



INSTITUTE OF ENGINEERING & MANAGEMENT
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INSTITUTE OF ENGINEERING &
MANAGEMENT

Magazine '20

RENAISSANCE 2020

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DEPARTMENT OF BBA(H),

IEM

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Dedication

This magazine is dedicated to the defense personnel, health workers, doctors and teachers and the people. We appreciate the work you are doing, and your job has always been charged with noble, awe-inspiring, and exhausting work of caring for the sick and suffering. You have the enormous privilege of carrying the burden of preserving human dignity amid uncertainty. We would like to thank you for running towards the line of danger on the eve of COVID-19 as the rest of us retreat into the safety of our homes. This was not a battle you signed up for, but it is one for which you are taking up arms and fighting regardless.

Thank you.

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From Director's Desk

The decisive touchstone of education is the quality culture that encompasses the institution. During this era of Covid-19 pandemic and digital globalization of education, the palpable focus is on the eminence of education. There is no distinct yardstick of excellence. A fine educational institution like our institute of repute strives incessantly for sustenance and enhancement of quality in every field of its activity. As Institute of Engineering & Management (IEM) works diligently to comprehend its mission of providing the best learning, teaching and research opportunities to students and academicians alike, it continues to deliver students with the fundamentals of modern knowledge and elevated values through activities like college magazine which is a result of our ongoing endeavor to excel and to succeed has penned a saga of success in academic laurels and leadership.

I am gratified to know that the BBA (H) Dept of IEM, Kolkata is bringing out the first issue of their departmental magazine "IEM Renaissance 2020" of this academic year. IEM Renaissance 2020 kindles the imagination of our learners. Cradled in the lap of nature on the one hand and corporate and advanced edifice on the other, swaying from serious thinking to playful inventiveness, our dear students at Institute of Engineering & Management Kolkata are brimming with a zeal for life empowering themselves with skills and creativity. I congratulate the editorial board who used an assortment of mediums of expression to present their ideas. As long as our thoughts are articulated and belief kindled we can be certain of learning, as everything embarks on with an idea. I appreciate every student who contributes to the elation of partaking in co-curricular and extracurricular activities along with their dedication to curriculum.

May IEM Renaissance 2020 enable our learners to experience the dynamicity of education and unearth their hidden talents.

Prof. (Dr.) Satyajit Chakrabarti

Director

Institute of Engineering & Management, Kolkata



From Principal's Desk

IEM Renaissance 2020, the e-magazine of the department of BBA (H); IEM Ashram Campus kindles the imagination of our worthy learners. It is quite galvanizing to witness the potential of our students unfolding at various stages and situations each day. Trying and testing epoch during the rigorous semester system have elicited our students to put forth their best. The management and respected faculty members have been supportive of the various activities that were undertaken by the students during this calamitous situation of pandemic and worldwide lock down in view of helping them reach the pinnacle of perfection and professionalism in whatever task they took on. It is also a moment of pride that IEM Ashram campus has started taking “Meditation lessons” as it is a crucial means of reaching peaceful and agreed solutions in today's world – on an international, political, industrial, peace-keeping or social level. Through meditation, the students will gain a deeper understanding of workplace and international conflict resolution in this era of incertitude and pandemic. IEM Renaissance 2020 exemplifies the voyage transverse and exhibits the literary skills of our students. The students have been fostered to be “humane professionals” in every act and there is no doubt that our students will indeed reach greater heights in life. Best wishes and blessings to our dear learners. Congratulations to the editorial team for their determined efforts in bringing out this magazine.

