

Issue: January, 2025

School of Management Sciences

SOMS NEWSLETTER

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IIST SHIBPUR

A bi-annual Newsletter
July-December, 2024

HOD SPEAKS

Amongst the ever-increasing number of institutions offering a Master's degree in Business Administration, the School of Management Sciences (SOMS) at the Indian Institute of Engineering Science and Technology (IIST), Shibpur, has carved a niche for itself, with the nurturance and support of the renowned heritage engineering and technological institute of IIST, earlier known as Bengal Engineering College and subsequently as Bengal Engineering and Science University (BESU), Shibpur.

The two-year MBA program at SOMS has students trained in the focus areas of marketing, finance, human resources, operations, accounting and entrepreneurship. With a solid academic foundation, this business school is geared towards real world professional outcomes and prepares the students for leadership roles in business and industry. Personality development, soft-skill proficiency, general aptitude and social skills are honed for an all-round development as a manager. Project-work and internships in the various Industries provide experience in decision making and formulation of strategies. Our students are well-acquainted with the practicalities of administering a wide range of businesses as they are exposed to interactions with successful managers through regular invited lecture sessions. Our students also receive opportunities for preparation as founders of startup companies. The alumni of SOMS are well-placed and their positive feedback and strong bonding with their alma mater stand testimony to the success of this business school.



Prof. Manas Kumar Sanyal

Professor & Head, School of Management Sciences
IIST- Shibpur

PAST EVENTS

Mr. Gautam Mukhopadhyay

Industry talk on Leadership and Management



Dr. Dona Ghosh

Navigating the securities market, a path to smart investment

5th Sept'24

Sankalp hosted a SEBI investment awareness program to make individuals aware of the fundamentals of investing, risk management, and the benefits of long-term financial planning.

12th Sept'24

Leadership and innovation program inspired and guided teams toward achieving transformative goals through creative solutions and strategic vision.

7th Jan'25

Tax Regimes and Quality of Governance: An empirical study across developed and developing nations

The students' club Sankalp at the School of Management Sciences is excited to invite Professor Shrabani Saha, Lincoln International Business School (University of Lincoln, UK) for a thought-provoking seminar titled "Tax Regimes and Quality of Governance: An Empirical Study Across Developed and Developing Nations." This insightful event promises to explore critical perspectives on governance and policy-making, offering valuable learning opportunities for all attendees.

SCHOOL OF MANAGEMENT SCIENCES (SOMS), INDIAN INSTITUTE OF ENGINEERING SCIENCE AND TECHNOLOGY, SHIBPUR, HOWRAH, INDIA

Welcomes

PROFESSOR SHRABANI SAHA
Lincoln International Business School
University of Lincoln, United Kingdom

Talk Title :
TAX REGIMES & QUALITY OF GOVERNANCE : AN EMPIRICAL STUDY ENQUIRY ACROSS DEVELOPED AND DEVELOPING NATIONS.

Tuesday, 7th January
At 3 PM - 5 PM
Gateway Hall, 1st Lobby

OPEN FOR ALL

30th Jan'25

LEADERS FOR CHANGE

Students should attend the "Leaders for Change" seminar to gain valuable insights from Sujata Chatterjee, Founder and MD of Twirl.Store, a visionary leader driving social and entrepreneurial change.

This session offers an incredible opportunity to learn about leadership, innovation, and sustainability from a proven changemaker. It is an inspiring platform to understand how impactful ideas can create meaningful transformations, equipping students with motivation and actionable strategies to become leaders in their own right.

INVITED TALKS

SANKALP, SCHOOL OF MANAGEMENT SCIENCES, IEST SHIBPUR ORGANIZES

LEADERS FOR CHANGE

WITH OUR RESOURCE PERSON
SUJATA CHATTERJEE
FOUNDER & MD, TWIRL.STORE

30 JANUARY, 2025
0330 PM - 0350 PM
GATEWAY HALL, 1ST LOBBY

SCAN TO REGISTER
EVENT COORDINATOR
DR. MANDIRA DEY
FACULTY, SOMS

SANKALP

Sankalp, the students' club of the School of Management Sciences at the Indian Institute of Engineering Science and Technology, was established on 19th August 2024. Inspired by the motto “Satyam, Gyanam, Yogam” (Truth, Knowledge, Unity), we aim to foster leadership, collaboration, and innovation among students.

