



THE QUEST - एक अनुसन्धान 2.0

DEPARTMENT OF MANAGEMENT

COVER STORY

SOWING DREAMS, WEAVING CHANGE: MADHULIKA CHOUDHARY'S JOURNEY FROM SOIL TO SILK

Name: Madhulika Choudhary
Profession: Mulberry Silk Producer,
Sericulturalist, Farmer, Development
Professional.

Brief Introduction

Madhulika Choudhary prefers to call herself as a farmer who has been working in Katihar district of Bihar as a social entrepreneur and has successfully set up a Soil to Silk project in the name of Mulberry One. Her project has been successful in generating sustainable income generation opportunities for rural Bihar through sericulture.

My journey—The Beginning!

I relocated to India after 20 years of studying and working in the UK. I specialized in the area of Gender and Development and later got a Master in Social Work practice. My work focussed on issues around homelessness.

I wanted to rediscover my country of birth and more specifically learn more about the region my family is from.

I went to visit the area in 2015 with my parents and discovered that even though the land was fertile, the returns from farming were not great. The landless communities were living in poor conditions, and migration to Punjab was at an all-time high. Parents could not afford to send children to school—they were needed for herding cattle. Maize and Banana, the cash crops of the region, required intense use of chemical fertilizers and pesticides.

This had resulted in poisoning the ponds so the locals had no access to fish.

What I found in my village made me very sad. I wondered how I could bring about some positive change in the village. Villages have very complex social structures, and it is not easy to gain acceptance unless you work there. I decided to participate in the village, much to the horror of my family. I carried out some research and came to the decision that sericulture would be ideal for the region.



Art by Khushi Das, BBA-4th

In this newsletter you can expect:

Articles from
Guests, Alumni,
Faculty and
Students

Departmental
Activities And
Events

Student
achievements

Faculty
Achievements

Fun Facts, Poem
and Arts by
Students

Newsletter Team
Spotlight:
Group Picture



The difficult part was to acquire land and set up a plantation. There was a great deal of opposition from the immediate and extended family, but I persisted and in June of 2016 planted 7 acres of mulberry.

Sericulture is extremely labor-intensive, and research showed that in the northeast region of India, women played a key role in the industry. I was very keen to replicate this in my area, which is a non-traditional sericultural area.

The other reason I choose sericulture is because silk is a highly renewable resource with less impact on the environment than many other fabrics.

The silkworms feed on mulberry leaves, which don't require the use of pesticides or fertilizers to grow.

Research shows that about 57% of the gross value of silk fabrics flows back to cocoon growers, who in this case are rural women. The breakdown of share of income to different groups is as follows: 56.8% to cocoon growers; 6.8% to the reelers, 9.1% to the twisters; 10.7% to the weavers; 16.6% to the trade. Thus, a large amount of income from the silk industry goes back to villages from the cities.

My vision for sustainability!

For me, sustainability is silk produced ecologically in a way that respects the environment, biodiversity, and the people who make it.

This agro-based industry requires no fuel-guzzling machinery, reducing air pollution. The plantation uses handheld tools. Being a perennial plant with green foliage, mulberry contributes to soil preservation and provides vast green cover.

Wastes from silkworm rearing are recycled for mulberry garden preparation as manure. The villagers are encouraged to sell the manure from their cattle directly to the plantation. Helps them make extra cash. The remaining fertilizer needs are fulfilled using vermicompost. No pesticides are used.

The farm workers are able to take away the dried mulberry twigs and branches to use as fuel; this reduces the pressure on nearby vegetation or forest.

The final product—The Fabric of Dreams!

The uniqueness of this fabric lies in how it is produced, in that it can be adapted to many different functions. The final product is handloom-woven mulberry silk fabric. The fabric is of a very high quality, and it has multiple uses. The fabric can be dyed, printed, and embroidered—this process will only enhance the fabric and not damage its integrity. The weaving is carried out in a weaver's cooperative made up essentially of women on Tak-taki looms, which are located in their homes. This is in the Birhum and Malda districts of West Bengal.

The final product that I am producing is not trend-driven, but it can be used in many forms and meet the latest trends head-on. It can be used as a neutral base for creativity.

I will concentrate on producing very high-quality mulberry fabric—ensuring that it is 100% Indian and chemical-free.

Several brands have placed orders for the fabric. These include Raw Mango, Good Earth, Rina Dhaka and Payal Pratap. They have all appreciated the texture, weaving, and fall of the fabric. The fabric is versatile, and brands can put their own mark on it. The fabric is about fashion first, and how it is made just adds to its appeal.

The buyer can trace where this fabric came from and can be proud of the fact that the production of this fabric did not damage the environment or the people who made it.

Some interesting facts about mulberry silk is that it is surprisingly breathable and efficiently keeps sweat away and lets your body cool down, allowing it to regulate its temperature naturally, and you never overheat.

Mulberry silk reduces your allergies as it has never been treated with harsh chemicals. The silk threads are incredibly soft on their own, so they don't need to undergo the harsh treatment most synthetic fabrics endure.

As the mulberry plantation has not been treated with pesticides and other dangerous chemicals, you don't have to worry about coming in contact with toxins when you wear these clothes. Further, mulberry silk improves your complexion because it is chemical-free.

Creating a Sustainable Supply Chain!

In the research stage of the project, I travelled around the region and found in several districts of West Bengal domestic production of cocoons. This was done essentially by women called “Pollu Didi”—literally meaning “caterpillar sisters.” At the end of each season, the traders come in and pick up the cocoons way below market rates. I propose to include these women in my work. They have exceptional skill, and I have already hired some of them to teach the women in my village as indigenous experts. This has worked out really well as these expert “pollu Didis” were able to pitch the lesson at the right level and in a similar language.

As I increase the demand for the product, I will be able to buy cocoons directly from the Pollu Didis at competitive rates. The quality of the product will also be maintained as these cocoons are also produced in a chemical-free environment. This is because chemical fertilizers are very expensive and out of the reach of poor farmers. We are all aware of the farmer suicides, which occur because the cost of production is higher than the cost of the final product.

Empowering Women through Sericulture—A Legacy of Change!

One of the interesting facts that emerged at the initial stages of my presence in the village was that women were seen and not heard. Women from the landed community were not even seen out of the courtyard. I visited the women in the “Tollas” and learned their names and showed them videos about sericulture. As this was not a traditional craft of the region, the women expressed disgust at handling the worms. But they were very curious about my choice to work in the village and also in life. We discovered we had a lot in common, including our status as “Gaon Ki Beti”. Many of the women had been abandoned by their husbands and returned to live and work in their own village.

The first time I did the sericulture in the village, I found it impossible to get workers, so I had to get Pollu Didi and Polu Dada from Malda, West Bengal. This got the women of the village interested and many joined me. The general atmosphere in the village was not supportive as it was difficult for them to believe that a woman could come in with a new idea and try to join the farming community.

Now I have carried out several seasons of sericulture, and the local women have become experts at the different tasks. Many of my friends have also visited me from different parts of the world and enjoyed spending time with both the women and men of the village. There is fascination on both sides and plenty of stories shared.

This project is completely self-funded, and I need to make the business sustainable by selling the product. The women in the village now understand that I am going to be there for the long haul. I have tried to set up the work around their existing lifestyle. Dividing the work into different shifts so that they can take care of household needs. I usually end up with way more labor than I can use. I find this interesting because the initial stigma of working with a female employer and with worms has been lifted. The women who work with me feel very proud and are also very protective of me.

The project gets visitors from surrounding areas very often, and I ask my “pollu Didis” to explain, and they do a wonderful job giving professional lecture demonstrations. They all describe themselves as Gaon Ki Beti with pride.

There is a tradition of sending the young boys to Punjab as labor as soon as they turn 12 years of age. This year I was informed by 10 of the women who work with me that they didn’t need to send their boys.

I can’t make any claims of bringing about social change, but through working alongside the women of my village, I have definitely made a small difference. The work is hard, and the margins in selling silk are very small—but it is honorable work.



FROM THE EDITOR'S DESK

Faculty Editor



"There is no limit to what we, as women, can accomplish." – Michelle Obama.

This empowering statement resonates deeply as nations worldwide recognize the untapped potential of women as drivers of progress. Recently, India designated "women-led development" as one of the six central focal points during its G20 presidency, alongside inclusive growth.

But why has Gender Become One of the Top of India's Priorities? India was ranked 127 out of 146 countries in the Global Gender Gap Report, 2023 and faces the perennial issue of "missing women" from the workforce – which is a wicked problem. According to a McKinsey report, India can add up to 18% to its GDP provided it bridges its gender equality gap by improving female workforce participation in the country.

Hence, India is taking significant strides towards empowering women by transitioning from women development to women-led development. This transformative approach is being supported through various initiatives aimed at fostering women entrepreneurs and ensuring their active participation in economic growth. Under Mudra Yojana, 7.88 crore women entrepreneurs have been funded through Mudra loans. The National Rural Livelihoods Mission has seen a 37% increase in loan amounts granted to women's Self-Help Groups. Through Jan Dhan Yojana, 16.42 crore women have gained access to banking and financial services by opening bank accounts. The Stand-Up India initiative has extended ₹6,895 crore worth of loans to women entrepreneurs.

