



ASSAM
DON BOSCO
UNIVERSITY

2022 - 25

BBA

Bachelor of Business Administration
PLACEMENT BROCHURE

The future belongs
to those who create it
— and we're ready."

**Your next hire,
OUR FINEST MIND**

Dream. Explore. Achieve.

CARPE DIEM



'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.'

MISSION

OUR ROLE

To be a centre for culture, knowledge, research, intellectual ferment; for critical thinking and analysis of whatever shapes and impacts human life: culture, politics, governance, religion, education, health care etc.

OUR COMMITMENT

To make professional and higher education accessible to the weaker sections of society.

OUR ENDEAVOUR

To ensure that our graduates become dependable human leaders with a strong sense of commitment to the disadvantaged

BACHELOR OF BUSINESS ADMINISTRATION

The Bachelor of Business Administration at the University introduces students to the world of business with special focus on finance, marketing, aviation management and human resource management. This programme at the University is designed to help a student develop a business mind-set and entrepreneurial skills. Wide exposures and visits to business establishments and a series of lectures from entrepreneurs will also form a part of the journey of business studies at the University.

PROGRAMMES OFFERED:

- Bachelor of Business Administration
- Integrated MBA (5 years)

CERTIFICATE PROGRAMMES:

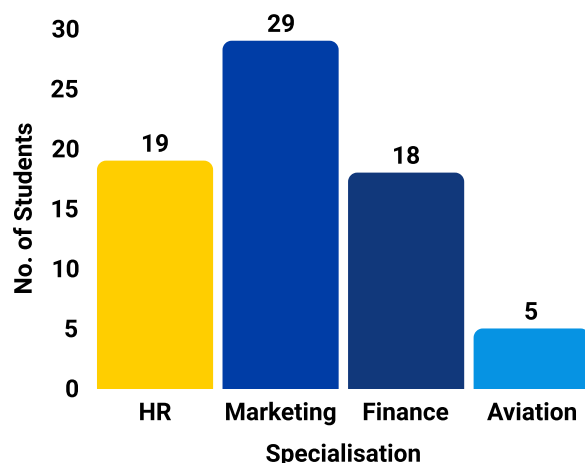
- Certificate Programme in Tourism Management
- Certificate Programme in Entrepreneurship and Family Business Management
- Certificate Programme in Retail Management

SPECIALISATION:

- Human Resource
- Marketing
- Finance
- Aviation

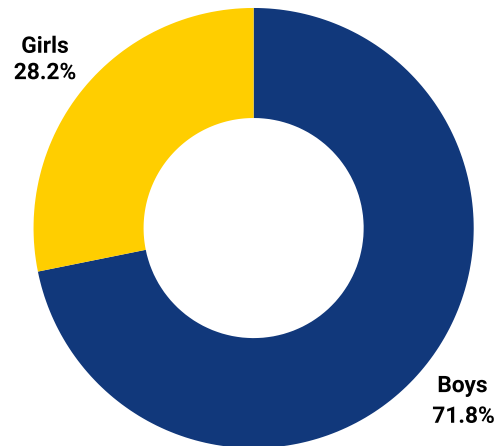
SPECIALISATION DISTRIBUTION CHART

BATCH 2022-25



GENDER DISTRIBUTION

BATCH 2022-25



The three-year duration of the program, students are given numerous opportunities to augment their professional competencies through industry-recognized certificate courses and specialized skill development workshops. Furthermore, regular industrial visits allow students to observe and understand corporate operations in real-world settings, thereby bridging the gap between theoretical knowledge and practical application. In addition to academic enrichment, the program places significant emphasis on the development of students through co-curricular and experiential learning initiatives. A pivotal component of this approach is service learning, which actively engages students in community outreach programmes. Initiatives such as cleanliness drives, awareness campaigns, and self-service enable students to apply academic insights to address societal challenges. These engagements build social responsibility and key soft skills such as leadership, teamwork, and communication, helping Assam Don Bosco University develop graduates who are both professionally skilled and ethically grounded.



