



COVER STORY

Arohan Foods: Nurturing Sustainable Growth Through Community Integration

In the picturesque northeastern part of India lies Assam, a state rich in natural resources – from thriving tea gardens and flourishing silk production to extensive oil reserves. Its tourism potential further adds to its allure. Despite these abundant resources, the pace of development in Assam has not kept stride with the rest of India. However, a new dawn is breaking with the rise of entrepreneurship, and Arohan Foods proudly stands as one of the pioneering startups from the region. Arindom and I, having formed a lasting friendship during our MBA days at IBS Hyderabad, ventured into separate corporate journeys afterward. Arindom achieved the milestone of becoming the youngest branch manager at Kotak Mahindra Bank, while I took on responsibilities in the corporate realm at Tata Chemicals in Mumbai, overseeing the export portfolio. Despite our diverse career paths, our shared experiences and love for our state laid the foundation for a friendship that would eventually lead us to collaborate on the entrepreneurial endeavour of Arohan Foods. Despite our individual successes, the entrepreneurial spirit ingrained in us since our early years beckoned us to create an enterprise that not only fulfils our dreams but sets an example for future entrepreneurs in the region. Our exploration of the interior villages uncovered a significant opportunity in the piggery sector. Assam, with over 2 million pigs and 10% of India's population consuming pork, presented an untapped market for quality processed pork. Arohan Foods was conceived to bridge this gap and redefine the narrative of the region's economic development.

To establish ourselves as trailblazers in the piggery sector, we strategically collaborated with the National Research Centre on Pig (NRC on Pig). This partnership laid the foundation for Arohan Foods to revolutionize the pork processing industry in Assam, introducing innovative practices and setting new standards. We discovered that all processed pork in Assam either came from outside the country or was of substandard quality. Arohan Foods embarked on a mission to change this narrative by sourcing pigs from smallholder farmers. Recognizing the need for modern scientific knowledge and advocating for a shift from traditional backyard farming to a commercial mindset, we played a pivotal role in bridging the knowledge gap among smallholder farmers.

The partnership of trust that Arohan Foods cultivated with society and smallholder farmers has yielded numerous benefits. By actively involving local communities, Arohan Foods has created a positive impact on the lives of the people in Assam. Our commitment to working closely with smallholder farmers goes beyond economic transactions; it is about fostering a sense of community, empowerment, and shared prosperity.

Economic Empowerment: Arohan Foods' engagement with smallholder farmers has translated into economic empowerment for these individuals and communities. By providing them with the resources and knowledge to adopt modern practices, farmers have witnessed an increase in productivity and income, contributing to the overall economic upliftment of the region.

Preservation of Traditional Knowledge: The collaboration with smallholder farmers has facilitated the preservation and promotion of traditional knowledge. Arohan Foods recognizes the importance of incorporating indigenous practices into modern, commercial farming, ensuring sustainable agricultural practices while maintaining the cultural fabric of the region.

Skill Development: Arohan Foods actively invests in skill development programs for smallholder farmers, extending beyond the farm to impact the overall skill development in the region. By equipping farmers with the necessary skills and knowledge, the company ensures their success in navigating the evolving landscape of modern agriculture.



- The newly set up plant for Arohan Foods

Environmental Stewardship: Working closely with society and smallholder farmers has enabled Arohan Foods to implement environmentally friendly practices, contributing to the preservation of the region's ecological balance. Utilizing locally available resources and sustainable farming methods aligns with the broader global movement towards sustainable and responsible business practices.

Social Cohesion: Arohan Foods places a significant emphasis on building social cohesion within the communities it operates, fostering a sense of belonging and shared goals. This social cohesion is a key driver in creating a positive and supportive environment for sustainable growth.

The evolution from processors to full-stack piggery solution providers was marked by continuous technological innovations. Arohan Foods implemented smart equipment connected to the internet, enabling remote monitoring of pigs. Our proprietary meat smokehouse design is currently being certified for usage with increased protection for consumers. Additionally, we are actively working on introducing automation across farm operations including proprietary feeding and monitoring solutions.

Today, Arohan Foods collaborates with over 5000 dedicated farmers across Assam, Arunachal Pradesh, Nagaland, and Mizoram. Our partnerships extend to various government and non-government institutions, both in India and abroad. Collaborations with Wageningen University in the Netherlands, Technoserve in the USA, and close ties with the ICAR and NRC on Pig demonstrate Arohan Foods' commitment to global excellence in the piggery sector.

The journey was not without challenges. Navigating the complexities of the agricultural sector, especially in remote areas, presented significant hurdles. Dealing with logistical issues and building trust with small-scale farmers were integral to Arohan Foods' success. The company aimed not only to be a catalyst for change but also to preserve the delicate cultural and environmental aspects of the region. Arohan Foods understands the importance of balancing progress with environmental sustainability. In an era where environmental concerns are paramount, the company is committed to minimizing its ecological footprint. By incorporating sustainable practices in our operations, such as using locally available resources and employing eco-friendly technology, Arohan Foods exemplifies how entrepreneurship can thrive while preserving the delicate ecological balance.

We recognize that the potential for growth extends far beyond urban centres, reaching into the heart of remote villages in Northeast India. Through strategic collaborations with smallholder farmers in these areas, Arohan Foods has become a beacon of change, fostering sustainable agricultural practices and economic upliftment. The transformative impact on Assam's piggery sector showcases the potential for entrepreneurship to drive sustainable development in regions with untapped resources. Building on the success of our piggery solutions, Arohan Foods is now venturing into culinary innovation by developing new products using locally grown produce. The company is leveraging the rich agricultural diversity of the region, incorporating ingredients like kiwi, persimmon, pepper, and red rice into our product range.

Arohan Foods' commitment to utilizing locally grown produce is not just an economic strategy but a cultural celebration of the region's biodiversity. Locally grown fruits and crops are now finding their way into Arohan Foods' innovative products. This culinary revolution not only adds value to local agricultural produce but also creates a unique identity for Northeastern cuisine in the broader market. The company's emphasis on sustainable and ethical practices extends to its culinary endeavours, ensuring that every product is a testament to the rich cultural heritage and agricultural abundance of the region. Arohan Foods' journey, from pioneering the piggery sector to venturing into culinary innovation, exemplifies the transformative power of entrepreneurship in remote regions. The company's commitment to collaboration with smallholder farmers has not only revitalized the agricultural landscape but has also created new avenues for economic prosperity and cultural celebration. As Arohan Foods continues to develop new products using locally grown kiwi, persimmon, pepper, and red rice, it not only redefines the culinary scene but also sets a remarkable precedent for sustainable and inclusive business practices in Northeast India. Our story is a testament to the belief that with vision, collaboration, and dedication, a region and its people can unlock their true potential for a brighter, more prosperous future.



FROM THE EDITORIAL DESK

"I believe you have to be willing to be misunderstood if you are going to innovate". – Jeff Bezos, Founder of Amazon.

Hello Dear Readers!!