Prof. Subrata Basak

Principal, Institute of Engineering & Management, Ashram Campus,

Kolkata



From HOD's Desk

The word Renaissance means 'to be reborn'. It is used to describe the enormously important movement of cultural rebirth that began in Italy in the early thirteen hundred and gradually spread to the north world to other European countries and finally ended around 1615. The Renaissance was a unique period of history and era when people were actively engaged to improve their own cultures by attempting to recapture some of the greatness of long forgotten civilization as ancient Greek and Rome. Renaissance saw the rebirth of European culture after the miserable dark ages, and that is ushered in the modern era of secularism, rationality and individualism. The first issue of Renaissance magazine published by the BBA (H) department is remarkable for all of us, especially when the world is going through a difficult time due to COVID-19 pandemic. This is straining health systems worldwide. It has caused a global lockdown, leading to huge physical and economic impact. In the midst of the pandemic situation we never let our creativity down. The challenging time brings new scope for us to explore and unearth our hidden talent in the form of art and culture. It is time to devise new strategies and methods to create a green era for a "Better World". Life around us is full of challenges. Only a true understanding, judgment and assessment of the situation, our experiences, tolerance, abilities, self-control, courage, and empathy can help us overcome these challenges and develop a positive and sensitive attitude towards life. The BBA (H) department always tries to set a benchmark for others to follow and without losing sight of the joy education provides. This magazine gives you a platform to cherish and enjoy some 'me' time which is another way to de-stress and just relax. The present issue of Renaissance has all creative expressions of students and faculties. The cover story portrays that students learn from celebrating and observing numerous events and occasions throughout the year during their college days. I would like to congratulate all students and faculty members who have taken initiative and portray their talents during this time period. A big thank you

to our President of IEM group, Prof. (Dr.) Satyajit Chakrabarti and Director of IEM Prof. (Dr.) Satyajit Chakrabarti for their constant support and encouragement. The editors of this magazine deserve kudos for their relentless work to publish the first issue of the magazine. I am sure; this issue will keep the readers engrossed in the worlds of art, creativity and fantasy...

Happy reading!

Dr. Rabin Mazumder

Head of the Department

BBA (H) Department, Institute of Engineering & Management

Kolkata



From the Editors' Desk

From Tabula Rasa to Renaissance : We are glad to initiate the first ever e-magazine "IEM Renaissance" of dept. of BBA(H); Institute of Engineering and Management Kolkata for the year 2020. In the milieu of global pandemic, where literary works are fashioned, processed, published and documented through the digital and cyber media, the departmental e-magazine is an endeavor to keep pace with the changing nature of readership and convenience. We hope that this venture will achieve a greater circle of bibliophiles and literary criticism both within and beyond the college. The journey of the magazine from its notion to manifestation, from the realm of imagination to its actualization in the cyber medium, would not have been achievable without the shared initiative taken by the faculty and students in terms of vision, techno-savvy skills, meticulousness and persistence. We would like to thank our President of IEM group, Prof. (Dr.) Satyajit Chakrabarti and Director of IEM Prof. (Dr.) Satyajit Chakrabarti, Principal; IEM Ashram Building Prof. Subrata Basak, Head of the Dept. of BBA(H) Prof. (Dr.) Rabin Mazumder for believing in this innovative venture and for their unyielding support and dynamic rendezvous with the project. We earnestly appreciate the enthusiasm of our students who ensured the smooth completion of this voyage by putting their heart and soul in the visual designing of this magazine.

Prof. Suchana Roy

Assistant Professor, Department. of BBA(H) Institute of Engineering & Management Kolkata

Prof. Arkaprava Chakraborty

Assistant Professor, Department. of BBA (H) Institute of Engineering & Management Kolkata