Message
Vice Chancellor
ADBU

Message

**Training and Placement
Officer
ADBU, Azara**



It is my privilege to extend a warm welcome to all esteemed recruiters through this placement brochure of the Department of Management, Assam Don Bosco University. The Bachelor of Business Administration (BBA) program is committed to developing competent, ethical, and industry-ready professionals equipped with a strong foundation in management principles and practical business skills.

At the Training and Placement Cell, we work in close coordination with the department to ensure our students are well-prepared to meet the evolving demands of the corporate world. Comprehensive training in aptitude, communication, soft skills, and interview preparedness is integrated into their academic journey, along with industry exposure through internships and live projects.

I take this opportunity to invite your esteemed organization to participate in our campus recruitment process and explore the potential of our talented pool of BBA graduates. We look forward to building a mutually beneficial and long-term association.

Warm regards,
ANUPAM GOHAIN
TRAINING AND PLACEMENT OFFICER
ASSAM DON BOSCO UNIVERSITY

Message

**Head of Department
Management
ADBU, Azara**



Dear Students,

It brings me immense pride and joy to address you as you stand on the transition of your professional journeys. Your time at the Department of Management has been marked by growth, learning, and a commitment to excellence, all of which have prepared you to face the challenges and opportunities that lie ahead.

As a guiding principle, our department draws inspiration from the timeless philosophy of Don Bosco's way of education—a holistic system that prioritizes the harmonious development of individuals through reason, religion, and loving kindness. This approach teaches us to balance intellectual achievements with strong ethical foundations and emotional resilience. It is not merely an academic philosophy, but a way of life that encourages students to embrace empathy, forge meaningful relationships, and serve society with integrity. Through Don Bosco's principles, we aim to nurture compassionate leaders and responsible citizens. Reason helps us develop critical thinking skills and clarity in decision-making, religion instills a sense of moral purpose and values, and loving kindness fosters emotional intelligence and community spirit. These tenets have been at the core of your education here, empowering you to lead with wisdom, serve with humility, and excel with purpose.

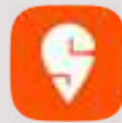
The academic year 2022-2025 has been a remarkable chapter in our department's history, marked by achievements that speak volumes of your hard work and dedication, as well as the unwavering support of our faculty and staff. The Placement Brochure serves as a proof to these milestones and as a gateway to the incredible opportunities that await you in the professional realm. As you move forward, I encourage you to carry the spirit of Don Bosco's philosophy in your hearts. Strive to make meaningful contributions to your organizations and communities. Let empathy be your guide, integrity your strength, and optimism your constant companion. Success is not merely about personal accomplishments—it is about the positive difference you create in the lives of others.

I am confident that you will make us proud with your achievements and the values you uphold. The future is bright, and I wish you all the very best for this exciting new chapter of your lives. May you continue to inspire, lead, and shine wherever your paths may take you.

**~ DR. SAMIT CHOWDHURY
HEAD OF DEPARTMENT, MANAGEMENT
ASSAM DON BOSCO UNIVERSITY**

INDUSTRY PARTNERS

adani



Swiggy



MOON BEVERAGES LIMITED

AUTHORISED BOTTLER OF THE COCA-COLA COMPANY



Mercedes-Benz

HDFC BANK



ADITYA BIRLA GROUP

VISHAL MEGA MART

SBI

ADP



mahindra Rise



AXIS BANK



भारतीय खाद्य निगम
Food Corporation of India



PODDAR TOYOTA

MARUTI SUZUKI

PANTALOONS YAMAHA



Taipei World Trade Center
臺北世界貿易中心

TATA MOTORS



Assam Agricultural University

অসম কৃষি বিশ্ববিদ্যালয়

A leader University of North East India and a premier institution of Assam



zero9
Communication

THINK NORTH EAST
POLO TOWERS



ASHOK LEYLAND



BAJAJ



STARCEMENT
Solid Setting



JCRE
Skill Solutions
empowering our youth



ICICI Bank



Meghalaya
Industrial
Development
Corporation Ltd
A Government of Meghalaya Undertaking

HUMAN RESOURCE

BATCH PROFILE
2022-25

SHAYAN DEY

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Ph no: 9365783893

Permanent Address: Maligaon, Guwahati, Assam

Internship: Kalpavriksha Trust

Research Project: A study on the Impact of Human Resource Outsourcing on Perception and Attitude of In-House Employees with special reference to Organizational Performance.