Do you also share the same perspective, frame, or concept on the term 'Innovation' as quoted by Jeff Bezos? Or do you view it differently? When you think of innovation, what resonates in your mind? Mostly, it's a flashy new gadget—but don't be mistaken. There's much more to the world of innovation, which extends beyond new products and things you'll find on a store shelf.

Welcome to the first edition of *The Quest – Ek Anusandhaan*, an initiative of the Department of Management, School of Commerce and Management, Assam Don Bosco University, Guwahati, Assam. In this current edition, we celebrate the spirit of innovation in all its forms. From groundbreaking discoveries to revolutionary ideas shaping our society, we aim to spotlight the New Gen Entrepreneurs and trailblazers who are reshaping the world as we know it.

If products alone aren't the full story, what is innovation? In a business context, innovation is the ability to conceive, develop, deliver, and scale new products, services, processes, and business models for customers. Successful innovation delivers net new growth that is substantial. Since 2019, through years of unprecedented global disruption and uncertainty, innovation leaders have taken their commitment to a whole new level. They demonstrated their dexterity amid the business upheaval caused by the COVID-19 pandemic, not only using innovation as a launchpad out of the crisis, but also significantly improving their mastery of the eight essential practices (Aspire, Choose, Discover, Evolve, Accelerate, Scale, Extend, Mobilize) required to sustain innovation at scale.

In the process, they have changed the innovation landscape. Previously, a deep focus on the practices 'aspire and choose' was enough to separate innovation leaders from the pack. But now, committed innovators deploy operating models that extend comprehensively across the eight essential practices. By developing differentiated business models (evolve), working quickly to beat the competition (accelerate), and rapidly commercializing new innovations (scale), the leaders generate twice as much revenue growth from innovation as others do.

How can organizations generate, prioritize, and transform promising concepts into new models that evolve their businesses? How can they do so rapidly while ensuring that initiatives reach scale? On those questions, committed innovators have much to teach us.

This edition of "*The Quest – Ek Anusandhaan*" is a small step towards unveiling these complexities.

The Cover Story of this edition is a story of one such business organization and its journey of 'aspire, choose, discover, scale' and beyond. This edition of the newsletter also embarks on a journey of exploration and inspiration, uncovering the stories of those who dare to defy convention and push the boundaries of what's possible. The departmental activities and initiatives taken by the Department of Management, Assam Don Bosco University in the year 2023-24 also stands out in this first edition of the newsletter.

As we bring the First Edition of "*The Quest – Ek Anusandhaan*" to a close, we take a moment to express a deep sense of gratitude to the visionary entrepreneurs, 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 Paley, 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 bring out the First edition of the department newsletter.

Finally, to conclude, we would like all our readers and well-wishers to uncover this journey of discovery – a journey driven by passion, creativity, and relentless pursuit of excellence. Let us celebrate the achievements of the new generation of entrepreneurs, inspire one another with their stories, and empower each other to reach new heights of innovation and success, and take a big leap towards conquering the world as "VIKSIT BHARAT".

Happy Reading!

Jai Hind!

Editors -
Dr Rashmita Barua
Ms. Chayanika Das

BUILDING THE FUTURE WITH CURIOSITY

- Abhijit Matak
Business and Product Developer



We have always heard everyone saying that us, the youth, are going to be the nation builders. That we are the future. But how many of us really think how we can contribute towards the future? I remember my 1st year at ADBU when we were just a bunch of kids who joined to pursue engineering. But deep down we always wanted to build something of our own. That's when some of us got together and started providing design services to private clients and small businesses. It was pretty basic freelancer stuff but that's what we knew back then and that's what our clients wanted and so we went ahead with it. I believe that this is the kind of entrepreneurial mindset that every student needs to have to at least start somewhere so that they can build something bigger and better on top of it. We need to have that curiosity to see what the market needs, where the demand is and how we can provide the best offerings.

Then in the final year some of us participated in the Smart India Hackathon to build an artisan app in 36hrs and this experience too helped us in many ways, specially in building the right connections. Because of this win we went on to build tech solutions for the Govt. of India. We could help local artisans make additional income by selling their handicraft and handloom products online. Following that we could engage ourselves in many tech related projects. And this just goes to show that active participation and team work is the key to any kind of work.

Now, 6 years later here we are, still hungry to learn and still chasing ideas that excite us. So far we have worked with almost all the IITs in the nation. We have worked with some of the most popular artists and events in India. We have also worked with big brands like TATA and Sony Music.

As students sometimes we stick our gun too much to our core subject and no doubt that is a good thing But then we fail to see how we can contribute to an existing idea or a project with the set of skills that we have.

Sometimes the right door is right there but we feel that we are not the right person to enter. That is why I believe that having an open mind and being able to be a good observer is very important so that you can notice the details in everyday things that usually go unnoticed in other's eyes.

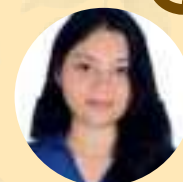
New paradigm shifts will keep happening, new tech will emerge, new age will come about, but if you're not curious enough then you will never be able to be a part of it. Technology always rewards those who implement their ideas for the betterment of the society and not just the first movers. And as I always say, in today's world just having the knowledge and ideas won't work. It's the execution that would be appreciated, which will bring about change and not your potential to do something. The trick is to keep learning every day and actually treat every day as a different day with new ideas and new challenges and not live an unproductive schedule every other day over and over again because every day is really a different day.

You just need to make it yours.

ALUMNI'S DESK

**INNOVATION AND CONSUMERISM:
NAVIGATING MARKET DYNAMICS IN A
FAST-PACED ECONOMY**

- Dibyashree Pathak
Analyst, Quality Council of India



"An industry begins with the consumer and his or her needs, not with a patent, raw material or selling skill. Given the consumers' needs the industry develops backwards, first concerning itself with the delivery of customer satisfaction." (Levitt, 1960). Considering the dynamic and fast paced current economic environment, industries and businesses constantly require focusing on innovation because of their consumer driven nature. Consumerism, as one can simply define is a social and economic order that emphasizes consumption of an individual beyond goods and services necessary for survival or traditional display of status. If we look back a few years, we will be looking at a drastic difference when it comes to analysing consumer patterns and habits. The trend shows correlation between consumption habits and arousal of new needs. These needs, or wants as I personally like to call them arise from new urges developed from lifestyle changes, exposure, social evolution. Innovations in a market, to a larger extent are pulsed by demand for consumer goods and services. A market is characterized by a set of potential consumers who have a common set of needs or requirements and not just a common place for economic exchanges.

Looking up closely it can be perceived as a living reality or a segment of global market made up of active network where consumers and suppliers interact, communicate and exchange opinions. While at correlating consumerism and innovation it's also important to acknowledge that the advancement of new innovations or inventions are not solely driven by the knowledge of consumer's demand or by awareness of the need to improve a product or service. The cause and outcome relationship between consumerism and innovation can yield results either in favour or against an industry or firm. In a market that highly depends on consumers, we have seen innovations that boom and become word of mouth, on the contrary, we have also come across those which fail due to the resistance experienced by consumers to switch or understand the complexity of a new penetration altogether. According to a study coined 'Diffusion of Innovation' by Rogers in 1955, he correlated the adoption of an innovation to the propensity of a consumer to the early or late acceptance and use of the product. Late acceptance or resistance to an innovation can also be linked to insufficient demand or premature launch of the product or service in the market.