We are guided by the five principles of management:

- **Planning:** Thoughtfully designing activities aligned with our mission.
- **Organizing:** Structuring roles and resources for smooth execution.
- **Staffing:** Nurturing diverse talents and teamwork.
- **Directing:** Inspiring members to achieve shared goals.
- **Controlling:** Ensuring excellence through evaluation and improvement.

Sankalp is a platform for students to grow, lead, and unite in purpose and progress.



Satyam, Gyanam, Yogam



Dr. Shashwati Banerjee Faculty Coordinator of Sankalp

Dr. Banerjee, a researcher specializing in occupational health, poverty, and migration in developing countries.

Her Ph.D. focuses on occupational risks and health expenses of slum dwellers in India, using STATA for data analysis.



(from the left) Adit Goswami, Sumaiya Parveen, Dr. Shashwati Banerjee, Swastika Dhar & Rohan Ghosal

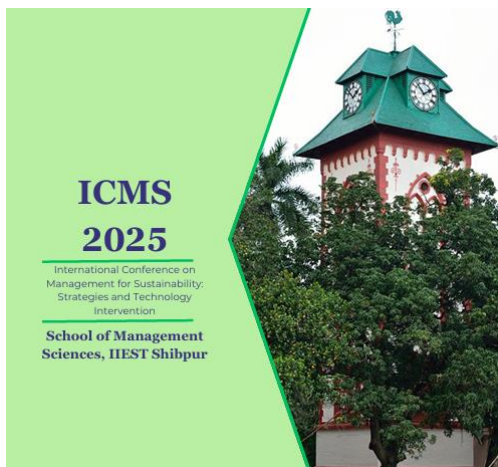
Upcoming Events



22th Jan'25

Industry visit to Exide Industries Limited (Exide)

Exide Industries Limited is a leading manufacturer of automotive and industrial batteries in India, with a strong presence in energy storage and renewable solutions. Known for its innovation and sustainability focus, Exide plays a vital role in sectors like automotive, telecom, and power generation. Visiting Exide offers management students hands-on exposure to operations management, marketing strategies, and sustainability practices



21st Aug'25

International Conference on Management for Sustainability: Strategies and Technology Intervention

The International Conference on Management for Sustainability (ICMS-2025) will be held on August 21-22, 2025, in hybrid mode. It is organized by the School of Management Sciences (SOMS) at IEST, Shibpur, celebrating 25 years of academic excellence. This event focuses on integrating sustainable strategies with technology to address modern business challenges. The conference is jointly convened by **Dr. Mandira Dey** and **Dr. Shashwati Banerjee**, esteemed faculty members of SOMS, IEST Shibpur.

FACULTY'S ACHIEVEMENTS

Dr. Subir Kumar Sinha (Visiting Professor, SOMS)

- Acted as a **Co-chair in a technical session** in the National Seminar jointly organized by **ICMA and IAA** at **Sundarban College, South 24 Parganas, in August 2024**
- Acted as the **Moderator of Question Paper** for four courses for the Department of Computer Application & Commerce, **Sister Nivedita University, Kolkata** related to their End Semester Assessments for the Autumn Semester 2024



Dr. Shashwati Banerjee (Faculty Member, SOMS)

Research



- Delivered research findings on *Beyond Poverty Lines: Mapping Economic Disparities among the Industrial Workers in the Slums of the Indian State West Bengal*, co-authored by Prof. Kishor Goswami at the *4th Development Economics Conference* at the University of Lincoln, UK, in June 2024.
- Delivered research findings on *"Mental Health Stigma Among India's Elderly: A Literature Overview to Explore Market-Driven Solutions,"* co-authored with Tamojit Chakrabarty, at the ICSSR-Sponsored One-Day National Seminar on *"Enhancing Quality of Life and Addressing Vulnerability Issues Among India's Elderly Population,"* in December 2024.
- Received provisional acceptance for the chapter *"Dynamic Methodologies for Environmental Health: Integrating Science, Policy, and Practice"* in a book to be published by Springer.

Research (contd..)

- Received provisional acceptance for the chapter "*Cultural Identity Meets Sensory Branding*" in a book to be published by Emerald.
- Paper selected for presentation at the *INET-YSI SDG Conference*, Jammu, scheduled for March 21–22, 2025.

Newspaper Articles

- Published an article in the editorial section of *Ei Samay* on November 8, 2024, discussing "*The Role of Institutions in the Economy.*"
- Published an article in the educational column *Sopaan* of *Ajkaal* on November 18, 2024, offering insights on "*Economics and Management and Their Practical Implications.*"
- Published an article in the educational column *Sopaan* of *Ajkaal* on November 25, 2024, highlighting "*The Role of Specialization in Management and Its Practical Implications.*" co-authored by other faculty members of SOMS, IEST Shibpur.