DIPANKAR BASAK

LinkedIn: [Dipankar Basak](#)

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Permanent Address: Ulubari, Guwahati, Assam

Internship: Kalpavriksha Trust

Research Project: A study on the role of Career Development Opportunities and Onboarding Opportunities on Employee Retention with respect to the Automobile Sector in Guwahati Region.

**SUJOY PAUL**

LinkedIn: [Sujoy Paul](#)

DOB: 29/12/2003

E-mail: sujopaul5829@gmail.com

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Permanent Address: Ulubari, Guwahati, Assam

Internship: Kalpavriksha Trust

Research Project: Assessing the Effectiveness of Training and Development Practices in the Automobile Sector: A Case Study of Guwahati, Assam.

NEIL PRESTON KHONGWIR

LinkedIn: [Neil Preston Khongwir](#)

DOB: 07/10/2003

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Permanent Address: Jaiaw, Shillong, Meghalaya

Internship: Meecl (Meghalaya Energy Corporation Limited)

Research Project: Investigate the impact of employers mental health initiatives taken by government sectors employers with specific reference to Meghalaya State Government

ANGOM WILSON

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Permanent Address: Leikhai, Imphal, Manipur

Internship: JCRE Skill Solutions

Research Project: A study on the HR practices in at JCRE skill solution with related to NERST

**RIMJIM DAS**

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DOB: 18/04/2003

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Ph no: 7664949217

Permanent Address: Kulhati, Hajo, Assam

Internship: Topcem Cement, Ashok Leyland

Research Project: A study on Wellbeing of Production Workers with special reference of bricks factory of Dimu, Hajo in Manufacturing Sector.

KUNAL CHAKRABORTY

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Permanent Address: Maligaon, Guwahati, Assam

Internship: Climasoul

Research Project: Examining the role of ChatGPT in enhancing Creative Thinking among Management and Engineering Students in Assam Don Bosco University of Guwahati

SINORA PHYLLUT

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Permanent Address: Pahamradoloi, Nongpoh, Meghalaya

Internship: M/S K.K Auto (Yamaha)

Research Project: A study to identify women's participation in decision making and leadership.

**KHUMAN THEM BHUSHAN**

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Permanent Address: Uripok, Imphal, Manipur

Internship: JCRE Skill Solutions

Research Project: Role of Social Media in Recruitment Process for Small Scale Employers and Job Seekers of Imphal, Manipur.

YUMLAM SONU

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Permanent Address: Koloriang, Kurung Kumey, Arunachal Pradesh

Internship: Moon Beverages Ltd.

Research Project: A Study on The Impact of Organizational Culture on Worklife Balance Among the Employees of Banking Sector of Papum Pare District with Special Reference to HDFC Bank, ICICI Bank and Axis Bank Of Arunachal Pradesh.

NAMEIRAKPAM SELINA

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DOB: 22/12/2004

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Permanent Address: Imphal, Manipur

Internship: Hotel Imolesh

Research Project: Assessing the impact of ethnic violence on workplace: a case study in Imphal, Manipur.

**IWADAHUN LANGSHIANG**

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Permanent Address: Sohmynting, Jaintia Hill's, Meghalaya

Internship: Meecl (Meghalaya Energy Corporation Limited)

Research Project: A Study of Entrepreneurial Mindset of Management and Engineering Students of the Select Higher Educational Institutions of Meghalaya and Assam

TOMPOK NONGMANITHEM

LinkedIn: [Tompok Nongmaithem](#)

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Permanent Address: Imphal, Manipur

Internship: JCRE Skill Solutions

Research Project: Employee Motivation and Job Satisfaction in JCRE

AHONGSHANGBAM THOMAS

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Permanent Address: Nambol, Manipur

Internship: JCRE Skill Solutions

Research Project: Study on the Strategies and Initiative undertaken for Enhancing Employability Skills among Youth with special reference to Surrendered Militants in Manipur.