When it comes to making a decision on an individual level, a consumer is driven by several exogenous and endogenous stimuli. While the stimulus differ from one individual to the other, here are a few generic ones which happen to play a major role, i.e.

Cultural and social factors: Traditions and culture, social class, family, role and status.

2. Personal factors: Stage of personal lifecycle, lifestyle requirements, economic conditions, occupation, self-awareness, liquid assets.
3. Situational factors: Purchase timing, location, buying occasion, store location, ambience
4. Psychological factors: Attitude and beliefs, perception, learning, emotional feelings, tendencies

Consumerism, market dynamics, and the role of consumers in changing trajectories in a market is an ever changing dynamic especially in an economy that changes its trends and pace in a jiffy. A consumer is aware, determined and knows their rights, its them and their increasing needs which dictates the significantly increased levels of production and innovation in a market. The article revolves around the need of undergoing market research when an entrepreneur wishes to launch a new and successful initiative. The business plan should be framed continually concentrating on the resources available, market investigation and especially the consumer role. In conclusion, this article intends on picturing how two market forces or issues can influence each other meanwhile trying to put emphasis on the importance of statistical study of the demographics while penetrating or diffusing new innovations into the market.



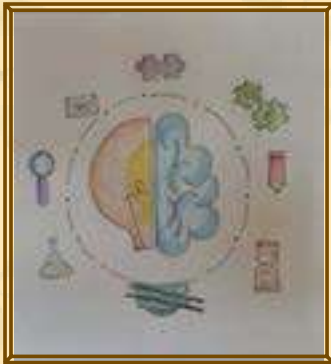
VINUSHKA MK

-Eisha Shil (BBA 6th)

Vinusha MK was inspired to make a cake because it was her mother's birthday soon. The cake wasn't the proper consistency the first time, even though it tasted wonderful. Her pledge to never bake again was not long-lasting. Her cakes came out well on her next attempts, and a baker was born. According to Vinusha MK of Chennai, India, "I started Four Seasons Pastry in September 2019." "The name denotes seasonal colors and flavors used in cupcakes." Vinusha also plans to open a low-income culinary school in India. In the interim, the diligent baker offers her renowned cupcakes and a baking kit that enables children to make cakes without the need for a smartphone or the Internet. She is currently an intern working with renowned chefs at top hotels in India and sells pastries, cakes, chocolates, and sandwiches online through her business.



ART BY - KHUSHI DAS (BBA 2)



ART BY -
SUKANYA DAS

DID YOU KNOW?

The strongest muscle in the body is the tongue.

We have to break it to you that tongue is not the strongest muscle in the body. The tongue itself is a muscle and it contains at least eight different muscles which are intertwine by creating a very flexible matrix. The strongest muscle in the body is Masseter which is responsible for lifting up the jaw.

FACULTY ARTICLE

Unveiling India's Tourism Innovators: Pioneering Entrepreneurs of the Digital Age

Dr. Samit Chowdhury (HOD)

Any industry that wants to grow must embrace innovation, and India's tourist industry is no different. India has long drawn tourists because of its varied landscapes, rich cultural legacy, and historical significance. However, in recent years, the tourism landscape in India has been undergoing a transformation, driven by the ingenuity and vision of the new generation of entrepreneurs. The integration of technology into several parts of the tourism business is one of the most noteworthy features of this transition. Technology has completely changed the way that people plan, book, and enjoy their journeys. Examples of this include virtual reality tours and online booking platforms. Travellers now have more convenience, choice, and affordability because to the disruption of old models caused by startups like Make My Trip, OYO Rooms, Airbnb etc.

Additionally, these firms have not only addressed the need of domestic tourists but have also entered the rapidly expanding international tourism sector. Through the utilization of digital marketing tactics and the empowerment of social media influencers, these businesses have effectively presented India as a place that is highly recommended on a worldwide scale.

Furthermore, the younger generation of entrepreneurs has placed a strong focus on responsible tourism and sustainability. Startups in India are aggressively encouraging eco-friendly practices and supporting local livelihoods in response to growing awareness about environmental protection and the effects of tourism on local people. Initiatives like home-stays and community-based tourism, for example, give visitors genuine experiences while boosting the local economy. Experiential travel is another area where Indian tourism is innovating. Travellers of today are drawn to immersive experiences that provide them a deeper understanding of a destination's history and legacy than simply sightseeing. Taking note of this trend, business people have been coming up with original experiences that provide tourists a better grasp of India's rich cultural diversity, like food tours, historical walks, and adventurous activities.

Furthermore, the rise of niche tourism segments has opened up new opportunities for entrepreneurs. Whether it's wellness tourism, medical tourism, or adventure tourism, there is a growing demand for specialized travel experiences. Entrepreneurs who identify these niche markets and tailor their offerings accordingly are reaping the rewards of catering to specific needs and preferences of travelers.

In addition, a favourable atmosphere for entrepreneurship in the tourist sector has been created by government initiatives like the 'Incredible India' campaign and the promotion of tourism circuits. The government has been instrumental in stimulating innovation and expansion in the sector through funding infrastructure development, advocating for the preservation of cultural assets, and lowering regulatory barriers.

However, challenges persist, ranging from infrastructural bottlenecks to bureaucratic red tape. Access to funding, skill development, and marketing remain areas that require attention to support the aspirations of budding entrepreneurs in the tourism sector.

In conclusion, the growth of India's tourist sector is primarily due to innovation and entrepreneurship. The younger generation of entrepreneurs is changing the face of Indian tourism by combining technology, sustainability, and experiential services to provide visitors with unique and unforgettable experiences. To ensure that India remains a top travel destination on the world map as we set out on this transformative path, we must encourage and support the innovative spirit among budding entrepreneurs.

DEPARTMENTAL ACTIVITIES AND EVENTS



G20 INTERNSHIP

Department of Management, School of Commerce and Management, Assam Don Bosco University in collaboration with Adani group, facilitated internships related to the G20 summit, starting from January 21st to February 15th 2023, for its students. We had the opportunity to undertake the internship at the Lokpriya Gopinath Bordoloi International Airport in Guwahati.

INDUSTRIAL VISIT, BATCH OF 2021-2024

Department of Management, School of commerce and Management, Assam Don Bosco university conducted a field work dated 14 March 2023. The Hr and Admin Manager Mr Parag Thakuria guided us about the works done under CG FOODS(Palasarbari). And there were more than 30 employees working under it.