According to WISER (Women in India's Startup Ecosystem Report), women-led startups have risen to 18 percent in the country in the past five years. With more than 8 Mn women entrepreneurs, India's current entrepreneurial ecosystem reflects a paradigm shift towards inclusivity and empowerment.

This transition has helped the country's women workforce, including entrepreneurs, to mark a shift from labels like "women in tech", "women in investing", and "women in science" to simply being recognised as businesspersons, investors, or scientists.

It is against this inspiring backdrop that the editorial board of the department newsletter "The Quest - एक अनुसंधान" 2.0 has chosen this year's main theme: "From Passion to Profit: Turning Hobbies into Business Ventures," with the subtheme: "Breaking Barriers: Women in Business." These themes reflect the evolving narrative of women as pioneers in entrepreneurship and catalysts for economic and societal transformation.

This edition features two compelling contributions that bring personal entrepreneurial journeys to life, perfectly aligned with our theme and subtheme. The cover story, "Mulberry One" by Madhulika Choudhury, a social entrepreneur, shares her inspiring experience of building a sustainable livelihood model rooted in traditional resources. Her journey showcases how passion, combined with cultural heritage, can be transformed into a profitable venture with a profound societal and environmental impact.

Similarly, the guest article, "Breaking Barriers: Women in Business" by Dr. Amrita Kashyap Chaliha, narrates her entrepreneurial story as a bio-innovator. She explores how she has leveraged biotechnology to tackle agro-economic challenges while shattering gender stereotypes. Her journey exemplifies resilience and the pioneering spirit of women entrepreneurs carving paths in traditionally male-dominated sectors.

As we bring the Second Edition of "The Quest - एक अनुसंधान 2.0" to a close, we take a moment to express a deep sense of gratitude to the visionary women entrepreneurs proving their might and becoming true bellwethers of change; to all those who contributed articles and other pieces; readers and the editorial team for their groundbreaking ideas and support in making this newsletter a reality.

From the Editorial Team, we would also like to extend our heartfelt gratitude to our Hon Vice Chancellor, Fr (Dr) Jose Palely, Hon Pro Vice Chancellor, Fr Joseph Nellanatt, the Head of the Department, Dr Samit Chowdhury and all the faculty members of our department for their unwavering support and cooperation in bringing out the second edition of the department newsletter.

As we explore stories of passion turned into profit and women breaking barriers in business, we celebrate a future where women's contributions define India's growth story—a future that is equitable, inclusive, and prosperous for all.

Happy Reading!

Jai Hind!

Editor -

Dr Rashmita Barua

Associate Professor, Department of Management

FROM THE EDITOR'S DESK

Student Editor



Dear Readers,

In a world where traditional career paths no longer define success, women are boldly rewriting the rules, turning their passions into thriving businesses and breaking down barriers that once held them back. This edition of "The Quest - एकअनुसंधान 2.0" celebrates the inspiring journeys of women who have transformed their hobbies into successful ventures, proving that success isn't just about profits, it's about purpose, resilience, and creating opportunities for others.

As Ratan Tata once said, "Take the stones people throw at you and use them to build a monument." Today's entrepreneurial landscape reflects this spirit of transformation. Women, once sidelined by societal expectations and systemic challenges, are stepping into the spotlight as innovators and changemakers. Whether it's launching homegrown brands, venturing into tech, or revolutionizing traditional industries, these women are blending creativity with strategy, passion with perseverance, and in the process, they're redefining what it means to succeed.

But these stories go beyond business milestones. They are tales of grit, determination, and growth. They're about women who dared to challenge the status quo, who overcame self-doubt, navigated funding hurdles, and built powerful support networks to turn ideas into enterprises. Their journeys remind us that entrepreneurship is more than just building a business; it's about breaking free from limitations and inspiring the next generation to dream bigger.

In this issue, we'll dive deep into these transformative journeys. From handcrafted jewellery businesses born in living rooms to tech startups disrupting industries, these stories showcase the incredible diversity and potential of women entrepreneurs. You'll read about how they overcame challenges, found creative solutions, and built businesses that not only thrive but also make a meaningful difference in society.

From Passion to Profit: Turning Hobbies into Business Ventures is not just a theme, it's a movement. It's about recognizing that a simple passion, nurtured with dedication and vision, can lead to extraordinary achievements. As Kiran Mazumdar-Shaw, Chairperson of Biocon, aptly said, "Success doesn't come from what you do occasionally, it comes from what you do consistently." This consistency, paired with a relentless pursuit of excellence, has enabled women entrepreneurs to break barriers and set new benchmarks in business.

As we embark on this journey of discovery and celebration, I extend my heartfelt gratitude to our Honorable Vice-Chancellor, Fr. (Dr.) Jose Palely, Honorable Pro Vice-Chancellor, Fr. Joseph Nellanatt, Head of the Department, Dr. Samit Chowdhury, and all the esteemed faculty members of the Department of Management for their unwavering support and encouragement. Their guidance has been instrumental in making "The Quest - एक अनुसंधान 2.0" a reality, inspiring us to delve deeper into stories that truly matter.

Here's to breaking barriers, challenging norms, and turning passion into lasting impact.

With admiration and excitement,

Editor-
Vanshika Agarwal
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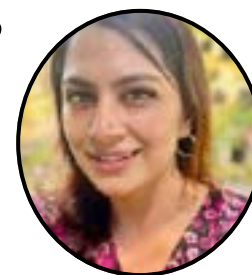
BREAKING BARRIERS- WOMEN IN BUSINESS

My Journey as a Woman Bio-entrepreneur

By Dr. Amrita Kashyap Chaliha

Managing Director

Chroma Biotech Private Limited



'Business' used to conjure up images of intensity, intelligence, gravity, and even glamour when I used to hear this word in my college days. It had always been a dream to create a business and single-mindedly strive for the pursuit of excellence and commercialization of my expertise in my chosen venture. But it stayed a dream even as I finished my Master's in Biotechnology from Bangalore University and chose to come back to my native state of Assam. Looking back, I realize that perhaps that seed of a wish to create a business venture made me not opt for Biotech jobs back in Bangalore like my fellow Biotech graduates. However, once back, as is prevalent among salaried parents of our region, my academician parents were intent on higher education for me rather than me stepping into a business venture. And more than anything, this is what led me to apply for doctoral studies and finally attain my Doctoral degree in Biotechnology and Bioinformatics from Dibrugarh University in 2018. Meanwhile, I also got the opportunity to join as an Assistant Professor of Biotechnology and Bioinformatics at Dibrugarh University. As I look back, I am grateful that this rigor of Biotechnology teaching, training, and research for twelve years at Dibrugarh University would arm me with a soundness in conceptual knowledge which would be integral and crucial to my business later on. To all aspiring entrepreneurs, this is one of the more important pieces of advice I humbly present from my own experience: one needs to be thorough with one's conceptual knowledge in the field of business one opts for.

The Covid pandemic affected a lot of people in various ways- for most of us, it made us grapple with the unexpectedness and uncertainty of reality in a changing world and examine our priorities. For me, it was a time of changed circumstances and also of exploring alternate opportunities. Around this time, I was researching different Grants-in-aid for Startups and eventually applied to the NRL Ideation Startup Fund to set up a Commercial Tissue Culture Facility in Dibrugarh, Assam.

This proposed commercial venture was born out of a common dream for my three business partners (one of whom was my husband)- to create a pioneering Biotech startup in Northeast India and address the requirement of Quality Planting Material (QPM) in this region which lags behind agricultural productivity despite having optimum weather conditions for it.

All three of my partners were involved in the Floriculture Business in North-east India for a decade and coupled with my Biotechnology expertise, we thought we would make a great team to establish a Biotech startup with a Commercial Tissue Culture Facility in our region.

To our delight and gratitude, we managed to secure a grant of Rs. 50,00,000/- from NRL Ideation to launch our Biotech startup- and Chroma Biotech LLP was born! Looking back, I realize the strength in collaboration with the right people- matching one's aspirations and values, to be of primary importance in creating and sustaining a Business Venture. In our case, it is the Financial Management skills of our Senior Partner the in-depth Floriculture Market knowledge and linkage of our partners (also the promoters of Chroma Hydroponic Nurseries), and my Biotechnology expertise that have given us the edge to bring innovation into the Quality Planting Material available in commercially important Plant species of this region.

Biotech startups are fund-intensive ventures and our NRL grant could cover most of the cost of equipment in our lab but we had to put in the rest of the funds required for building the physical infrastructure of the Lab and training human resources through promoters' equity and by securing a bank loan. Biotech labs also require a longer period of standardization to achieve industry scale and structure - especially if done in a region with no prior exposure to this kind of venture, so it took us time to streamline our business operations

However, this has been a period of great learning for me- the transition from academics to commercialization made me thorough with the rigor of business operations - ensuring cost-effectiveness at every step to stay viable business-wise.