**ARCHANA BORO**

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DOB: 29/12/2003

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Permanent Address: Rani, Guwahati, Assam

Internship: State Bank Institute for Learning and Development

Research Project: A study on student perception on entrepreneurship as a career in Guwahati City

KHOIROM LANGLENSANA

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DOB: 23/07/2003

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Permanent Address: Uripok, Imphal, Manipur

Internship: SBI-Life

Research Project: Training and development practices at SBI- life Mitra Imphal

NELSON NONGMAITHEM

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Permanent Address: Kongba Khunou, Imphal, Manipur

Internship: SBI-Life

Research Project: Impact of training on the agents of SBI Life

**PRIYA SHARMA**

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DOB: 17/1/2004

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Ph no: 8453359615

Permanent Address: Tinsukia, Assam

Internship: Lokpriya Gopinath Bordoloi International
Airport

Research Project: Role of Digi Yatra on Airport Efficiency and Passenger Experience

RIJON SARMA



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DOB: 04/04/2004

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Ph no: 9101522579

Permanent Address: Bengtol, Chirang BTR, Assam

Internship: Lower Assam Hospital and Research Hospital

Research Project: A study on various employee engagement strategies in healthcare sector- A case study of Bongaigaon Civil Hospital ,Assam



AVIATION

BATCH PROFILE
2022-25

TENGRIMCHI RAKSAM MARAK

LinkedIn: [Tengrimchi R. Marak](#)

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Permanent Address: Lower Walbakgre, Tura, Meghalaya

Internship: Lokpriya Gopinath Bordoloi International Airport

Research Project: A Project Report on Improving Passenger Experience: Comfort Strategies in Aircraft and Airlines

JOANWANG LOKHOW

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DOB: 12/12/2004

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Permanent Address: Itanagar, Arunachal Pradesh

Internship: Aditya Birla Group Fashion & Limited

Research Project: Study of Shillong Airport

**MAMTRAJ MILIND SHARMA LAIPUBAM**

LinkedIn: [Mamtraj Milind Sharma Laipubam](#)

DOB: 03/10/2002

E-mail: mamtrajmilindsharmalaipubam@gmail.com

Ph no: 6003273079

Permanent Address: Guwahati, Assam

Internship: Lokpriya Gopinath Bordoloi International Airport

Research Project: A Comparative Study Between the Domestic and International Sector in Aviation

SILHEIBA SADOKPAM



LinkedIn: [Silheiba Sadokpam](#)
DOB: 09/02/2005
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Permanent Address: Bishnupur Bazar, Manipur
Internship: Tiddim Motors (TATA Motors)
Research Project: Passenger Preference of Airlines, A study on Price sensitivity in domestic sector flights

POWELL MISHRA

LinkedIn: [Powell Mishra](#)
DOB: 07/07/2003
E-mail: powellmishra9@gmail.com
Ph no: 8638392236
Permanent Address: Dharapur Charali, Assam
Internship: Lokpriya Gopinath Bordoloi International Airport
Research Project: Passenger Satisfaction & Airline Profitability



G20 INTERNSHIP



MARKETING

BATCH PROFILE
2022-25

PUSHITO KHEIYA

LinkedIn: [Pushito Khieya](#)

DOB: 08/07/2002

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Ph no: 6909855379

Permanent Address: Middle PWD, Kohima, Nagaland

Internship: I.O.C. Ltd (Assam Oil Division)

Research Project: Underdeveloped Branding Strategies

JAMIYUI K H

LinkedIn: [Jamiyui K H](#)

DOB: 23/04/2003

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Ph no: 6009073220

Permanent Address: Hamleikhong, Ukhrul, Manipur

Internship: Vishal Mega Mart

Research Project: A study on the factors influencing adoption of new mobile gaming apps by the youths of North East India.