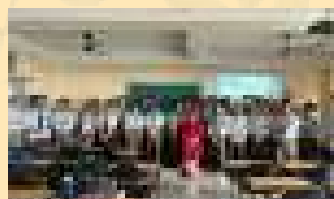
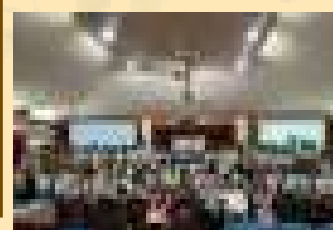


LIFE INSURANCE AND INVESTMENTS

Department of Management, School of Commerce and Management, Assam Don Bosco University conducted a workshop on Life Insurance and Investment in collaboration with State Bank of India, Guwahati on the 23rd of August 2023.

CAREER OPPORTUNITIES IN AVIATION :

Department of Management, School of Commerce and Management, Assam Don Bosco University Hosted a workshop on career opportunities in aviation. This workshop was conducted by Redbird aviation, India's Largest Flying Training Organization on 28th August 2023.



GROUP DISCUSSION

Department of Management, School of Commerce and Management, Assam Don Bosco University conducted a workshop on Group discussion dated 13th September, 2023. The workshop was conducted by Miss Sulekha Sen, she delivered a talk on how Group Discussion takes place and what all things are to keep in mind.

DESIGNING OF QUESTIONNAIRE

Department of Management, School of Commerce and Management, Assam Don Bosco University (ADBU) a Seminar was conducted by Dr. Rashmita Barua dated 14th September 2023, she delivered a talk on How to prepare a Questionnaire.



SOFT SKILLS DEVELOPMENT

Department of Management, School of Commerce and management, Assam Don Bosco University conducted a workshop on Soft Skills Development dated 14th September, 2023. The workshop was conducted by Dr. Nabamita Das, she highlighted the pivotal role soft skills play in our personal and professional growth and how to develop these soft skills.



GOAL SETTING

Department of Management, School of Commerce and Management, Assam Don Bosco University conducted a workshop on Goal Setting dated 14th September 2023. The workshop was conducted by Dr. Suman Mahanta, She guided the participants through the importance of effective goal-setting, emphasizing the significance of measurable, achievable, relevant, and time-bound (SMART) goals.

CAPACITY BUILDING WORKSHOP ON SERVICE-LEARNING FIELDWORK

Department of Management, School of Commerce and Management, Assam Don Bosco University conducted a Capacity Building Workshop on Service-Learning Field Work dated 23rd September. The workshop was conducted by Dr. Amarjit Deb, he discussed the fusion of learning and service, community engagement, and executing impactful service projects, emphasizing the transformative power of service-learning fieldwork.



RESUME BUILDING

The Department of Management, School of Commerce and Management, Assam Don Bosco University (ADBU). A workshop was conducted by Ms. Chayanika Das dated 17th November 2023. The session was on Resume Building she delivered a talk on how to prepare a Resume.

PLACEMENT DRIVE (SWIGGY)

Under Career Guidance Cell Department of Commerce and Management, School Of Commerce and Management, Assam Don Bosco University (ADBU), conducted a placement drive for the final year students dated 24th January 2024, where the session was taken by Mr. Sebi of (Nagaland), there was 1 GD round, 2 interview round and 1 HR round. Two students got selected for the post of sales manager .



CAREER OPPORTUNITIES IN AVIATION BY REDBIRD AVIATION

Department of Management, School of Commerce and Management, Assam Don Bosco University Hosted a workshop on career opportunities in aviation. This workshop was conducted by Redbird aviation, India's Largest Flying Training Organization on 28th August 2023.

DID YOU KNOW ?

The fear of long words is called Hippopotomonstrosesquipedaliophobia

DID YOU KNOW ?

Byju Raveendran, the founder of Byju's, started his company by conducting free classes in parks for students preparing for entrance exams? His innovative teaching methods and dedication eventually led to the creation of India's largest online learning platform.



OPPORTUNITY IDENTIFICATION FOR START-UPS

Department Of Management, School of Commerce and Management, Assam Don Bosco University (ADBU) a seminar was conducted on opportunity identification for start-ups dated 16th February 2024. A special guest Mr. Arindom Hazarika, Co-Founder and Director, Arohon Foods Pvt. Ltd. Delivered a talk on identifying of problems and skills required for startups.

COMMUNITY OUTREACH WITH PARIJAT ACADEMY

The Department of Management, School of Commerce and Management, Assam Don Bosco University, hosted a community outreach program at Parijat Academy on February 23rd, 2024. The event not only provided a platform for skill development but also fostered a sense of unity and collaboration among the students.



WORKSHOP ON CV WRITING

Department Of Management, School of Commerce and Management, Assam Don Bosco University (ADBU) conducted a workshop on cv writing, dated 12th March 2024 it was delivered by Mr .Anupam Gohain, (Training and placement officer of Assam Don Bosco University) ,where we can effectively showcase our qualifications and make a strong impression on potential employers.

VALUE ADDED COURSE

The department of Management, School of Commerce and Management, Assam Don Bosco University (ADBU), conducted a value-added course dated 13th March 2024, the talk was delivered by Dr. Amarjeet Deb on the topic Business Research Project where he had guided the students to deal with the upcoming projects.



MOTIVATION: A PRACTICAL APPROACH

Department of Management, School of Commerce and Management, Assam Don Bosco University conducted a Workshop on Motivation- A Practical Approach dated 14th March, 2024. The workshop was conducted by Ms Juhi Baruah, Director, HR, Assam Don Bosco University. She delved into the essence of motivation, explored the self-Concordance model, and provided actionable insights for fostering motivation in diverse contexts.

WORKSHOP ON PERSONALITY DEVELOPMENT

Department of Management, School of Commerce and Management, Assam Don Bosco University, conducted a workshop on Personality Development dated 14th March 2024. Facilitated by Dr Amarjeet Deb, the session delved into various aspects of personal growth. Such holistic growth is vital for individuals aiming to thrive in diverse personal and professional settings.





INDUSTRIAL VISIT, BATCH OF 2022-2025

Department of Management , School of Commerce and Management, Assam Don Bosco University, recently organized an industrial visit to CG Foods Pvt Ltd on 15th March 2024. This visit provided an invaluable opportunity for students to gain insights into the operations and processes of a renowned company known for its products such as Wai Wai noodles.

VIKSIT BHARAT @ 2047

In view of the Viksit Bharat @2047, a workshop on "The power of Advertisement" was conducted on 16th of March 2024 by Mrs Chayanika Das. The workshop was designed with full participation of the students with the idea that they can upgrade their skill in creating an advertisement on an abstract product given to themG



STUDENT ACHIEVEMENTS

NEELAKSHI NATH (BBA 2)

1. Winner of ASOMBROSA Project Glam Hunt Season 3

Date: 26th December, 2023

2. Top 5 in Miss Assam 2023

Date: 20th October 2023

KENNEDY THONGNI (BBA 6)

1. 1st Position in Football Conducted during SPIRIT 23 (The Annual Sports Fest of IIT, Guwahati

Date: 2nd to 5th November, 2023

DID YOU KNOW?

