
Specialisation:
 Finance & Marketing
Summer Internship Organisation:
 Malayala Manorama

Topic: Sales Generating Strategies for THE WEEK Magazine Using Digital Marketing and Promotional Activities

Language Known : English, Hindi, Bengali

Contact Number: 7002542449

E-mail: ruhitsarkar88@gmail.com



SAMMAYAN ROY

Date of Birth: 22-07-1999
Pre-MBA Qualification: B.Com (H)
Specialisation:
 Marketing & HR
Summer Internship Organisation:
 Amul

Topic: Sales Process Optimization Through In-House App Onboarding

Language Known : English, Hindi, Bengali

Contact Number: 9101688452

E-mail: roysammayan.rs@gmail.com



SANCHARI DEY PURKAYASTHA

Date of Birth: 08-04-2000
Pre-MBA Qualification: B.Com (H)
Specialisation:
 Finance & Marketing
Summer Internship Organisation:
 Seven Sense Communication

Topic: Study on Impact of Digital Marketing in Health Care Sector.

Language Known : English, Hindi, Bengali

Contact Number: 7002562871

E-mail: sancharipurkayastha@gmail.com



SHAHIN AKTAR LASKAR

Date of Birth: 08-08-1999
Pre-MBA Qualification: B.Com (H)
Specialisation:
 Finance & Marketing
Summer Internship Organisation:
 ITC Ltd.

Topic: How Technology Is Helping to Drive the ITC Business

Language Known : English, Hindi, Bengali

Contact Number: 8638807730

E-mail: shahinlaskar767@gmail.com



SHIVASISH CHAKRABORTY

Date of Birth: 24-04-1998
Pre-MBA Qualification: B.Sc (H)
Specialisation:
 Operations & Marketing
Summer Internship Organisation:
 Malayala Manorama

Topic: Sales and Marketing of THE WEEK Magazine by Malayala Manorama, in Silchar

Language Known : English, Hindi, Bengali, Assamese

Contact Number: 8638216157

E-mail: shivasishchakraborty3@gmail.com



SHUBHAM PAUL

Date of Birth: 26-01-2000
Pre-MBA Qualification: BBA (Finance)
Specialisation:
 Marketing & HR
Summer Internship Organisation:
 ITC Limited

Topic: How Technology is Helping to Drive the ITC Business

Language Known : English, Hindi, Assamese, Bengali

Contact Number: 8403075199

E-mail: shubham26paul@gmail.com

BATCH 2022-24



SHUBROJYOTI NATH

Date of Birth: 04-01-1997
Pre-MBA Qualification: B.Tech
 (Electrical Engineering)
Specialisation:
 Operations & Marketing
Summer Internship Organisation:
 Department of Fisheries (Govt. of India)

Topic: Consumer Preference of Dried Fish While Investigating the Potential of Entrepreneurship Development in Cachar District

Language Known : English, Hindi, Bengali, Assamese

Contact Number: 8638920065

E-mail: nathshubrojyoti@gmail.com



SIMRAN SINGH

Date of Birth: 12-08-2000
Pre-MBA Qualification: B.Com
Specialisation:
 HR & Marketing
Summer Internship Organisation:
 Malayala Manorama

Topic: Sales and Marketing of the magazine THE WEEK in Silchar by Malayala Manorama

Language Known : English, Hindi, Bengali

Contact Number: 9365031491

E-mail: simransingh8473@gmail.com



SIMRON SARKAR

Date of Birth: 05-06-1997
Pre-MBA Qualification: B.Sc (H)
Specialisation:
 Operations & Marketing
Summer Internship Organisation:
 NEEPCO, Shillong

Topic: Familiarity of Employees with Navigation and Using the Employee Self Service Portal

Language Known : English, Hindi, Bengali

Contact Number: 9954888316

E-mail: simronsarkar03@gmail.com



SONIA BHOWMIK

Date of Birth: 06-03-2000
Pre-MBA Qualification: B.Com (H)
Specialisation:
 Finance & Marketing
Summer Internship Organisation:
 NEEPCO, Shillong

Topic: Training and Development Process at NEEPCO, Shillong

Language Known : English, Hindi, Bengali

Contact Number: 6000631209

E-mail: soniabhowmik9127@gmail.com



SOURAV PAUL

Date of Birth: 20-12-1999
Pre-MBA Qualification: B.Com (H)
Specialisation:
 Finance & Marketing
Summer Internship Organisation:
 Malayala Manorama

Topic: Sales and Marketing of THE WEEK Magazine.

Language Known : English, Hindi, Bengali

Contact Number: 8638443586

E-mail: souravpaul19760@gmail.com



SREYA RAKSHIT

Date of Birth: 26-12-1998
Pre-MBA Qualification: B.Sc
Specialisation:
 HR & Marketing
Summer Internship Organisation:
 Landmark Group (Max Fashion)

Topic: Impact of Digital Marketing in Customer Purchase Decision

Language Known : English, Hindi, Bengali

Contact Number: 6000239736

E-mail: sreyaarakshit26@gmail.com

BATCH 2022-24



SUBHADEEP DAS

Date of Birth: 08-02-1999

Pre-MBA Qualification: B.com(H)

Specialisation:
Marketing & Operation

Summer Internship Organisation:
Numaligarh Refinery Limited (Govt. of India)

Topic: Expansion Project Financing in Numaligarh Refinery Limited

Language Known : English, Bengali, Hindi, Assamese

Contact Number: 8399898212

E-mail: dsubhadeep019@gmail.com



SUNIDHI DAS

Date of Birth: 05-11-1998

Pre-MBA Qualification: B.Com

Specialisation:
Finance & Marketing

Summer Internship Organisation:
IDBI Bank, Kolkata

Topic: Working Capital Credit Appraisal Process of IDBI Bank

Language Known : English, Hindi, Bengali

Contact Number: 9085967501

E-mail: sunidhidas968@gmail.com



SUSMITA ROY

Date of Birth: 13-02-1999

Pre-MBA Qualification: B.com(H)

Specialisation:
HR & Operation

Summer Internship Organisation:
Landmark Group (Max Fashion)

Topic: A Study on Performance Appraisal System and Its Effectiveness in Max Organisation

Language Known : English, Bengali, Hindi

Contact Number: 8403090533

E-mail: roysusmita9370@gmail.com



SWATI PAL

Date of Birth: 25-02-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
HR & Marketing

Summer Internship Organisation:
ONGC, Srikona

Topic: Exploring Perceptual Risk Analysis in Financial Transactions: A Study on the Employees of the Finance Department of ONGC Silchar.