**KONGAMSHA CHINIR**

LinkedIn: [Kongamsha Chinir](#)

DOB: 02/09/2003

E-mail: kongamshach@gmail.com

Ph no: 9383232797

Permanent Address: Nagagoan colony, Dimapur, Nagaland

Internship: Durama Tea Factory

Research Project: Correlation between social media influence and obscure stock prices

SHOUVIK CHOWDHURY

LinkedIn: [Shouvik Chowdhury](#)

DOB: 06/08/2003

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Ph no: 7636880545

Permanent Address: Harulongpher Sitlabari, Lumding, Assam

Internship: RC Sports World

Research Project: Use of Social Media in SME Buisness

MEBANDONDOR T. NONGKYNRIH

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Permanent Address: Jaiaw Laitdom, Shillong, Meghalaya

Internship: Frank Motors (TATA Motors)

Research Project: Customers Bargaining Behaviour and it's impacts on Local Shop Owners Sales

**DENNETTO W KHARKRANG**

LinkedIn: [Dennetto W Kharkrang](#)

DOB: 17/09/2000

E-mail: dennettwarjri@gmail.com

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Permanent Address: Byrnihat, Meghalaya

Internship: Swaran Automobile (Mahindra & Mahindra)

Research Project: Greenwashing impact consumer trust and brand perception

TUMCHOBENI REBECCA YANTHAN

LinkedIn: [Tumchobeni Rebecca Yanthan](#)

DOB: 15/07/2003

E-mail: yanthanrebecca@gmail.com

Ph no: 6909864101

Permanent Address: Billy graham road, Kohima, Nagaland

Internship: Frank Motors (Tata Motors)

Research Project: A Study on the Problems, Issues and Prospects of Tourism in Kohima District of Nagaland based on the 5As' of Tourism

ADASH BHAWAL

LinkedIn: [Adash Bhawal](#)

DOB: 18/12/2003

E-mail: adashbhawal123@gmail.com

Ph no: 6009141149

Permanent Address: Shillong, Meghalaya

Internship: Moon Beverages Ltd.

Research Project: Consumer Awareness and Overpricing of FMCG Products Above MRP in East Khasi Hills District in rural and urban areas

**SACHIMAHAN BASUMATARY**

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DOB: 20/02/2004

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Permanent Address: Soraibil Bazar, Kokrajhar, Assam

Internship: Rani Motors (Maruti Suzuki ARENA)

Research Project: The Influence of Eco-friendly Branding on Consumers Purchase Decisions.

KENNESHA DORREN KHARMAWLONG



LinkedIn: [Kennesha Dorren Kharmawlong](#)

DOB: 09/10/2003

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Permanent Address: Mairang, Meghalaya

Internship: Rani Motors (Maruti Suzuki ARENA)

Research Project: A Study on the Electronic Service Quality of Nykaa App

MANARAMU MARAK

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Permanent Address: Rajapara, Goalpara, Assam

Internship: Durama Tea Factory

Research Project: A study on the factors influencing consumer impulsive buying



EDDIE DIKMENDIAM LYNGDOH



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Permanent Address: Nongtalang village, Meghalaya

Internship: Rani Motors (Maruti Suzuki ARENA)

Research Project: Awareness of Consumer about their Legal Rights and Consumer Protection Act

KHWAIRAKPAM DAENNIS MANGANG

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Permanent Address: Awang Sekmai, Imphal, Manipur

Internship: Medilane

Research Project: A study on key drivers that influence people to become youtubers

BIROJIT SINGHA

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DOB: 13/03/2005

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Permanent Address: Patharkandi, Sribhumi, Assam

Internship: Bajaj

Research Project: A study on the consumer perception of online shopping of casual wear

**SENWACHU RENGMA**

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DOB: 23/11/2003

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Ph no: 9863372363

Permanent Address: Chumukedima village, Nagaland

Internship: Hotel Polo Towers

Research Project: Exploring the Antecedents of Thrift Shopping: A Study of Shillong City, Meghalaya.