Students' Message

IEM BBA (H) Department had been home for glories and memorabilia over the years. This department had been an epitome of credibility and academia. The honor is incomplete without our teachers, the amount of hard-work they put on to us with diligence and perseverance. How good-destined we are to witness such a roller coaster ride. Those amazing initiatives that are taken by our department, in favor of the students and prime goodwill, cannot be elucidated in words. For in the recent scenario when we're hit by a global health crisis, IEM BBA (H) Department has proved perseverance has a significant role in academics and is directly related to disciplinary psychology of a person. The privilege of classes and tutorials online which has really helped in maintaining the same pace of knowledge imparted in the physical atmosphere. The constant dedication of the faculty members has been a motivating factor for the students, how continually we've been successful in keeping ourselves busy and into the course even being at home. The different events organized by the department whether it, be sports or cultural events, our department has shown a commendable accordance towards its students. It is our great honor to be a part of such an elite institution and department and we express our deepest gratitude towards our respected President sir Prof. (Dr.) Satyajit Chakrabarti and the Director sir Prof.(Dr.) Satyajit Chakrabarti ,Principal sir Prof. Subrata Basak, HoD sir Prof. (Dr.) Rabin Mazumder and respected faculty members.

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Entangled

Anurag Sarkar, BBA 1st year

Rupam Choudhary lay petrified on the bedroom floor of a rickety motel in the outskirts of the city, Bhilai. His large round eyes horror struck facing the plastered ceiling on which the spiders clutching to the webs returned their gaze. His hair line on the side of his left eye revealed a splatter of blood drooling from the back of his head and through his dark skin. His head lying on a carpet of dark, clotting blood displayed his bludgeoned jaw that was once chiseled. His neck, emblazoned with a narrow passage of bruise all around. His naked torso, his pajamas and bare feet all left clean for the investigation. His hands however showed attempts of struggle against his killer. His right hand bore a mark of a ring, an unusually thick ring for his chubby fingers, which had recently been removed from its owner. A wet red plastic rattled through the room with the misty breeze of August on a Tuesday evening. It was pocketed by a constable on an evidence bag. The borders of the single floored motel were swarming with people, speculations and rumors spreading, rebounding amongst them. Likewise, was the media fussing about in the crime scene. Upen Kukreja however, oblivious to all of this, calmly observed the body. Not a sign of fingerprint or samples for DNA as concluded by the forensics almost an hour later. After completion of the investigation on the motel the teams left for the station. Upen Kukreja, assistant to the sub inspector in Bhilai was crouched on his seat like a shadow casting over his colleagues who were discussing their analysis. All that could be figured out from the gibberish was “no trace whatsoever”, they further deduced that the plastic now squashed in the evidence bag, was used to cover the face of the victim while being bludgeoned and finally choked to death by a garrote wire to put an end to all the torment. By now the sky was mixed with abstracts of gold and orange, the dregs of the day were slowly dissolving as were the discussions of the scene with a frustrated sulk of 'futile interrogation'. Upen returned home early that day to his two-room flat, surfeiting for a single man in

his thirties'. He got this flat from a friend on rent. The flat looked clean, the main door opening into a hall combined with an open kitchen, a study room on one side of the hall and a bedroom asymmetrically opposite to the main door. The most noteworthy feature of his flat was of course his workplace that was close to a wall flourished with a bookshelf. Numerous books were arranged there however the most unconventional of all the possessions there was the scrapbook, bountiful of articles collected from newspapers about murders, homicides, serial killers and more articles of that sort. He sat on his chair in the workplace and inclined himself to the table and let his mind delve into the last meeting of Rupam and himself. It was in Doon Public school, Bhilai, where a reunion was organised last Sunday. Upen a well built man of height 5 '11" wearing a grey suit that perfectly fitted him over his broad shoulders was waiting just outside the entrance. He had fair skin, a clean shaved handsome face and a pair of long narrow eyes that were fixed at the pack of "Benson & Hedges" in his hands. After discharging rings of smoke from his cigarette in the air he went on to the party at the great hall. Pinning his name batch to his chest he saw him, Rupam. The same as he was in the school before the centre of attraction surrounded by a crowd of people all speaking dreamily to him. He could be spotted easily from a distance by the white suit he was wearing which suited him quite well. A crackling thunder awoke Upen from his reverie. An essence of wet mud was now filling his mind and outside the rain water splattered this window panes. He sulked lazily towards the window, the moon was completely obscured by the thick clouds, and the darkness hovered outside. The rain and the thunder became deafening. Splattered raindrops dripped from his windows to the wall and then to the ground, the rain drops made the leaves of the tree flap madly. On that night when Upen went to bed, flashbacks of Sunday nights' reunion and Rupam himself filled his mind. Rupan holding a glass of beer, his facial expressions remarkably changed from the one in school. Then the captain of the school cricket team, he was labeled as bossy and arrogant captain by his teammates. Eventually, smiling faces came into his