Founded in June 2020, Chroma Biotech is currently involved in the generation of mass numbers of superior quality tissue cultured (TC) saplings of Bamboo to boost Bamboo cultivation in the region and beyond. Assam Bio Ethanol Private Limited (ABEPL) is currently the major consumer for these Bamboo Tissue Cultured saplings as they are mandated to produce 60 million liters of fuel-grade ethanol annually from 500 metric tonnes of green bamboo and would require an annual planting drive of around 30,00,000 saplings.

At Chroma Biotech, we are dedicated to being a one-stop solution for Quality Planting Material for Bamboo and also for other commercially important crops and are in active pursuit of R&D for the same. The Tissue Culture technology of Chroma Biotech Pvt Ltd has been developed with inputs from the Rain Forest Research Institute (RFRI) under the Indian Council of Forestry Research and Education (ICFRE), Ministry of Environment and Forests, Government of India, and has been further honed by research and development (R&D) of the Chroma Biotech Team.

Chroma Biotech Private Limited is also the first Commercial Tissue Culture Laboratory in North East India to employ an all-female workforce in laboratory operations- to empower women in science and technology and promote local community engagement. We are also happy and grateful that our work aligns with eight of the seventeen United Nations (UN) Sustainable Development Goals (SDG)- including the promotion of Gender Equality. As we continue to streamline our commercial laboratory operations and pursue R&D to develop newer products, I feel grateful that this has been such an illuminating and gratifying transformation for me.

Since becoming a bioentrepreneur, I have also been honoured to have been invited by various Government, Energy and Education sectors to speak on the role of Tissue culture in sustainable biofuel production and in boosting agro-economy. I have delivered lectures on 'Tissue Culture Techniques for Bamboo saplings' on the occasion of "Azadi ka Amrut Mahotsav" in the '2G Bioethanol Plants-Challenges and Opportunities' webinar organized by Numaligarh Refinery Limited on 28th April 2021, various programs in Dibrugarh University and was also selected to participate in the Assam Biotech Conclave and North East Research Conclave on May 20-22, 2022 at IIT Guwahati - representing a Biotech Startup funded by NRL Ideation.

I was selected to participate in the AutoExpo 2023, New Delhi, India representing an NRL-funded Startup involved in the supply chain of biofuel generation in the NRL-OIL Joint Pavilion in New Delhi on January 2023 and also in the prestigious India Energy Week 2023 in Bengaluru, India- which hosted energy companies from around the globe, by representing Chroma Biotech- a Biotech Startup involved in the BioRefinery supply chain and funded by NRL Ideation on February 2023.

My pitch for Chroma Biotech won the First Prize for the Most Promising Startups in the 'Startup Investors Summit 2022-23' which was hosted jointly by the 'Startup Nurturing, Enabling and Handholding (SNEH)' of Oil India Limited (OIL) and the Startup Ideation Program of Numaligarh Refinery Limited (NRL) on November 4th, 2022.

In December 2022, I was invited by the District Industries and Commerce Centre, Dibrugarh under the patronage of the Ministry of Industries & Commerce and Public Enterprises and Cultural Affairs, Government of Assam to speak on "Bamboo Tissue Culture at Chroma Biotech LLP and its Role in Boosting Agro-economy" at the Rajgarh Exhibition cum Trade Fair and was felicitated for the same by Honourable Minister Shri Rameswar Teli, Minister of State, Ministry of Petroleum and Natural Gas and the Ministry of Labour and Employment at the Program organized by the Office of the General Manager, District Industries and Commerce Centre, Government of Assam.

In February 2023, I was invited by North Eastern Hill University (NEHU), Shillong to discourse on "Commercial Bamboo Tissue Culture at Chroma Biotech LLP- and its Role in Boosting Agro-economy of the Region- a North East India Perspective" in the DBT sponsored National Seminar on Biological Sciences held in the University. I was also invited to present a talk on my journey from educator to entrepreneur in Girijananda Chowdhury University on the occasion of National Science Day February 2023, as well as in the Department of Pharmaceutical Sciences, Dibrugarh University. I was invited to do the same by CSIR-North East Institute of Science and Technology (NEIST) on National Science Day February 28th, 2025. Speaking about my journey over these years makes me realize the distance I have traversed and the different paths I have walked within a short period. There is much learning at every step and the absolute necessity to keep faith when things do not seem to work out according to plan. The greatest lesson I have learned is that there is always a Plan B that one can opt for, there is always another door to knock on when the door one knocked on does not seem to open.

In Advantage Assam 2.0 held recently on February 25th-26th 2025, I was honored to be invited as Special Guest for the thematic session on "Bamboo- Green Gold Potential of Assam". Representing Chroma Biotech Private Limited, I also served as a signatory to an MoU with the Government of Assam represented by Shri Keshab Mahanta, Honourable Minister of Science, Technology and Climate Change, Govt of Assam, Shri Deba Kumar Mishra, CEO of Guwahati Biotech Park and Shri Pallav Jha, Secretary, Department of Science, Technology and Climate Change, Govt of Assam for facilitation of obtaining necessary permissions, registrations, approvals and clearances from the

concerned departments/agencies/authorities of the State Government for scaling up of our Commercial Tissue Culture Facility at Chroma Biotech. With this and other milestones that we attain as we continue our Business Operations at Chroma Biotech Pvt Ltd, I hope to combine my passion for plant science and the desire to commercialize my expertise for the creation of world-class agricultural products for our region and also for the upliftment of the socio-economic status of our workers and indirectly of the region we cater to.

FROM PASSION TO PROFIT: TURNING HOBBIES INTO BUSINESS VENTURES

By Abiel Immanuel Papang
Alumnus (BBA program 2020 - 2023)
MBA 2nd Year, IIM Ranchi



In a world where economic freedom is crucial, and markets are getting even more competitive, turning a hobby into a business venture is a great way to start an entrepreneurial journey. But the question is how to get started. In this article, we will be discussing the current economic landscape of the country, why hobbies are important, and how budding businessmen, especially businesswomen, can take advantage of their hobbies and use them as a stepping stone into the business world.

Business and India

The early 2020s have shown the rapid adoption of online integration from people across all sections of society; the country has a strong payment infrastructure, relatively cheap internet, and a young population. Government initiatives such as Startup India, the MUDRA loan, the recent tax reliefs for startups, and the digital transformation push have lowered entry barriers for small businesses, making it possible for individuals with limited resources to launch ventures with a global reach.

India's entrepreneurial ecosystem is flourishing and, it is the most opportune time especially for women to enter the business world as entrepreneurs.

What are your hobbies?

While preparing for my MBA entrance exams, I joined a coaching center. One day, our director talked to us about interview preparation, and he said, "I hope all of you have a hobby, and if you don't, then start one now." I thought I understood what he meant then; the interviewer would ask, "What are your hobbies?" the candidate would respond, and then the interviewer would ask further questions about the hobby.

However, now I look at that question in a different light: entering a business school and towards the business world, everyone is taught the same subjects, reads the same stories, and performs the same tasks; it is genuinely our hobbies that set us apart from each other and shows the uniqueness in our personalities.

A go-to approach

Turning a hobby into a business is not easy, however, with the right approach, it is possible:

- Identify Market Potential – Research if there is a demand for your hobby in the market. An easy way to conduct market research is by approaching businesses that sell or offer similar products/services; approaching these businesses as potential customers and asking questions about the industry will provide great insights into the market landscape.
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- Develop a Business Plan – Outline your goals, target audience, pricing, and revenue model. Create a Business Model canvas to view each aspect of your business.
- Leverage Digital Platforms – Use social media, e-commerce websites, and digital marketing to create exposure. A simple Instagram page highlighting your offerings will be great to start with.
- Network (a lot) – Join business groups, attend events, and seek mentorship. Whether it's expanding your LinkedIn network or shaking your hand with a stranger on your way to work, it allows you to increase the visibility of your business.
- Secure Funding – At the startup phase, FFF is the go-to funding strategy, and for the growth phase and more, explore government grants, crowdfunding, or small business loans.
- Start Small and Scale Gradually – Test your product or service before expanding. Talk to consumers and ask for their opinions; this way, the unique selling proposition of your offering will evolve.

Breaking Barriers: Women in Business

Women have historically faced numerous barriers in business, systemic biases, societal expectations, and work-life balance challenges. However, entrepreneurship offers financial independence, creative freedom, and personal growth.

Women can gain autonomy and contribute to economic development by transforming hobbies into businesses. Governments, NGOs, and private institutions offer training programs, seed funding, and networking opportunities to support women-led businesses.

Let us take the story of laishah Rymbai, a passionate school teacher, handloom weaver, and the founder of "EriWeave." What started as a hobby that she picked up, she was able to create a company that makes Organic Dyes, Handwoven Eri-Silk Shawls, Stoles, and Scarves. Her business is sustainable and eco-friendly. Her recent appearance on Shark Tank India is a testament to her passion and an inspiration for everyone who wishes to make a business from their hobby.