• Shower Power
A famous study suggests that our brains are 25% more creative in the shower thanks to relaxed focus and dissociation from distractions.

MANGVUNG LUNJAHOU HAOKIP (BBA 2)

1. 1st Position in Football Conducted during SPIRIT 23 (The Annual Sports Fest of IIT, Guwahati

Date: 2nd to 5th November, 2023

2. Winners(1st) position in Men's Football at NERICT 2024, held by Assam Don Bosco University, Azara

Date: 2nd & 4th March, 2024.

AFRID RAHMAN (BBA 6)

1. Received Top Talent Award at World Talent Festival 2024, hosted by Universal Records Forum (URF)

Date: 10th February 2024



ART BY - SUKANYA DAS

TechVale: Pioneering Innovation in a New Generation

-Bipasna Biswa (BBA 6th)

Once upon a time, a girl named Merissa lived in a bustling city full of hopes and dreams. Merissa was motivated by a vision to disrupt industries with her ground-breaking ideas, far from the conventional approaches taken by other entrepreneurs. Merissa grew up in an entrepreneurial family, but she has always wanted to forge her own path. She played with technology since she was a little child and always wanted to make something revolutionary. Her parents supported her at every turn and encouraged her to follow her dreams after realizing how talented she was. Merissa set out to make her ideas a reality after completing her engineering education. With the goal of revolutionizing the tech industry, she founded TechVale. Merissa started on a path full of chances and challenges with a group of like-minded people and her sharp eye for innovation. Merissa promoted experimentation and creativity at TechVale. She pushed her group to think creatively and accept setbacks as a necessary part of the process. Together, they put in countless hours to create innovative products that stretched the bounds of what was conceivable. The launch of TechVale's flagship product, an innovative AI-powered gadget that revolutionized how people interacted with technology, was one of Merissa's great achievements. The product received widespread acclaim and quickly became the market leader, pushing TechVale to success. But Merissa's journey was not without challenges. She had to deal with tough competition, financial difficulties, and sceptics' doubts along the route. She never wavered in her belief in the power of innovation or her team's potential. Merissa gained international recognition as an inspiration for budding business owners as TechVale expanded. By sharing her knowledge and perspectives, she encouraged people to follow their passions and welcome the spirit of creativity.

Today, Merissa's legacy lives on as TechVale thrives, pushing technological boundaries and shaping industry futures. Her story demonstrates the power of innovation and the impact of a new generation of entrepreneurs who are willing to dream big and challenge the status quo.



ART BY - VANSHIKA AGARWAL

STUDENT ARTICLE

Pioneering the Future: Innovation and New Generation Entrepreneurship

-Banpynhun Pathaw (BBA 2nd)

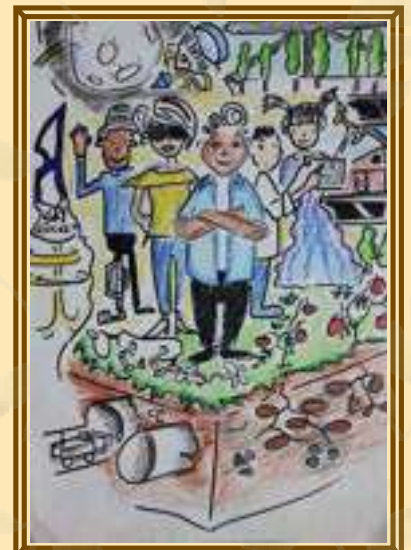
In the ever-evolving landscape of business, innovation stands as the driving force propelling societies forward. The new generation of entrepreneurs, characterized by their tech-savvy mindset and adaptability, is at the forefront of this revolution. These visionaries leverage cutting-edge technologies, such as artificial intelligence and blockchain, to disrupt traditional industries and create novel solutions. Innovation, for them, is not just a buzzword but a fundamental approach that fuels sustainable growth and societal progress. This new wave of entrepreneurship is marked by a departure from conventional business models. Startups are now more focused on solving real-world problems through technology, often incorporating social and environmental responsibility into their core values. Collaboration and interconnectedness define the innovation ecosystem, with entrepreneurs forging partnerships across borders to tap into diverse talent pools and global markets. The relentless pursuit of excellence and the courage to embrace risk characterize the mindset of this new generation, challenging the status quo and pushing the boundaries of what is possible. Innovation and new generation entrepreneurship are inseparable twins shaping the business landscape. As these forward-thinking entrepreneurs redefine success, the fusion of technology, sustainability and global collaboration paves the way for a brighter, more interconnected future. Embracing innovation is no longer an option but a necessity for those who seek to thrive in the dynamic world of business, where creativity and adaptability are the keys to unlocking unprecedented opportunities.

POEM

Change and space, minds ignite,
 Creating with grace, a vibrant sight.
 Innovation blooms, a dream serene,
 New-gen leaders, bold and keen.
 Tech wizards weave code spells,
 Dreaming big where the future swells.
 Start-ups rise with daring might,
 In innovation's glow, they take flight.
 From apps to gadgets, ideas soar,
 Entrepreneurs chase dreams, evermore.
 Breaking molds, paving the way,
 Innovation's dance, a bright display.
 Here's to the new gen's quest,
 Innovate, create, be your best.
 Bold spirits, dreams convene,
 Building tomorrow, a vibrant scene.

- Manash Boro
 (BBA 6th)

The longest one-syllable words in the English language are "scaunched" and "strengthened." Some suggest that "squirreled" could be included, but squirrel is intended to be pronounced as two syllables (squir-rel) according to most dictionaries. "Screeched" and "strengths" are two other long one-syllable words, but they only have 9 letters.



ART BY - EDDIE LYNGDOH

Cracking the code: How Government Initiatives and Gen Z Entrepreneurs are the game changers in the Indian Startup Ecosystem.

-Dr. Suman Mahanta Bordoloi

India is buzzing with the energy of startups! It's inspiring to see so much enthusiasm and creativity in the entrepreneurial community. 'Startup' has become the new buzzword, and it's exciting to think about all the possibilities that lie ahead. India's recent journey of 'startups' started with Hon'ble Prime Minister Shri Narendra Modi's Independence Day speech in 2015, where he announced a new vision of the Indian economy. A vision that aimed to tap the entrepreneurial potential of the people of India by enabling the talent of India to dream of ideas put them into action and convert them into game-changing ventures. On 16th January 2016, exactly five months after the announcement made by the Prime Minister, the 'Startup India' initiative rolled out various programs to support entrepreneurship and build a robust startup ecosystem. It aimed at transforming India from a job seeker to a job creator. The initiative aimed at creating an ecosystem for nurturing innovation and startups in the country that would drive sustainable economic growth and generate large-scale employment opportunities. From just 340 + startups in 2016 to 1,15,000 + startups in 2023, the journey of startups in India so far is incredible.

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The Assam startup mission, to promote entrepreneurial ventures promises to stand high on four pillars.