KUNAL PRADHAN

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DOB: 18/11/2003

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Ph no: 8414013487

Permanent Address: Barapathar, Shillong, Meghalaya

Internship: Hotel Polo Towers

Research Project: The role of fitness influencers on brand awareness, consumer purchase intention on gym consumables

AASTHA KHAIDEM

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DOB: 21/04/2004

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Ph no: 96003319427

Permanent Address: Silchar, Cachar, Assam

Internship: Hotel Imolesh

Research Project: Market Linkages for Floriculture Products in Assam: Assessing Demand, Supply Chain Dynamics, and Consumer Preferences

**M K SAYARI**

LinkedIn: [M K Sayari](#)

DOB: 22/09/2004

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Permanent Address: Imphal, Manipur

Internship: Rani Motors (Maruti Suzuki ARENA)

Research Project: Impact of Digital reading on Traditional bookstores

MEHITRE PALA

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DOB: 07/04/2003

E-mail: mehitre@gmail.com

Ph no: 6009812736

Permanent Address: Laitumkhrah, Shillong, Meghalaya

Internship: Maruti

Research Project: A study on the Impact of Digitalization in Payment Method on the Business's in Shillong, Meghalaya

AOSAJUNG AIER

LinkedIn: [Aosajung Aier](#)

DOB: 06/01/2003

E-mail: sajungai8@gmail.com

Ph no: 8837057327

Permanent Address: Dimapur, Nagaland

Internship: One More Car Automobiles

Research Project: Study on the price perception of Hennes & Mauritz

**AKASH KUMAR**

LinkedIn: [Akash Kumar](#)

DOB: 20/01/2004

E-mail: akashboogeyman2004@gmail.com

Ph no: 7099667930

Permanent Address: Borjhar, Guwahati, Assam

Internship: Computer Vision Work (Samsung)

Research Project: A comparative study in the attitude of gym goers toward protein supplement

PHYOCHISHAN V ODYUO

LinkedIn: [Phyochishan Odyuo](#)

DOB: 07/10/2002

E-mail: p.odyu26@gmail.com

Ph no: 6009692746

Permanent Address: Akuk Old Village, Wokha, Nagaland

Internship: P.K Shoes

Research Project: A study on Digital Literacy as a Barrier or Enabler for Rural Marketing success with special reference to Wokha, Nagaland, India.

KANTHAN A SANGMA

LinkedIn: [Kanthan A Sangma](#)

DOB: 22/10/2003

E-mail: mkanthanthangal@gmail.com

Ph no: 8794212099

Permanent Address: Durama Tea Factory

Internship: State Bank Institute for Learning and Development

Research Project: A study on the Perceived Consumer Risk in Purchasing Laptops Online.

**TUSHAR DALU**

LinkedIn: [Tushar Dalu](#)

DOB: 25/01/2004

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Permanent Address: Lokhra, Guwahati, Assam

Internship: Ab Groups

Research Project: Analysis of the Role of Emotional Intelligence in Consumer Decision-Making

DAVID BAISHYA LYNGDOH



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Permanent Address: Mahur Bazaar, Dima Hasao, Assam

Internship: Durama Tea Factory

Research Project: A study on the factors influencing the Adoption and Rejection of Reviews in Amazon and Flipkart

SHAYAN KHAN

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Permanent Address: Panbazar, Guwahati, Assam

Internship: Computer Vision Work (Samsung)

Research Project: Deceptive promises: misleading advertisements on cosmetics products



FINANCE

BATCH PROFILE
2022-25

VANSHIKA AGARWAL

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Permanent Address: Fancy Bazar, Guwahati, Assam

Internship: Poddar Toyota

Research Project: Unveiling the Minds of Salaried Individuals of Guwahati City: Impact of Financial Literacy on their Personal Financial Choices

DAHUNSHA KHARMUJAI

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Ph no: 7005679359

Permanent Address: Mawdiangum, Nongpoh, Meghalaya

Internship: Meghalaya Industrial Development Corporation Ltd

Research Project: A Study of the Issues and Challenges of Adopting UPI Applications by Street Vendors Businesses of Shillong, Meghalaya

**KRISHANU DEY**

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DOB: 08/09/2003

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Ph no: 6009948963

Permanent Address: Tura, Lower Hawakhana, Meghalaya

Internship: Indian Oil

Research Project: A case analysis of e - banking security measures adopted by commercial banks with special reference to public and private bank operating in Guwahati

JULIANA BAGLARY



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E-mail: julianabaglary@gmail.com

Ph no: 9707751708

Permanent Address: Guwahati, Assam

Internship: Lokpriya Gopinath Bordoloi International

Airport

Research Project: Impact of Socio-Cultural Norms on the Investment Behaviour of Salaried Employees

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Research Project: Analysis of investment pattern of mutual funds Investors – An Empirical study in Guwahati.