Women are reshaping the business landscape by breaking barriers and proving that passion, when combined with the right approach, can lead to sustainable success. The journey from passion to profit is not just about financial independence but about empowerment, self-belief, and inspiring future generations to follow their dreams. As more women embrace entrepreneurship, the world moves closer to a more inclusive and diverse business ecosystem.

**DID YOU KNOW?
INDIRA NOOYI ONCE
WORKED AS A
RECEPTIONIST DURING
COLLEGE TO PAY HER
TUITION BEFORE RISING TO
CEO OF PEPSICO.**



Art by Eddie, BBA-6th

CAPTAIN DURBA BANERJEE: A TRAILBLAZER IN INDIAN AVIATION

By Dr. Samit Chowdhury, HOD

In the chronicles of Indian aviation, Captain Durba Banerjee's name is synonymous with inspiration and tenacity. As the pioneering Indian woman to navigate the predominantly male domain of commercial aviation, her journey stands as an indisputable demonstration of her indomitable spirit and unwavering resolve. Born in India, Durba Banerjee's affinity for flying was kindled during her early years. Captivated by the sight of airplanes and the allure of the open skies, she harbored a profound passion for aviation. This fervor ultimately drove her to pursue a career in an industry largely dominated by men. In 1959, Captain Banerjee embarked on her aviation career with the Indian Air Survey, piloting a Dakota DC3 aircraft. Her entry into this field was fraught with challenges. When she initially applied to the Union Civil Aviation Minister, Humayun Kabir, for a commercial pilot position, she was met with skepticism and was initially offered the role of a flight attendant. However, her determination and ardor for flying enabled her to overcome these early impediments. Captain Banerjee's professional journey is marked by a series of significant milestones. After joining Indian Airlines in 1956, she etched her name in history as the first woman commercial pilot in India. Throughout her distinguished career, she commanded an array of aircraft, including the Fokker F27 turboprop, Hawker Siddeley HS 748, Airbus A300, and Boeing 737. Accumulating over 9000 flight hours, her exemplary skill and dedication were evident.

Captain Banerjee's path was replete with challenges. The societal norms of the era did not favor women pursuing careers, particularly in male-dominated fields like aviation. She had to challenge and navigate these societal expectations continuously. Moreover, as the first woman in a predominantly male profession, she was compelled to consistently demonstrate her capabilities and earn the respect of her peers and superiors.

The prevalent gender discrimination and bias in a society still emerging from colonial rule added to her struggles. Nevertheless, she persevered, proving her mettle and securing her rightful place in the aviation industry. Captain Durba Banerjee's legacy transcends her pioneering achievements in aviation. She has been a source of inspiration for countless women, encouraging them to pursue their dreams irrespective of societal norms and expectations. Her story exemplifies the power of passion, perseverance, and resilience. She remains a trailblazer, making a lasting impact on the aviation sector. Her life and career are evidence of the heights that can be achieved when one dares to dream and possesses the courage to pursue those dreams against all odds. Captain Durba Banerjee's influence continues to motivate and empower upcoming generations of women in aviation and other fields.



DID YOU KNOW?

Huda Kattan turned a \$6,000 investment into Huda Beauty, building a billion-dollar cosmetics empire!

UNLEASHING STRENGTH- THE JOURNEY OF LIFTING TOWARDS NEW HEIGHTS

By Dr. Taniya Paul, Assistant Professor

The month of March widely celebrated as “International Women’s Day” for the successful endeavours of women who have shattered their glass ceilings to turn their passions into profits. Despite ongoing numerous challenges, they chose to rewrite the rules shaped for them. In the first growing pace of World. For women to be entrepreneurs, providing support is not just about lifting each other but also creating opportunities that turn passion into profits.

Women have long recognised the power of collaboration – be it in intellectual or emotional strength which forms a united force. Researchers have stated that women entrepreneurship creates more eco- friendly businesses than those created by men. According to McKinsey & Company (2020), companies having greater gender diversity are 21% more expected to outstrip their counterparts in terms of profit. When women support each other, it surpasses beyond growth where the entire community thrives.

One of the most successful examples the World has seen is establishing Self-help groups. The largest financial inclusion programme in the world covering almost 100 million households, shifted the sluggish economy towards collaborative networks where they scale up their business by turning into entrepreneurs.

Even the realisation that a problem exists, but somewhat remained unnoticed, can be a journey of leverage our strengths. The founder of Spanx, Sara Blakely with no prior experience in fashion, retail or leadership turned her daily problem into a million-dollar company, and even featured in Forbes.

Speaking about women, collaboration and much more. Have you ever eaten Lijjat papad. Could you ever imagine the one small papad business which was started in the year 1959 with an initial capital of merely ₹80 by seven women, later years turned into multi-core enterprise Surprisingly without fancy marketing strategy it made a home into the kitchen of millions of countrymen.

A neighbour of mine named as Hiya tied knot the age of 22, only to find herself trapped in domestic violence, even after bringing a son into the world. Yet, at the age of 34, armed with a high school diploma and a heart full of courage, walked away from her abusive relationship. For three years, she clawed her way searching for some beam of light. And then- magic. With no formal training or fancy credentials, she thrived her career as dance teacher. Today, she’s not just surviving- but living a life she dreamt of. Isn’t that a victory worth shouting about? And here’s the kicker: she’s not alone. Countless women—sisters, mothers, neighbours—have found a way to burst out of their cocoons. They’ve recognized their strength, their resilience, their unyielding spirit. These are the victories that don’t always make headlines, but they echo just as loud. So, tell me—shouldn’t we be celebrating them too?

DID YOU KNOW
FALGUNI NAYAR BUILT NYKAA
INTO A BILLION-DOLLAR
BEAUTY EMPIRE AFTER
LEAVING HER 20-YEAR
INVESTMENT BANKING
CAREER—PROVING IT'S
NEVER TOO LATE TO START
ANEW.



Art by Sukanya Das

WOMEN ENTREPRENEURSHIP AND SELF-HELP GROUPS: A PATHWAY TO SOCIO-ECONOMIC EMPOWERMENT

By Dr. Suman Mahanta Bordoloi,
Assistant Professor

The economic participation of women remains a pressing challenge despite significant socioeconomic advancements in India. Mahatma Gandhi's assertion in *Young India* (1930) that economic engagement fosters power and self-confidence in women continues to hold relevance today. Although women constitute nearly half of India's population, they face persistent barriers in accessing financial opportunities, decision-making roles, and essential resources such as healthcare, education, and nutrition. These challenges were further exacerbated by the COVID-19 pandemic, which led to large-scale job losses, particularly among economically weaker sections. While many women possess the potential to contribute to household income, social structures often limit their financial agency, pushing families deeper into economic distress.

The participation of women in the workforce is disproportionately low. Out of approximately 432 million working-age women in India, 343 million remain outside the formal job market, either due to socio-cultural constraints or lack of employment opportunities. The absence of women in formal labor statistics underscores the need for alternative economic pathways such as entrepreneurship, which allows them to bypass traditional workforce barriers. However, access to financial capital remains a significant hurdle. Many women struggle to secure loans due to collateral requirements, as property and assets are frequently registered under male family members. Additionally, deeply rooted gender biases in financial institutions hinder their ability to attain economic independence. To address these issues, the government has introduced various schemes, including the Mudra Yojana, Udyogini Scheme, Annapurna Scheme, and Stand-Up India. Despite such initiatives, a substantial gap remains in financial accessibility for women entrepreneurs. Self-help groups (SHGs) have emerged as a crucial mechanism to facilitate women entrepreneurship by bridging financial gaps and providing a platform for economic participation. Originating in the 1980s, SHGs in India were initiated by non-governmental organizations (NGOs) to provide rural communities with financial and social support

The movement gained momentum when the National Bank for Agriculture and Rural Development (NABARD) launched the Self-Help Group Bank Linkage Programme (SHG-BLP), which integrated marginalized individuals into formal banking services. Functioning as micro-finance institutions, SHGs extend collateral-free loans to members, fostering skills development, financial literacy, and social cohesion. By collectively mobilizing resources, SHGs enable women to initiate and sustain entrepreneurial ventures, thus promoting self-reliance.

The impact of SHGs is particularly evident in regions such as Assam, where they have played a vital role in women's economic empowerment. Women-led SHGs in Assam have successfully engaged in diverse economic activities, including agriculture, handicrafts, and food processing. During the COVID-19 pandemic, the Assam State Rural Livelihood Mission (ASRLM) facilitated partnerships between SHGs and district administrations, enabling women farmers to sell perishable commodities worth over Rs. 2.5 crore despite market disruptions.

Additionally, SHGs innovatively repurposed traditional "gamosas" into face masks branded as "Asomi," produces and sells over 4,43,245 masks. These initiatives not only ensured economic resilience but also highlighted the ability of SHGs to adapt and respond to emerging challenges.