- i) **Digital Startup Ecosystem:** The digital environment for the state ecosystem includes the Startup Assam portal, Mobile app, and helpline. These components act as an interface for ensuring easy access to infrastructure, incentives, MOOC (massive open online course) for new-gen entrepreneurs and connect the various symbiotic components of the startup ecosystem.
- ii) **Incentives:** Providing funding support through various fiscal and non-fiscal incentives that would encourage budding Assamese next-generation entrepreneurs to transform their ideas into fully-fledged ventures.
- iii) **State-owned incubators:** Developing ultra-modern state-owned incubators and various ancillary infrastructure linked to the marquee incubator. The incubators assist in fostering the spirit of entrepreneurship and fuelling startups with infrastructural support, comprehensive mentorship, and investment opportunities.
- iv) **Academic intervention:** Proactive academic intervention to inculcate and stimulate the culture of innovation amongst the next generation of entrepreneurs by creating the right environment for learning and experimentation from the early phases of education. Since 2017, along with other states of the country, many Gen Z entrepreneurs from Assam have been able to showcase their talent and innovations and successfully establish some of the flourishing businesses in Assam catering to the needs of not only the Indian market but also a worldwide reach. Some extraordinary innovators from Assam's new generation deserve special recognition for achieving remarkable milestones. To name a few Agrithink Services, Automovill Technologies, Deroi Tea, Encamp Tourism, Kraftinn, My3dmeta, Sprengal Food Technologies, Chfmart (TGG Technologies), Woolah Tea, Xomoy Innovatives, Zerund etc. are doing incredible work in their respective projects.

As we commemorate the remarkable achievements of trailblazing innovators, it becomes increasingly clear that the journey of innovation and entrepreneurship in India has only just begun. With sustained support and robust investment, India's startup ecosystem is poised for even greater heights of success and innovation in the years ahead. The potential for groundbreaking breakthroughs and transformative ideas is immense, and as more and more new-gen entrepreneurs take up the mantle of innovation, the possibilities for growth and impact are truly boundless. It is truly an exciting time for the Indian startup landscape, and we are hopeful that in the coming years, India will lead the world in the field of innovation and entrepreneurship.

NEP 2020: Emphasis on Innovation and Entrepreneurship: The Journey Towards Viksit

Bharat@2047

-Dr. Amarjit Deb

The NEP 2020 aims to establish an educational landscape fostering the overall development of learners, thereby, facilitating the development of industry ready work force to meet global industry requirements with the emphasis on creation of entrepreneurship and start-ups ecosystem. One of the fundamental principles of NEP 2020 is the nurturance of critical thinking and creativity in learners to harbour innovation. Higher Education Institutions must form the basis for knowledge creation and innovation thereby contributing to a growing national economy. One of the focal areas of NEP 2020 is the promotion and exposure of learners to vocational education in partnership with industry and in alignment with the Sustainable Development Goal 4. In the present context, Higher Education Institutions will have to focus on research and innovation by setting up start-up incubation centres, technology development centres in frontier areas of research, greater industry-academic linkages and inter-disciplinary research. Thus, Innovation and entrepreneurship will remain as the key drivers of economic growth, social progress and environmental sustainability in the 21st century.

Some of the initiatives by the Government to nurture innovation in students:

- Establishment of Institution's Innovation Councils (IICs) to develop the culture of innovation and start-up ecosystem through applied research, innovation and entrepreneurship.
- AICTE- IDEA (Idea Development, Evaluation & Application) Labs with prototyping facilities being set-up in institutions with a view to encourage students for application of STEM fundamentals towards enhanced hands-on experience and learning by doing.
- Provisions of NEP 2020, i.e., integration of vocational education with educational offerings in institutions and mapping of local opportunities in developing entrepreneurial competencies

Proposed Roadmap For The Higher Education Institutes:

Innovation and entrepreneurship requires a collective effort from all segments of the society. The success of Indian start-ups has also ignited the entrepreneurial spirit among the youths and population at large whereby out of the box and innovative thinking are encouraged.

Few suggestions are hereby proposed for the next decade in journeying towards Viksit Bharat @2047:

- Organising the Training of Trainer programmes on a periodic basis with revised industry based curriculum.
- Development of problem-solving skills should be included in the training programmes with more case studies based pedagogical approach.
- Incorporating entrepreneurship training: Introduction of an entrepreneurship module covering all major facets of business, namely, legal frameworks, finance, accounting, marketing, promotion, government schemes, etc.
- Creation of Incubation centres and Start Up Hubs: Formation of incubation cells for development of business ideas at the institutional levels to provide support, development and promotion of a plethora of entrepreneurial activities.
- Conducting state and national level competitions: Idea-based competitions coupled by mentorship support may foster the spirit of entrepreneurship among students.
- Encouraging collaboration with the private sector: HEIs should focus towards partnering with corporate and research-intensive institutions to provide the students with a platform for interaction with entrepreneurs.

MANAGEMENT STORY**The Appeal of Numerous Fast Pricing Trials**

-Neha Adhikari (BBA 2nd)

The casino corporation set its slot machine prices similarly to other players in the gaming industry when Gary Loveman joined Harrah's Entertainment (now Caesars Entertainment) in 1998. The management assumed that by paying out less, they would be forcing some consumers to visit other casinos. Perhaps a reasonable assumption, but Loveman wasn't one to make assumptions—he was a quantitative type who joined the company after leaving a Harvard Business School professorship. To find out how susceptible slot machine gamers might be to a shift in rewards, he commissioned a research.

The business found that it could significantly reduce payout frequency—by as much as tenth of one percent—while keeping clients completely unaware. But the shareholders of Harrah's would know. Actually, in a large business, a single discovery like this can "ring the cash register literally thousands or millions of times," as Loveman would later describe it.

Almost all businesses have product categories like "slot machines" where they could significantly increase profitability by refining their pricing approach.

POEM

Innovation sparks, a brilliant flame, Igniting
minds, with a brand-new game. The new
generation, bold and bright, Entrepreneurs, taking
flight.

They challenge the norms, disrupt the old, With
ideas that are daring and bold. They see
opportunities where others don't, Creating
solutions, they fearlessly flaunt.

Dreaming big, their passion shines, They won't
settle for ordinary lines. They break the mold, they
pave the way, For a future that's vibrant, come what
may.

Innovation and entrepreneurship, hand in hand,
Changing the world, they take a stand. With
creativity and drive, they strive, To make a
difference and truly thrive.

So here's to the innovators, the new-gen crew, With
their vision and determination, they'll
breakthrough.

They'll shape the world, with their unique flair,
Innovation and entrepreneurship, a perfect pair.

STUDENT ARTICLE

Breaking Barriers: Women Entrepreneurs Redefining Leadership in the Indian Business Landscape

-Sajida Khan (BBA 2nd)

In the diverse and dynamic landscape of Indian entrepreneurship, women are not just participants; they are becoming trailblazers, redefining leadership and leaving an indelible mark on the business world. This article explores women entrepreneurs in India who are not only breaking barriers but also reshaping the narrative of leadership in profound ways.