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Research Project: Anchoring Bias and Investment Behavior: An Experimental Study on University Students and Staff in Kamrup District

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Research Project: Adoption of Mobile Payment Apps and the Performance of Small Business Units in Rural Areas

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Research Project: Analyzing the Influence of Cognizance and Behavioral Biases on Financial Decision Making Among members of Self-Help groups under DAY NRLM: A Study on Mawkyrwat Region of Meghalaya



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Research Project: An Empirical Analysis of Investment Behaviour towards Mutual Funds with special reference to investors in the Western Peripheral Areas of Guwahati

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Research Project: Determinants of investment behaviour in the stock market

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Research Project: MGNREGA, Impact on Rural Asset Creation: A case study in Byrwai, East Jaintia Hills, Meghalaya

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Research Project: An analysis of Fintech influence on the modern lending process among university students in Kamrup metro

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Research Project: Effectiveness of cash management strategies in financial performance of commercial banks



NORTH-EAST BANKING SUMMIT

INDUSTRIAL VISIT- SKIPPER LIMITED



INDUSTRIAL VISITS

At Assam Don Bosco University, the Bachelor of Business Administration (BBA) program is meticulously designed to integrate academic learning with real-world business exposure. Recognizing the importance of practical experience, the curriculum places a strong emphasis on industrial visits and strategic collaborations with industry leaders. Students from the BBA Batch of 2022–2025 have participated in insightful visits to esteemed organizations such as **ITC Ltd., Skipper Pipes, and CG Foods Pvt. Ltd.** These visits provided students with firsthand exposure to diverse operational processes, including manufacturing workflows, supply chain logistics, quality control mechanisms, and corporate management strategies.

Beyond these visits, the university actively fosters industry collaborations through guest lectures, internships, and live projects. These initiatives ensure that students are not only academically proficient but also industry-ready, equipped with the skills and insights necessary to excel in their professional careers.



MANAGEMENT DEPARTMENTAL WORKSHOPS

Enriching workshops aimed at fostering both professional acumen and personal growth, these sessions encompassed a wide array of topics, including mental health awareness, aviation careers, life insurance opportunities, entrepreneurship, tourism industry insights, website designing, retail visual merchandising, personality development, and CV building.



2022-25



VALUE-ADDED COURSES

In the academic year 2022–2025, the BBA program at introduced specialized value-added courses to enhance students' practical skills. The **Fundamental Selling Skills: Techniques and Applications** course provided students with essential sales competencies. Additionally, in collaboration with the Department of Mass Communication, the **PR Writing Skills** course trained students in effective public relations content.

CERTIFICATE COURSES

The institution offered various professional courses, including Website Designing, Business Analytics (Basic and Advanced), and a 100-hour Certificate Program in Banking, Finance, and Insurance (CPBFI) in collaboration with Bajaj Finserv. The Business Analytics courses focused on gaining skills in data analysis. The CPBFI program aimed to prepare students for roles in the BFSI sector by enhancing their knowledge in finance and overall industry readiness.



MANAGEMENT SERVICE LEARNING

Through community outreach programs such as those organized by **Parijat Academy**, students were actively engaged in promoting the educational development of underprivileged children. By volunteering their time and skills, they assist with organizing extracurricular activities, which not only help bridge educational gaps but also inspire confidence and motivation among the children. Additionally, extension activities in collaboration with organizations such as the **Missionaries of Charity** allow students to participate in humanitarian efforts, providing support to marginalized communities. These experiences enhance students' empathy and ethical awareness.



Environmental stewardship is promoted via **plantation and cleanliness drives**, encouraging sustainable practices and civic responsibility. Beyond group initiatives, students also undertake individual service learning projects, such as tutoring peers, organizing local awareness campaigns, or assisting in community development programs.



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"As we look ahead into the next century, leaders will be those who empower others."

~ **Bill Gates**

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