Women entrepreneurs contribute significantly to India's economic growth, particularly following the industrial reforms of 1991. Entrepreneurship fosters employment generation, enhances self-reliance, and strengthens the economic fabric of both urban and rural regions. Traditionally, women entrepreneurs were confined to sectors such as textiles, handicrafts, and food processing. However, recent years have witnessed an increasing presence of women in high-tech industries, including software development, engineering, and mining. This transition has been facilitated by government initiatives, mentorship programs, and evolving societal perceptions regarding women's economic roles. Nevertheless, several challenges persist, including limited access to capital, socio-cultural constraints, and restricted market access due to inadequate business networks.

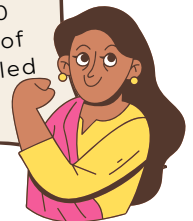
SHGs play a pivotal role in addressing these challenges by enabling women to overcome financial and social barriers through collective entrepreneurship. Studies by institutions such as the Institute for Financial Management and Research (IFMR) indicate that SHG participation enhances economic security and financial literacy. Women associated with SHGs are more likely to save regularly, leading to long-term financial stability. Additionally, their increased control over household finances contributes to improved consumption patterns and investments in productive ventures. Recognizing this potential, several corporate and nongovernmental initiatives have leveraged SHGs to promote women's entrepreneurship. Programs such as EdelGive Foundation's UdyamStree Campaign in Maharashtra and Rajasthan, Facebook's Pragati, and Google's Women Will focus on integrating SHG networks with financial institutions and enhancing digital literacy for women entrepreneurs. Similarly, Maharashtra's Mahila Arthik Vikas Mahamandal (MAVIM) emphasizes SHG-based enterprise development to foster self-reliance among women. To maximize the impact of SHGs on women's entrepreneurship, strategic policy measures must be implemented. Enhancing financial inclusion by simplifying loan application processes and increasing access to mortgage-free credit can significantly bolster women-led enterprises.

Capacity-building initiatives in digital marketing, business management, and financial planning are also essential to equip women with the necessary skills for sustaining and expanding their businesses. Additionally, establishing market linkages that connect SHG entrepreneurs with domestic and international markets can further amplify their economic impact.

Self-help groups have thus emerged as a transformative force in women's entrepreneurship, bridging the gap between ambition and access to resources. By offering micro-loans, skills development, and networking opportunities, SHGs empower women to achieve financial independence and social mobility. Strengthening the SHG ecosystem through policy support and private-sector collaboration will further enhance their role in fostering an inclusive and resilient economy. By harnessing the power of collective entrepreneurship and financial inclusion, SHGs serve as a beacon of hope for millions of aspiring women entrepreneurs, enabling them to break free from socio-economic constraints and achieve self-reliance.

**DID YOU KNOW?
A PAPAD-MAKING HOBBY BECAME
A RS. 1,600 CRORE EMPIRE**

In 1959, seven women in Mumbai turned their simple hobby of making papads into Shri Mahila Griha Udyog Lijjat Papad, a cooperative now worth more than Rs. 1,600 crore. Today, it empowers over 45,000 women across India and is one of India's most successful women-led organizations.



FROM PASSION TO PROFIT: THE INDIA THAT WAS ALWAYS ENTREPRENEURIAL

By Sajida Khan, BBA-4th

India has always been a land of entrepreneurs. Long before the words startups and side hustles became popular, people here were turning their skills into businesses. Whether it was the weavers of Banaras, the spice traders of Kerala, or the storytellers of Rajasthan, passion has always found a way to become profitable.

Take food, for example. Some of India's biggest brands started from home kitchens: Haldiram's was once a small namkeen shop, and Wow! Momo began with just a single food stall. Today, home chefs sell their special recipes online, and street vendors are becoming restaurant owners.

Handicrafts tell a similar story. Once limited to local bazaars, artisans now sell their work on Instagram and Etsy, reaching global customers without middlemen. A homemaker knitting sweaters for her family can now turn it into a thriving online business.

Technology has made it easier than ever. A gardener in Pune earns through YouTube tutorials, a Kannada teacher in Bengaluru sells online courses worldwide, and a resin artist in Delhi ships custom jewellery across the country.

The truth is, that India has always been a country where passion meets profit. The only difference now? The world is watching.

DEPARTMENTAL ACTIVITIES



PERSONALITY DEVELOPMENT WORKSHOP

The Department of Management, ADBU, hosted a Personality Development Workshop (14th March 2024) – Focused on enhancing students' personal effectiveness and positive attitudes

SEVEN HABITS PRINCIPLE WORKSHOP

The Department of Management, ADBU, conducted the Seven Habits Principle Workshop (14th March 2024) – Helped students develop leadership and self-management skills.



A SESSION ON CAREER PLANNING BY AN ALUMNUS

The Department of Management, ADBU, hosted an Alumni Talk: Campus to Corporate (28th March 2024) – Provided insights on industry readiness and essential skills.

COMMUNICATION & GROUP DYNAMICS WORKSHOP

The Department of Management, ADBU, conducted a Communication & Group Dynamics Workshop (21st March 2024) – Focused on teamwork and effective communication.



AN INDUSTRIAL VISIT TO CG FOODS PRIVATE LTD.

The Department of Management, ADBU, organized an Industry Visit to CG Foods (15th March 2024) – Gave students practical exposure to production and supply chain management.

DEPARTMENTAL ACTIVITIES



MOTIVATION WORKSHOP

The Department of Management, ADBU, hosted a Motivation Workshop (14th March 2024) – Shared practical techniques for goal setting and maintaining focus.

POWER OF ADVERTISEMENTS WORKSHOP

The Department of Management, ADBU, conducted The Power of Advertisements Workshop (6th March 2024) – Explored creative advertising strategies.



TOURISM INDUSTRY WORKSHOP

The Department of Management, ADBU, organized a Tourism Industry Workshop (28th March 2024) – Discussed opportunities and challenges in tourism.

COMMUNITY HOMESTAY TOURISM TALK

The Department of Management, ADBU, conducted a Community Homestay Tourism Talk (28th March 2024) – Highlighted the impact of community-based tourism.



WASTE MANAGEMENT WORKSHOP

The Department of Management, ADBU, hosted a Waste Management Workshop (19th March 2024) – Showed how waste can be turned into profit.

DEPARTMENTAL ACTIVITIES



AN INDUSTRIAL VISIT TO BRITANNIA INDUSTRIES LTD.

The Department of Management, ADBU, arranged an Industrial Visit to Britannia (26th Sept & 23rd Oct 2024) – Gave insights into production and quality control.

A 3D PRINTING TECHNOLOGY SESSION

The Department of Management, ADBU, conducted a 3D Printing Technology Session (27th Sept 2024) – Introduced students to industry applications of 3D printing.



NORTH-EAST BANKING SUMMIT

The Department of Management, ADBU, participated in the North-East Banking Summit (24th Oct 2024) – Discussed trends in the banking and financial sector.

A SESSION ON GREEN MARKETING

The Department of Management, ADBU, hosted a Green Marketing Session (30th Oct 2024) – Focused on sustainable marketing practices.



A SESSION ON BALANCE SHEET AND P&L STATEMENT

The Department of Management, ADBU, conducted a Balance Sheet & P&L Statement Session (21st Aug 2024) – Enhanced financial literacy among students.



DEPARTMENTAL ACTIVITIES

EMOTIONAL INTELLIGENCE AND LEADERSHIP PROGRAMME

The Department of Management, ADBU, organized an Emotional Intelligence & Leadership Program (9th Nov 2024) – Developed leadership skills



A COURSE ON PUBLIC RELATIONS & WRITING SKILLS

The Department of Management, alongside The Department of Mass communication ADBU, conducted a Public Relations & Writing Skills Course – Strengthened students' communication skills.

A SESSION ON CAREER PLANNING BY AN ALUMNUS

The Department of Management, ADBU, hosted an Alumni Talk on Higher Education Preparedness – Alumni shared insights on postgraduate opportunities, career planning, and the skills required for academic and professional success.



FINANCIAL LITERACY WORKSHOP

The Department of Management, ADBU, conducted a Financial Literacy Workshop (25th March 2025) – Taught essential financial planning skills.

DEPARTMENTAL ACTIVITIES



A LEADERSHIP SKILL COURSE

The Department of Management, ADBU, hosted a Leadership Skills Course – Helped students develop confidence in leadership roles.

AN INDUSTRIAL VISIT TO SKIPPER LTD.

The Department of Management, ADBU, arranged an Industry Visit to Skipper Ltd. (29th Aug 2024) – Explored manufacturing and supply chain management.



AN INDUSTRIAL VISIT TO ITC LTD.

The Department of Management, ADBU, organized an Industry Visit to ITC Ltd. (Nov 2024 & Feb 2025) – Focused on FMCG production and sustainability.