Kiran Mazumdar-Shaw: Biotech Visionary

Kiran Mazumdar-Shaw, the founder of Biocon, stands as a pioneering figure in India's biotechnology sector. Breaking stereotypes, she has not only led Biocon to become a global player but has also paved the way for women in STEM fields. Her journey exemplifies resilience and vision, demonstrating that leadership knows no gender.

Falguni Nayar: The Beauty of E-commerce

Falguni Nayar, the founder of Nykaa, has transformed the beauty and wellness industry in India. Nykaa, a unicorn in the Indian startup ecosystem, has thrived under her leadership. Nayar's journey showcases how combining passion with business acumen can lead to the creation of successful ventures, challenging traditional norms.

Shradha Sharma: Digital Storytelling Maven

Shradha Sharma, the founder of YourStory, has played a crucial role in shaping the narrative of entrepreneurship in India. Her platform celebrates and showcases the stories of entrepreneurs, including many women-led ventures. Through YourStory, Sharma has become a catalyst for change, empowering women to share their entrepreneurial journeys.

Richa Kar: Disrupting Fashion with Zivame

Richa Kar, the founder of Zivame, has disrupted the lingerie retail space in India. Her journey reflects a keen understanding of market needs and challenges. Zivame's success under her leadership is a testament to the power of innovation and the ability of women entrepreneurs to identify untapped opportunities.

Upasana Taku: Fintech Pioneer

Upasana Taku, the co-founder of MobiKwik, has played a pivotal role in shaping the fintech landscape in India. MobiKwik, under her leadership, has become a household name in digital payments. Taku's journey illustrates how women can lead in technology-driven industries, challenging conventions and steering companies towards success.

Radhika Ghai Aggarwal: The Force Behind ShopClues

Radhika Ghai Aggarwal, the co-founder of ShopClues, has been instrumental in creating an e-commerce platform that caters to the diverse needs of Indian consumers. Her entrepreneurial journey demonstrates resilience, adaptability, and the ability to navigate challenges in the competitive e-commerce space.

These women entrepreneurs in India are not just leaders; they are architects of change, dismantling stereotypes and fostering a new era of inclusive leadership. Their stories showcase that success is not limited by gender but by determination, innovation, and a relentless pursuit of one's vision.

As we celebrate these women entrepreneurs, it is essential to recognize that their success stories contribute to a broader narrative of inclusivity, diversity, and empowerment in the Indian business landscape. They inspire a new generation of leaders, both women and men, to challenge norms, embrace diversity, and lead with purpose. The future of Indian entrepreneurship is undoubtedly being shaped by the indomitable spirit of these women who are redefining leadership with every step they take.

STUDENT ARTICLE

Novelty and emerging generation entrepreneurs

-Afrid Rehman (BBA 6th)

The heart of the modern economy lies in between innovation and entrepreneurship. Innovation is the process of creating new ideas, methods, products, services, or solutions and also involves introducing new concepts or creating changes that add value to existing ones, while entrepreneurship is the willingness of individuals or groups to take risks and capitalize on new ideas to business opportunities in a dynamic market. With the changes of time, the older generation entrepreneurs gradually substitute by the new generation entrepreneurs. There are two major reasons behind those changes - family businesses in India are inherited from the old to the new and the digitalization of the market is more user-friendly to the new generation. The new generation of entrepreneurs consists of a group of young entrepreneurs with high educational backgrounds very adventurous, anti-traditional, break the convention and Internet thinking. With the use of digitalization and the internet, those new generation entrepreneurs grow the business work wise that leads to great profit. The famous American writer Stuart defined new-generation entrepreneurs as the creators of wealth and the begin of new era in business. They are the combination of entrepreneurs and managers. Basically, new generation entrepreneurs may not be classified as entrepreneurs because they just continue or carry forward the enterprises already established by their families. But to make sure that the enterprise they have taken over continues successfully, these entrepreneurs have to innovate or modify the business according to the desire of the market to grow and expand in future. Therefore, replacement of older generation entrepreneurs with the new generation entrepreneurs leads business into new heights that necessary to the new world of digital market.

POEM

In the space where concepts ignite and shine,

Young Entrepreneurs, a bright future.
The dance of innovation, a forceful rhythm,

Every endeavor has a narrative to tell.

Innovation's fire is a fervent conflagration
of silicon minds with circuitry ablaze.
On the go, New Gen Entrepreneurs with a
code and canvas.

In the startup garden, ideas soar with the
force of an entrepreneur as seeds take off.
Every breeze carries a whisper of
disruption, which is Innovation's
symphony, a tune to soothe.

Brave brains, a bold jump, overcoming
obstacles, keeping their word.
Technology is a warm hug, and innovation
is an exciting chase.

- Min Vaiphei (BBA 2nd)

FACULTY ACHIEVEMENTS

DR. SAMIT CHOWDHURY

ASSOCIATE PROFESSOR & HOD

COMPLETION OF A CERTIFICATE COURSE

• Successfully completed the AICTE Evaluated 7-Day Design Thinking Course conducted by Dr. Hemang Shah and facilitated by Turnip Innovations under National Educational Alliance for Technology (6th Nov 2023-12th Nov 2023)

JOURNAL REVIEWER

• Appointed as Reviewer for the prestigious Advances in Science, Technology, and Engineering Systems Journal (ASTESJ), highlighting expertise and contribution to the field.

CONFERENCE PROCEEDINGS

• Presented a paper titled "Empowering Rural Women with Legal Awareness: Approaches and Strategies" at the one-day International Seminar on Begum Rokeya: Influence on Women's Education, Society, and Politics, organized by Jeevantala Rokeya Mahavidyalaya in association with Calcutta University's Department of Philosophy and Department of Political Science, showcasing commitment to addressing societal issues through academic discourse.

DR AMARJIT DEB

ASSOCIATE PROFESSOR

JOURNAL ARTICLES

• Dr. Amarjit Deb (2023), Effectiveness of Blended Modular Approaches in the Academic Achievement of Students at Post Graduate Level: An Experimental Study, Satrachee, Jan – March 2023, Issue 26, Vol 38, No. 2, pp: 269-279. UGC CARE Listed, ISSN: 2348-8425.

BOOK CHAPTERS

- Dr. Amarjit Deb (2023), Impact of Modular Instruction Approach to Blended Learning (MABL) as Study Tools on the Academic Achievement Among Masters Level Students: An Experimental Study, New Approaches to Social Sciences towards the Development of Technology, ISBN: 978-93-5811-625-0, Publisher: Assam Don Bosco University, pp: 66-79.
- Dr. Amarjit Deb (2023), Effectiveness of Outcomes Based Approach on Gender Differences in Academic Achievement Among the Masters Level Students: An Experimental Study, Biz Quest: Insights into the Paradigm Shifts in Commerce, Economy and Society, Eureka Publications, ISBN: 978-81-19567-11-9.
- Dr. Amarjit Deb (2023), Conference Proceedings ICSSR Sponsored National Conference on India 2.0 Ideas of Self Reliant Bharat & Actions @75; ISBN 978-81-948217-2-4; Ken Publishers; pp 66-74
- Dr. Amarjit Deb (2024), Effect of Entrepreneurship Education on Students' in Creating Entrepreneurial Capability, Entrepreneurship and Startups: A Research Expedition; ISBN: 978-93-95606-92-9; Global Publishing House, India. Pp 29-41.