Language Known : English, Hindi, Bengali

Contact Number: 7002939099

E-mail: palswati327@gmail.com



TANMOY KANTI GOSWAMI

Date of Birth: 06-02-1999

Pre-MBA Qualification: B.com

Specialisation:
Marketing & HR

Summer Internship Organisation:
Department of Fisheries (Govt. of India)

Topic: A Study on Entrepreneurship Development Through Fresh Fish Marketing In Cachar, Assam.

Language Known : English, Bengali, Hindi

Contact Number: 9401820345

E-mail: tanmoy94355@gmail.com



TANNI SAHA

Date of Birth: 12-05-2000

Pre-MBA Qualification: B.Com (H)

Specialisation:
HR & Marketing

Summer Internship Organisation:
NEEPCO, Shillong

Topic: A study on Effectiveness of Online Training Versus In Person Training Sessions in NEEPCO, Shillong

Language Known : English, Hindi, Bengali

Contact Number: 9365771971

E-mail: tanniudb@gmail.com

BATCH 2022-24



TANVIR RAJ CHOUDHURY

Date of Birth: 27-07-1999

Pre-MBA Qualification: B.com(H)

Specialisation:
Operations & Marketing

Summer Internship Organisation:
ONGC, Silchar

Topic: A Study on Exploration and Production Activities of AAFB Exploratory Asset, ONGC Silchar

Language Known : English, Hindi, Bengali

Contact Number: 7002679754

E-mail: tanvirchoudhury810@gmail.com



TAREK AZIZ LASKAR

Date of Birth: 13-11-1998

Pre-MBA Qualification: BBA (Finance)

Specialisation:
Marketing & Operations

Summer Internship Organisation:
NEEPCO, Shillong

Topic: Impact of Training and Development on Employees' Performance at NEEPCO, Shillong

Language Known : English, Hindi, Bengali, Assamese

Contact Number: 7022764080

E-mail: tarekazizlaskar@gmail.com



INVITATION



Dear Recruiters,

Heartiest Seasons Greetings!

The industry demands a young and dynamic workforce. At DBA-AUS, students have been trained in enhancing their management abilities and overall personality development. A proactive learning style and the meticulous academic procedure have equipped the students to outperform in dynamic market situations. Apart from academic excellence, DBA-AUS endows the students with practical exposure to different industries through various field visits, industry tours, seminars, conferences, workshops, and projects.

At DBA, students are encouraged to think out of the box and understand the unlearning and learning aspects of knowledge. We are confident that our students will add value to your organization by their diligence and prove to be the best fit.

On behalf of the Corporate Relations Cell, I extend a very warm welcome to all the recruiters for the upcoming placement season and look forward to a mutually rewarding association. DBA-AUSMS always looks forward to nurturing old and strong relationships along with welcoming the new recruiters to the campus.

Looking forward!!

Dr. Amit Kumar Das

Coordinator

Corporate Relations Cell, DBA-AUS

Email: amitdas.au@gmail.com

Mobile No. +91 70024 08499



HOW TO REACH ASSAM UNIVERSITY?

Silchar, the second largest town of Assam, is well-connected with the major cities and towns of northeast and rest of India by Air, road and rail.

Indian Airlines' flights operate on a daily basis on the Silchar-Kolkata, Silchar-Guwahati, Silchar- Delhi routes. Besides, Indigo Airlines also connect Silchar with other important cities.

Government (Assam State Transport Corporation) and private (Capital Travels, Jagannath Travels, Network Travels etc.) road transport services run direct buses connecting Silchar with Assam's capital city, Guwahati. Bus and taxi services also connect Silchar with Agartala, Shillong, Imphal and Aizawl. Silchar is well-connected through railway networks also with many cities like Guwahati, Delhi, Kolkata, Bangalore etc.

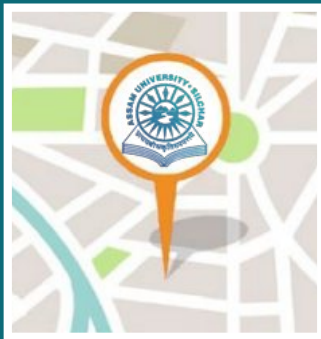
The University is a 22-km drive from Silchar town. You can opt for staying at the well-furnished University Guest House or choose one of many hotels in the town. The contact details of some of the good hotels are mentioned below as ready reference:

Hotel Cachar Club, Club Road
Ph: 03842-263461

Hotel Sagarika Regency, Shillongpatty, Silchar
Ph: 03842-231189

Borail View Regency
Ph: +91 3842351096

Sagarika Resort
+91 3842231189



Silchar Kumbhigram Airport

41 kms, 1 hr, 19 minute



Silchar Railway Station

24.5 kms, 41 minutes



Karimganj Junction

69 kms, 1 hr, 47 minute



Hailakandi, Assam, India

27 kms, 32 minutes

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CORPORATE RELATIONS CELL

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