A WORKSHOP ON POWERPOINT PRESENTATION

The Department of Management, ADBU, conducted a PowerPoint Presentation Workshop (7th Sept 2024) – Improved students' presentation skills



A WORKSHOP ON RESEARCH METHODOLOGY

The Department of Management, ADBU, hosted a Research Methodology Workshop (9th Aug 2024) – Equipped students with essential research techniques.

DEPARTMENTAL ACTIVITIES



BUSINESS ANALYTIC'S COURSE

The Department of Management, ADBU, conducted a Business Analytics Certification course (Aug 2024 – Jan 2025) – Trained students in data-driven decision-making.

LAUNCH OF ADVANCE BUSINESS ANALYTIC'S COURSE

The Department of Management, ADBU, launched the Advanced Business Analytics Course (21st Jan 2025) – Covered predictive analytics and AI in business.



FUNDAMENTAL SELLING SKILL COURSE

The Department of Management, ADBU, conducted a Fundamental Selling Skills Course (Aug – Dec 2024) – Taught negotiation and sales techniques.

ENTREPRENEURIAL DEVELOPMENT COURSE

The Department of Management, ADBU, hosted an Entrepreneurial Development Course (Sept 2024 – March 2025) – Provided hands-on startup experience.



NETWORKING WORKSHOP

The Department of Management, ADBU, conducted a Networking Workshop (10th Feb 2025) – Taught students the art of professional networking.

TANIYA CHAKRABORTY: WHISKING DREAMS INTO REALITY – A JOURNEY FROM PASSION TO PROSPERITY

By Dr. Gaurav Das, Assistant Professor

In the bustling city of Guwahati, Assam, one woman's passion for baking turned into a beacon of hope and empowerment for thousands. Taniya Chakraborty, the founder of Layers of Cake, embarked on her entrepreneurial journey in 2020, a time when uncertainty loomed due to the global lockdown. What started as a simple initiative with two students—a neighbor and a friend—quickly evolved into a full-fledged business that has now trained over 5,000 aspiring bakers.

Her baking institute in Maligaon, Guwahati, is now a go-to destination for those eager to master the art of cake making. Through her extensive courses, ranging from basic to advanced cake techniques to specialized sessions on healthy cookies, teatime cakes, bread, cheesecakes, premix, and fondant, she has empowered many to pursue baking professionally. Her vision extends beyond business—she aims to provide free training to rural women, equipping them with the skills to start their own home bakeries and become financially independent.

Triumphs Amidst Challenges

Success, however, did not come easily for Taniya. The initial phase was fraught with hurdles, each of which she tackled with determination and an unwavering belief in her vision.



Financial Struggles

Setting up a baking training center required significant investment in equipment, ingredients, and space. With limited funds and no external backing, she had to rely on personal savings and small earnings from her early batches. From purchasing ovens and mixers to renting a space for training, every step required financial prudence. There were times when she had to make tough decisions about reinvesting earnings rather than drawing a salary for herself.

Skepticism and Self-Doubt

The idea of offering baking classes as a business was met with doubt from those around her. Many questioned the sustainability of such a venture in a market dominated by established bakeries and online influencers.

There were moments when self-doubt crept in, but Taniya's faith in her passion kept her going. She found support in her students, whose success stories reaffirmed her belief in the impact of her work.

Marketing and Visibility

Being a home-based entrepreneur initially, reaching potential students beyond her locality was a challenge. The digital space was saturated with baking tutorials, making it difficult to establish a unique presence. She overcame this by leveraging social media platforms and word-of-mouth publicity from her satisfied students. Gradually, her presence grew, and Layers of Cake became a well-known name in the baking community.



Managing Growth

As her business expanded, maintaining quality while handling an increasing number of students became a daunting task. The need to constantly upgrade her skills and teaching methods demanded relentless effort and time. Managing finances, operations, and curriculum planning all at once was overwhelming, but she gradually built a team to support her growing enterprise.

Achievements and Recognition

Despite these challenges, Taniya's perseverance and passion propelled her to remarkable heights. Her dedication, hard work, and unwavering commitment to empowering others through baking did not go unnoticed. She was honored with the Best Baker 2023 award by Pratham Khobar, a recognition of her excellence in the art of baking and her ability to craft exquisite, high-quality baked goods. This award solidified her reputation as one of the finest bakers in the industry.

FACULTY ARTICLE

Her impact extended beyond baking alone—her role as a mentor and educator earned her the Best Trainer 2025 award from Rotary Club International. This prestigious accolade recognized her efforts in imparting valuable skills and knowledge to aspiring bakers, helping them carve a path toward self-sufficiency. By equipping her students with hands-on training and business acumen, she played a crucial role in shaping future entrepreneurs in the baking industry.

Further adding to her list of accolades, Taniya was honored with the Best Baking Instructor 2024 award from Byatikram MASDO, a testament to her exceptional teaching methods and her ability to transform absolute beginners into skilled professionals. This award highlighted her dedication to creating a learning environment that fosters creativity, precision, and confidence in her students. These honors stand as more than just titles; they represent the countless hours of effort, the struggles she overcame, and the lives she touched. Each award serves as a testament to her unwavering dedication, her innovative approach to baking education, and the immense positive influence she has had on her students. Through her work, Taniya has not only built a successful career but has also paved the way for many others to follow in her footsteps, proving that passion, when pursued with determination, can lead to greatness.

Inspiring the Next Generation of Women Entrepreneurs

Taniya Chakraborty's journey is a testament to the power of resilience, innovation, and a strong entrepreneurial spirit. By transforming her hobby into a thriving business, she not only created a name for herself but also paved the way for other women to break barriers and achieve financial independence.

Her dream now extends to empowering rural women by providing free training programs. She believes that financial independence for women is the key to creating a more equitable society. Through her initiative, she hopes to equip underprivileged women with the skills to run their own home-based bakeries and generate a stable income.

Her success story embodies the essence of *The Quest: Ek Anusandhaan 2.0*—proving that with determination and the right opportunities, hobbies can indeed be turned into profitable business ventures. Taniya Chakraborty's story is more than just a tale of entrepreneurship; it is an inspiring narrative of breaking societal barriers, defying norms, and uplifting others on the journey to success.

Her message to aspiring entrepreneurs is simple: Believe in yourself, embrace challenges as learning opportunities, and never hesitate to take the first step toward your dream.

STUDENT ARTICLE

WOVEN SUSTAINABILITY: TRANSFORMING WATER HYACINTHS INTO ARTISAN TREASURES

By Rajib Adhikari, BBA-4th

Amidst the serene landscapes of Assam, an initiative is reshaping sustainability and artisanship. 'Woven Tales of North East', the brainchild of childhood buddies Paulmie Gogoi and Dr. Tanushree Devi, transforms the invasive water hyacinth into exquisite home décor and utility products, seamlessly blending environmental awareness with economic empowerment while preserving the region's rich handicraft heritage.

Discerning Opportunity Through Adversity

In March 2020, the COVID-19 pandemic emerged to challenge what we knew to be true and what we thought we knew. "Over the years, we understood that the North East culture had to be taken on the world map, and we wanted to create sustainable products with the handlooms and handicrafts of the North East," said Paulmie, who has 14 years of experience in the event management field, and Tanushree, a practicing dentist.

Their search brought them to the water hyacinth, an aquatic plant that clogs waterways but is abundant in the region. Recognizing its potential, they embarked on a mission to transform this weed into functional art, blending sustainability with cultural heritage.

Strategically plan and implement skill training

IIM Bangalore's NSRCEL selected its startup idea for the Women Startup Program 3.0 in August 2020. This helped pivot their business model to be more impactful. They worked with two artisan clusters of water hyacinth weavers in Nagaon, about 120 kilometers from Guwahati, both clusters including about 60 women each. These entrepreneurs brought new concepts and ideas based on international standards to go beyond the traditional basket-making techniques.

They introduced contemporary designs, such as home décor items and lifestyle products, aligning with global market trends. Through skill development workshops and strategic mentorship, the initiative empowered the artisans, enhancing their craftsmanship and expanding their market reach.

Transition of product and market penetration

'Woven Tales of North East' provides an array of products—recycled paper notebooks with water hyacinth covers, gift boxes, tissue boxes, and planters. Initially selling directly on social media, they transitioned to a B2B model by securing bulk orders from corporate clients and partnering with furnishing houses like 'Jar of Hearts in Bengaluru'. This shift gave them a larger audience and made their brand more recognizable.

Economic Maintenance and Growth

The venture started with a personal investment of ₹1.5 lakh and a ₹75,000 grant from NSRCEL (Nadathur S Raghavan Centre for Entrepreneurial Learning), allocating 70% to production and 30% to marketing. Profits were reinvested to fuel growth, leading to a consistent 30-40% month-on-month increase, largely driven by bulk corporate orders.

Overcoming Challenges and Future Aspirations

Logistical challenges, particularly in supply chain management within the North East, posed significant hurdles. Despite these, Paulmie and Tanushree remain committed to placing India on the global map for water hyacinth products, a market currently dominated by Thailand and Vietnam. To strengthen their efforts, they are exploring government collaborations to enhance training and support for artisans.