FACULTY DEVELOPMENT PROGRAMME

- Successfully completed 13 days FDP on NEP Orientation and Sensitization Programme under Malviya Mission Teacher Training Programme (MM-TTP) of the UGC organised by MMTTC, Tezpur University from 18/01/2024 to 30/01/2024.
- Successfully completed 7 days FDP on Academic Writing and Publication organised by Malaviya Mission Teacher Training Centre, Tezpur University during 25 - 31 October 2023.
- Completed the 7 days FDP on "NEP 2020, New Trends in Higher Education" from December 26th to 01st Jan 2023, Organised by TLC, Ramanujan College, University of Delhi.

INVITATION AS A RESOURCE PERSON

- Resource Person to TISS, Guwahati, Invitation for Resume writing & job interview training workshop for 1 day on 6th Feb'23.

DR. RASHMITA BARUA
ASSISTANT PROFESSOR (SELECTION)

AWARDS

- Best Paper Award for the paper titled "Overview of Small-Scale Pig Farms of Assam", in the ICSSR Sponsored Two-Day National Conference on India 2.0 Ideas of Self-Reliant Bharat & Actions @75, organised by Dept of Commerce, Assam Don Bosco University (13-14 Oct, 2023).

JOURNAL ARTICLES

- Seyievono Savi and Rashmita Barua (2023), Cultural Values and preference towards organic food in Kohima, Nagaland, Impressions 2023, ISSN: 2278-4624.
- Bijoy Sangma and Rashmita Barua (2023), Training and Development Impact Evaluation, International Journal of Interdisciplinary Organisational Studies, Vol 18, Issue 1, ISSN: 2324-7657. (Scopus Indexed - UGC Care List Group II).

BOOK CHAPTERS

- Anabil Goswami and Rashmita Barua (2023), Overview of the small pig farms of Assam, India 2.0 Ideas of Self-Reliant Bharat & Actions @75, Ken Publishers, ISBN: 978-81-948217-2-4.
- Arindom Hazarika and Rashmita Barua (2023), A study on the distribution of start-ups and MSMEs across the 8 North Eastern States of India, scheme specific analysis and way forward, India 2.0 Ideas of Self-Reliant Bharat & Actions @75, Ken Publishers, ISBN: 978-81-948217-2-4.

PAPERS PRESENTED IN CONFERENCES

- Presented a paper titled, "Impact of Entrepreneurship Education on the Entrepreneurial Intention of University Students", in the ICSSR Sponsored National Conference on India 2.0 Ideas of Self-Reliant Bharat & Actions @75, organised by Dept of Commerce, Assam Don Bosco University (13-14 Oct, 2023).
- Presented a paper titled, "Value Chain Analysis of organic pineapple in Nagaland", at the XXVI Annual International Conference of Society of Operations Management (SOM 2023), held at IIM Shillong (14 – 16 Dec, 2023).

INVITATION AS A RESOURCE PERSON

- Invited Lecture for a one-day workshop on Research Methodology and Statistical analysis for Social Science Research, organized by the Department of M. Com, K.C. Das Commerce College Guwahati, 2 March 2024.
- Invited as a Co-Chairperson in the ICSSR Sponsored National Conference on India 2.0 Ideas of Self-Reliant Bharat & Actions @75, organised by Dept of Commerce, Assam Don Bosco University (13-14 Oct, 2023).

FACULTY DEVELOPMENT PROGRAMME

- Successfully completed 10 days FDP on NEP Orientation and Sensitization Programme under Malviya Mission Teacher Training Programme (MM-TTP) of the UGC organised by MMTTC, Jamia Milia Islamia University from 26/12/2023 to 04/01/2024.

MS. CHAYANIKA DAS
ASSISTANT PROFESSOR (SENIOR)

ORIENTATION PROGRAMME

- Successfully completed 3 week orientation programme on Humanities, Social Science and Literature, sponsored by RUSA 2.0 conducted by UGC-HRDC, Gauhati University, 02 Feb – 24 Feb, 2023.

DR SUMAN MAHANTA BORDOLOI
ASSISTANT PROFESSOR (SENIOR)

FACULTY DEVELOPMENT PROGRAMME

- Participated in the One Week National level Online Faculty Development Program Outcome Based Education and Essential AI Tools for Teachers, organized by the Internal Quality Assurance Cell (IQAC) of Ramakrishna Mission Vivekananda Centenary College (Autonomous), Rahara, Kolkata in association with The Department of Mathematics, Chaudhary Charan Singh University, Meerut and Co-hosted by IPSR solutions limited from 14 December 2023 to 20 December 2023.

MS. SULEKHA SEN
ASSISTANT PROFESSOR

FACULTY DEVELOPMENT PROGRAMME

- Successfully completed 3-day Management Development Programme on "Customer Engagement and Digital Marketing Communications" for Aditya Birla Sun Life Mutual Fund MFDs, conducted by Management Development Institute, Gurgaon, dated 08 – 10 Feb, 2024.



EDITORIAL TEAM MEMBERS

BBA-2nd

- Sajida Khan
- Lalgamdin Gangte

BBA-4th

- Eddie Dikmendiam Lyngdoh
- Teidor Marbaniang (BBA-4th)
- Vanshika Agarwal (BBA-4th)

BBA-6th

- Bipasna Biswa
- Eisha Shil
- Mustana Hussain
- Afrid Rehman
- Mehuzael D Marak
- Iestyn H Kharkongor

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- Dr. Rashmita Barua
- Ms. Chayanika Das

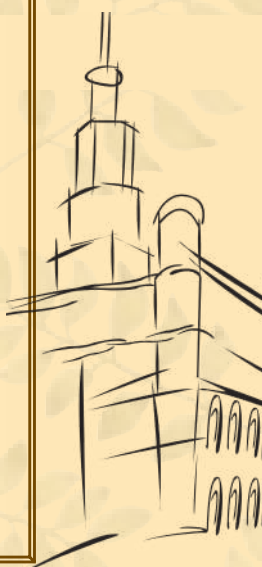
DESIGN TEAM MEMBERS

BBA 6th

- Aban Da Shonshap Sohlang
- Manash Boro
- Iestyn H Kharkongor

DID YOU KNOW CONTRIBUTORS

- Abhishek Chakroborty
- Teidor Marbaniang



About the Department

The Management Department at Assam Don Bosco University offers BBA and integrated MBA programs tailored to regional needs, emphasizing practical skills and personal development. Its curriculum, enriched with industry insights, fosters 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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COURSES OFFERED BY DEPARTMENT

- BBA (NEP structure)
- Integrated MBA