Others

- Delivered a series of invited lectures on *Case Studies in Business Economics and Consumer Behaviour* to EMBA students at St. Xavier's University in August–November 2024.
- Chaired the session on "*Sociology of Environment and Climate Justice*" at the *Young Researchers' Conference 2024*, organized by the HSS Department, IEST Shibpur, in December 2024.
- Served as a reviewer for reputed international journals, including *Geo Forum* and *Sustainable Cities and Society*, from July–December 2024.

STUDENT'S ACHIEVEMENTS

2nd Year Student's Achievements

Tamojit Chakraborty

- Internship in Start-Tech Academy for 2 months
- Paper presentation in seminar sponsored by Indian Council of Social Science Research Eastern Regional Centre (ICSSR) on the topic "MENTAL HEALTH STIGMA AMONG INDIA'S ELDERLY"

Sourodeep Sengupta

- Summer internship in WBSEDCL
- Certificate course on Human Resource Management from Great Learning
- Swami Vivekananda Merit cum means Scholarship

Anisha Kumari

- Certification in investment banking job simulation
- 1 month training in Motilal Oswal (financial services firm)

Soumyajit Datta

- Successfully completed MBA Winter Internship from BHARAT HEAVY ELECTRICALS LIMITED (BHEL), in the domain of HR, on the topic of 'Employee Engagement Practices in BHEL, PSER UNIT, KOLKATA'.
- Successfully completed 'Online Certification Course' on 'Human Resource Management', from 'Great Learning'.

Sayantan Ghanta

- Written a research paper on 'Fish Recognition & Classification based on featured vector analysis' for IJRASET (Volume 6, Issue III, and March 2018)
- Received an 'Elite' certification for NPTEL Course in Modern Application Development from IIT Madras.
- Received Best Team Award in TCS for admirable co-ordination with team members & team work.
- Summer internship from 'The Ramco Cements Ltd. '
- Working on 'Employee Turnover Intention- A study in indian IT Sector'

Pooja Singha Roy

- Summer Internship - A study on improving employee satisfaction for enhanced workplace harmony in WBSEDCL

Syed Fardin

- TATA GROUP -Data Visualisation: Empowering Business with Effective Insights (CERTIFICATION)
- TCS ION- Understanding Risk Management in Financial Sector (CERTIFICATION)

Sumaiya Parveen

- Organised an event during my internship tenure. Event name :- ' CMA Biz- Dizzinnovation ' All India Online Student Olympiad

Anupam Chakraborty

- Completed Lean Six Sigma Yellow & Green Belt
- Completed "Certified Project Charter Specialist"

Ripon Karmakar

- Summer winter internship at Thackers dairy products private limited (marketing and sales)
- Summer internship remote at Kutchina (marketing and sales)
- Working with Startup Hamming hawk tech LLP

Swagata Das

- Internship at Anvil Cables Pvt. Ltd
- Attended Webinar on 'Types of Bonds: Features & Advantages' by NISM
- Attended Webinar on 'Carbon accounting for banking and finance industry' by NISM

Soumyadip Ghosh

- UGC-NET (Management) June-2024 qualified for PhD only

1st Year Student's Achievements

Souvik Sadhu

- Internship at Damodar Valley Corporation

Asima Bera

- Developed the upcoming ICMS-2025 event's webpage
- Certificate course on Advanced Excel

Kaustubh Bhowmick

- Internship at IRCTC Tourism Guwahati, report on 'Modernizing Northeast Tourism'
- Developed the upcoming ICMS-2025 event's webpage

Ruman Maji

- Internship at Humming HawkTech LLP

Sudipta Panda

- Internship at Humming HawkTech LLP

Ananya Samaddar

- Certificate course on Digital Marketing

Arohan Chakraborty

- Offered in Maxicus as Customer Support Executive

Swastika Dhar

- Digital Marketing Internship at Digital Rosogulla



Editorial team of SOMS E-Newsletter

Dr. Subir Kumar Sinha (Visiting Professor, SOMS)

Faculty in charge of E-Newsletter, School of Management Sciences, IEST

Adit Goswami

Final Year Student, School of Management Sciences, IEST

Asima Bera

First Year Student, School of Management Sciences, IEST

Kaustubh Bhowmick

First Year Student, School of Management Sciences, IEST