It is a visionary entrepreneurship story of converting the environmental burden into an economic boon shared through 'Woven Tales of North East'. Paulmie Gogoi and Dr. Tanushree Devi have beautifully carved out a niche for themselves through their sustainable business model, while the underlying story of revitalising indigenous art forms empowers communities and can serve as an example to other aspiring entrepreneurs as well, who can also make a difference.

SHIKHA SHAH: TURNING BANANA WASTE INTO SUSTAINABLE FABRIC

By Sajida Khan, BBA-4th

When people think of bananas, they imagine food, not fashion. But for Shikha Shah, founder of AltMat, banana plants hold the key to a sustainable textile revolution. She has built a business that transforms discarded banana stems into eco-friendly fabric, offering a greener alternative to cotton and synthetic textiles.

From Waste to Wearable Fabric

India is one of the world's largest banana producers, generating tons of waste from banana stems after harvest. Shikha saw an opportunity in this overlooked resource and developed a process to turn it into fabric:

1. **Sourcing Waste:** Banana stems, usually discarded, are collected from farms.
2. **Extracting Fibers:** The fibers inside the stems are separated and processed sustainably.
3. **Spinning & Weaving:** The fibers are turned into yarn and woven into fabric.

Why It's a Game-Changer

Saves Water: It uses far less water than cotton, making it eco-friendly.

Reduces Waste: Turns agricultural waste into a valuable product.

Biodegradable: Unlike synthetic fabrics, it doesn't pollute the environment.

A Sustainable Future

AltMat has attracted global attention from sustainable fashion brands, proving that innovation and environmental responsibility can go hand in hand.

Shikha Shah's journey is an inspiring example of how passion can lead to impactful business ventures. So, next time you think about fashion, ask yourself—could your next outfit be made from banana fiber?

THE MIDNIGHT CREATOR

By Biki Talukdar

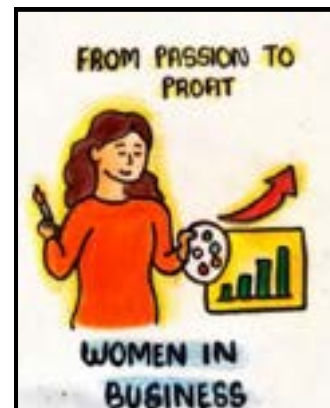
BBA-4th

By day, he worked with everyone,
 But at night, he worked alone.
 Quietly, yet with dreams so bright,
 He built his own world under the moonlight.

A pen and a notebook,
 Creating things all day.
 No one knew, no one saw,
 How much love his work would draw.

One day comes a small order, A tiny step, yet
 not the same. More people come, wanting to
 know more— Once a dream, now a reality.

From unspoken hustles
 To showcasing talent,
 Here comes our boy,
 Rising to new heights.



Art by Vanshika, BBA-6

BUSINESS STORY

At 25, JK Rowling experienced the profound loss of her mother, who never had the chance to know she was writing Harry Potter. This heartbreak left her feeling directionless. Seeking a new beginning, she moved to Portugal, where she married in 1992 and later gave birth to her daughter, Jessica. Unfortunately, the marriage ended after just 13 months, and she returned to Edinburgh with her daughter and the first three chapters of Harry Potter, facing life as a struggling single mother relying on state benefits.

"An exceptionally short-lived marriage had collapsed, leaving me jobless, a single parent, and as poor as it is possible to be in modern Britain without being homeless," Rowling once reflected. She fell into a severe depression, describing herself as "the biggest failure" she knew and even admitting to having thoughts of suicide. After submitting her manuscript to 12 different publishers and facing rejection from all of them, her confidence in her work began to wane.

Despite these setbacks, a small London publisher, Bloomsbury, decided to take a chance on her book—thanks to the CEO's eight-year-old daughter, who adored the story. What followed was nothing short of remarkable. Rowling's books have since sold over 600 million copies worldwide, earned numerous awards, and were adapted into blockbuster films, completely transforming her life. In 2011, Forbes estimated her net worth to be around \$1 billion, and she continues to rank among the world's highest-earning authors.

~Teidor Marbaniang
 BBA 6th



DID YOU KNOW

TWO SISTERS TURNED SAREE DESIGNING HOBBY INTO A RS. 100 CRORE BRAND

Sisters Sujata and Taniya Biswas, who loved designing handloom sarees for fun, turned their hobby into Suta, a sustainable saree brand now valued at over Rs. 100 crore. Their brand revived the love for handloom sarees among young customers across India and abroad.
 Source: YourStory, CNBC TV18

CAMPUS PLACEMENT



SELECTED IN NIVA BUPA AS ASSISTANT UNIT MANAGER

(from left to right) Japhat Gonmei, Moirangthem Somonanda Singh, Tajmina Sultana, Khoirom Langlensana, Adash Bhawal, Sujoy Paul.



SELECTED AS SALE’S MANAGEMENT ASSOCIATE WITH SWIGGY

Eddie Dikmendiam Lyngdoh



SELECTED AS CABIN CREW WITH INDIGO AIRLINES

Priya Sharma



DID YOU KNOW?

Billie Jean King co-founded World TeamTennis and built a sports business empire, championing gender equality in athletics!

STUDENT ACHIEVEMENTS

BACHELOR'S OF BUSINESS ADMINISTRATION (SEMESTER 4)

INTERNSHIP AT NEEPCO, KHEP, UMRANGSO

- Serdilyn Engheepi, BBA-4th
- Freshtina Khomdram, BBA-4th
- Chumchano Kikon, BBA-4th



INTERNSHIP AT LGBIA, AAHL, GUWAHATI

- Roneljit Rajkumar, BBA-4th
- Lalgamdin Gangte, BBA-4th
- Samia Rabha, BBA-4th
- V. Chanreiwung Seipainao, BBA-4th

INTERNSHIP AT NEEPCO, SHILLONG

- Yoolinda Shadap, BBA-4th
- Joshna Mary Ingthih, BBA-4th
- Vivanesa Siangshai, BBA-4th



INTERNSHIP AT STAR CEMENT

- Sajida Khan, BBA-4th

STUDENT ACHIEVEMENTS

PARTICIPATION AT JOURNEI, DBIM

BHUYASHI BHARAL (BBA4)

- participated in the event "The Big Bull" held on 6 march 2025 and secured 3rd position with prize money of 1000/ in DBIM(Don Bosco institute of management),joypur, kharguli.

NEHA ADHIKARI((BBA4)

- 2nd position in Dance Competition (Journie '25) with cash prize of Rs 2500 .It was held on 7th of March 2025 at DBIM , Kharghuli.

SAMIA RABHA (BBA4)

- 3rd place in both solo and group dance competition held in DBIM

PRIYA SHARMA (BBA6)

- 2nd prize at Group dance competition in Inter college Dance Competition at DBIM Kharguli, 07th March 2025
- 1st prize at Showstopper (Winner Of Journei) at DBIM ,Kharguli ,07th March 2025

SHAYAN DEY (BBA6)

- Award-3rd Position IN "Multidisciplinary Innovation Challenge Competition" ON 10 May 2024 BY Directorate of Interdisciplinary Research,ADBU,Tapesia, Presented a idea on "Renaissance -A Sustainable Fashion Brand"
- Award-1st Position IN The Big Bull(JourNEI fest) ON 6th March 2025 IN Don Bosco Institute of Management,Kharghull

TEAM PARTICIPATION

Won 1st Price in AdBlitz (JOURNEI, DBIM)

- Sanjana Basumatary
- Eddie Dikmendiam Lyngdoh
- Teidor Marbaniang

Won 2nd price in Managerial Marvels (JOURNEI, DBIM)

- Eddie Dikmendiam Lyngdoh
- Teidor Marbaniang

Won 3rd Price in Ignis Ideadrum (JOURNEI, DBIM)

- Khwairakpam Daennis Mangang
- Birojit Singha
- Tumchobeni Rebecca Yanthan

STARTUPS & ENTREPRENEURIAL VENTURE

SHAYAN DEY (BBA6) & BHUYASHI BHARALI (BBA4))

- Aadvaya.in, Started in 2024 as an online business AND Specialized in Scented Candles, Handcrafted lippan art, Resin art
-

DR SAMIT CHOWDHURY HOD AND ASSOCIATE PROFESSOR

JOURNAL ARTICLES

- Samit Chowdhury (2024), Migration A Historical and Theoretical Perspective. International Journal of Humanities Social Science and Management, Vol 4(5). ISSN: 3048-6874, pp: 738-746, Oct 2024.
- Samit Chowdhury (2024), Stress Management: A Historical and Theoretical Perspective. International Journal of Innovative Research in Technology, Vol 11(7).
- Samit Chowdhury (2025), Migration and economic development: Its causal relationship management. International Journal of Research in Management, Vol 7(1). ISSN Print: 2664-8792, ISSN Online: 2664-8806, pp: 190-201, Feb 2025. ISSN: 2349-6002, pp: 864-872, Dec 2024.

PAPERS PRESENTED IN CONFERENCES

- Presented a paper titled “The Impact of Good Health on Productivity: A review of their interrelations of the Indian context” at the International Conference on Multidisciplinary Approaches towards Clean Environment (ICMACE 2024) organized by the Directorate of Interdisciplinary Research, Assam Don Bosco University, Tapesia, Assam, India held during 22nd – 23rd August 2024.
- Presented a paper titled “Mahabahu Brahmaputra: Its Problems and Prospects of Trade and Tourism in Assam” at a National Seminar on Viksit Bharat @2047 - Progress in Motion, organised by Faculty of Commerce, S.B.M.S. College, Sualkuchi, Assam held during 24th – 25th January 2025.

FDP/CERTIFICATIONS

- Skilligence: Be Future Relevant by IIT-Guwahati’s Alcheringa 2025. Certificate of Participation in Recognition for completion of DATA SCIENCE using PYTHON. Date: 18th - 19th January 2025 at IIT-Guwahati. SKG-IITG-DS-04.

DR AMARJIT DEB ASSOCIATE PROFESSOR

BOOK CHAPTERS

- Amarjit Deb (2024), Entrepreneurship and Startups: A Research Expedition; ISBN: 978-93-95606-92-9; Global Publishing House, India. Effect of Entrepreneurship Education on Students’ In Creating Entrepreneurial Capability. Pp 29-41.

MANAGEMENT DEVELOPMENT PROGRAMME

- Participated in One Day Management Development Programme (MDP) on Emotional Intelligence and Leadership, organised by Department of Management, Assam Don Bosco University, held on November 9, 2024.



DID YOU KNOW?

FROM BABY SKINCARE TO A RS. 1,000 CRORE BEAUTY EMPIRE

Ghazal Alagh and Varun Alagh struggled to find toxin-free baby products.

So, they created **Mamaearth**, a brand that now dominates India’s natural skincare market.

DR RASHMITA BARUA

ASSOCIATE PROFESSOR

JOURNAL ARTICLES

- Anabil Goswami and Rashmita Barua (2024), Comprehensive Assessment of Animal Welfare Standards in Small Pig Farms of Assam. Agricultural Science Digest, Vol 45(1). Online ISSN 0976-0547, Print ISSN 0253-150X. (Scopus Indexed - UGC Care List Group II). doi: 10.18805/ag.D-6050.
- Rashmita Barua (2024), An Analysis of Trade and Investment Relations of India with East Asia with Special Reference to Republic of Korea. Journal of Social Science Inter-Views and Dialogues, Vol 1(1). Print ISSN 3048-7714. (Peer Reviewed Journal)

BOOK CHAPTERS

- Rashmita Barua (2024), Assessment of Entrepreneurship Education Programmes: Focus on Entrepreneurial Readiness of Youth and start-up success components in the state of Assam. Published in Book Shodhcholistan: A Multidisciplinary Framework for Sustainable Development Modeling. ISBN: 978-81-981681-1-5, Oct 2024.

PAPERS PRESENTED IN CONFERENCES

- 1. Presented a paper titled "Are Small Scale Pig Farms in Assam Environmentally Sustainable?" at the International Conference on Multidisciplinary Approaches towards Clean Environment (ICMACE 2024) organized by the Directorate of Interdisciplinary Research, Assam Don Bosco University, Tapesia, Assam, India held during 22nd – 23rd August 2024.
- 2. Presented a paper titled "Sustainable Livestock Feed Production in Northeast India in an Enterprise-led Model" at the International Conference on Multidisciplinary Approaches towards Clean Environment (ICMACE 2024) organized by the Directorate of Interdisciplinary Research, Assam Don Bosco University, Tapesia, Assam, India held during 22nd – 23rd August 2024.

FACULTY DEVELOPMENT PROGRAMME

- Successfully completed 12-week online NPTEL certificate course cum FDP (July – Oct 2024) on Entrepreneurship and Incubation.
- Successfully completed Ignite Program FOP on Entrepreneurial Skills facilitated and organised by Wadhvani Foundation, July - September 2024.

MS. CHAYANIKA DAS

ASSISTANT PROFESSOR (SENIOR)

JOURNAL ARTICLES

- Chayanika Das (2024), Determining the intention of new recruits to quit or stay in the organisation: An empirical study on private sector bank employees of India. International Journal of Scientific Research in Engineering and Management, Vol 8(7), ISSN 2582-3930, July 2024.

PAPERS PRESENTED IN CONFERENCES

- Presented a paper titled "Glass Ceiling Effect and Its impact in Achievement of SDG 5: A Domain Specific Review Through Management Lens" at a National Seminar on Viksit Bharat @2047 - Progress in Motion, organised by Faculty of Commerce, S.B.M.S. College, Sualkuchi, Assam held during 24th – 25th January 2025.

FACULTY DEVELOPMENT PROGRAMME

- Successfully completed Ignite Program FOP on Entrepreneurial Skills, facilitated and organised by Wadhvani Foundation, July - September 2024.
 - Successfully completed FOP on 21st century employability skills, facilitated and organised by Wadhvani Foundation, May 2024.
-

DR SUMAN MAHANTA BORDOLOI ASSISTANT PROFESSOR (SENIOR)

BOOK CHAPTERS

- Suman Mahanta (2024), Unveiling the Influence of Artificial Intelligence on Business Dynamics: A Thorough Examination, published in the peer-reviewed edited book Divergence: Contemporary Concerns. ISBN: 978-93-5879-587-5, August 2024.

PAPERS PRESENTED IN CONFERENCES

- Presented a paper titled “Glass Ceiling Effect and Its impact in Achievement of SDG 5: A Domain Specific Review Through Management Lens” at a National Seminar on Viksit Bharat @2047 - Progress in Motion, organised by Faculty of Commerce, S.B.M.S. College, Sualkuchi, Assam held during 24th – 25th January 2025.

MANAGEMENT DEVELOPMENT PROGRAMME

- Successfully organised One-Day MDP Program on Emotional Intelligence and Leadership on November 9, 2024.

DR JAMAL HUSSAIN ASSISTANT PROFESSOR (SENIOR)

AWARD OF PHD DEGREE

- Awarded the PhD degree from Dibrugarh University in the Department of Management, Nov 2024.

DR GAURAV DAS ASSISTANT PROFESSOR (SENIOR)

AWARD OF PHD DEGREE

- Awarded the PhD degree from Mizoram University in the Department of Management, Feb 2025.

SULEKHA SEN ASSISTANT PROFESSOR

PAPERS PRESENTED IN CONFERENCES

- Presented a paper titled “Sustainability in Business: Policy Frameworks Supporting Green Incubators and Accelerators” at the International Conference on Multidisciplinary Approaches towards Clean Environment (ICMACE 2024) organized by the Directorate of Interdisciplinary Research, Assam Don Bosco University, Tapesia, Assam, India held during 22nd – 23rd August 2024.

MANAGEMENT DEVELOPMENT PROGRAMME

- Completed a 3-day Management Development Programme on “Understanding Fintech, Blockchain and Cryptocurrency” empanelled with Aditya Birla Sun Life AMC Ltd held by XLRI Delhi – NCR, from 13th February to 15th February, 2025

NEWSLETTER TEAM



EDITORIAL TEAM MEMBERS

Student Editor-in-chief

- Vanshika Agarwal, BBA-6th

Student co-editors

- Teidor Marbaniang, BBA-6th
- Eddie Dikmendiam Lyngdoh, BBA-6th

BBA- 4th

- Sajida Khan
- V. Chanreiwung Seipainao
- Lalgamdin Gangte
- Freshtina Khomdram

EDITOR- IN- CHIEF

Dr. Rashmita Barua, Associate Professor

DESIGN TEAM MEMBERS

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Lalgamdin Gangte, BBA-4th
Eddie Dikmendiam Lyngdoh, BBA-6th

DID YOU KNOW CONTRIBUTORS

Sajida Khan, BBA-4th
Tumchobeni Rebecca Yanthan, BBA-6th

ABOUT THE DEPARTMENT

The Management Department at Assam Don Bosco University offers BBA and integrated MBA programs tailored to regional needs, emphasising practical skills and personal development. its curriculum, enriched with industry insights, foster flexibility through electives and projects, The department actively engages in workshops, seminars, and CSR initiatives like "prajjwal," providing educational support to underprivileged children. Collaborations with academia and industry uphold its commitment to excellence, ensuring a holistic academic environment.

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PROGRAMMES OFFERED:

- BBA(NEP STRUCTURE)
- INTEGRATED MBA



"I worked harder than anyone else... so that people didn't look at me as a woman, a woman of color, an immigrant."

*~Indra Nooyi
Former PepsiCo CEO*





"To mould young persons into intellectually competent, morally upright, socially committed and spiritually inspired citizens at the service of India and the world of today and tomorrow, by imparting holistic and personalized education."