thoughts, the gang of Rupam, his best friends, closest of all was of course Gemma, his girlfriend back then. Her looks were gracious and beautiful after all she dated the school captain. She was cheerful enough to converse with Upen who was mostly like a shadow hovering around the classes in his school. Her boyfriend seemingly did not approve of this; protective as he was he did not want Gemma to be in close proximity with anyone but him. The rudeness and over-protectiveness that he was so acclimated to seem to intimidate his sweetheart to such an extent that she could not complain let alone retaliate. The suppression of which over time withered the free-spirited heart, cheerfulness and everything good that was there in Gemma. Upen's face was showered with sunlight as it zoomed into the room from an open window; previous night's dark clouds were now replaced by the bright clear sky of the morning. He prepared himself for work, locked the door and trudged into the illuminated path by the mighty sun avoiding the water puddles. His office was a short twenty minutes' walk. He had to make reports in the station for the murder scene of the previous day. He did his work until noon when he decided to take a lunch break after most of the work on his part was complete. The canteen was situated outside the main complex; his report was now awaiting the post mortem results of Rupam, he thought to himself. The same man who was later rumored to be engaged to the free-spirited girl Gemma Philips, settled somewhere in Udaipur where he owned a soap factory. It was on one such afternoon that Upen heard of the name Rupam after about a decade from passing out school. It was on The Statesman (highlighting from Rajasthan Patrika), that a housewife on her late twenties' committed suicide, no suicide note or cause could be extricated from the widower Rupam. The body was described to be hanging from a hook of a fan; beneath her suspended body was a thrashed chair which was said to be used as a prop for committing the suicide. The victim was judged to be suicidal by her widower, relatives as well as the neighbors, the combination of the scene and these claims made it more convincing for the investigating officer to close the case as suicide. That piece of article was neatly

pasted in Upen's scrapbook of crime as well, stuffed in the special corner of the bookshelf. That very afternoon, Upen was intrigued enough to look up the official report of the murder. He saw that it reported likewise as a suicide but what was dicey about the report was that the post mortem suggested the death few hours before the news reports' and investigations' conclusion. On looking up the pictures of the scene he found bruises on her neck and on her two hands, the wounds were at least a week old, judging from the clot of blood and marks of the bruises. These were the kind of flaws that could be rectified by a strong influence over the justice system and a high paid attorney. In the picture of the report her right hand's middle finger was embellished with a solid silver ring which was thick and engraved with patterns on its borders that befitted the hands of the owner in the picture. By now Upen's lunch was served to him as he was a fast eater, he finished his meal within a few minutes of receiving it. The remaining time of his lunch break allowed him to sneak a peek at the daily news. It was after a few days from that shocking afternoon that Upen decrypted that Gemma's case was obviously a suicide, a suicide merely for the body but a grave murder to her soul. A murder that tore her soul apart, a murder that is not judged by a court nor investigated by the police. A murder wherein the offender is not punished, whose case remains unsolved. The paper published a report accounting for Rupam's case. A profile photo of Rupam was given in exchange for the obscene murder scene. His large round eyes that once commanded Gemma that once witnessed the bruising of Gemma's body by its owner. Upen saw him at the reunion in his white suit, lazily holding a glass with his right hand and his index finger encompassed with the same silver ring. The ring that had left its mark on his dead body. The sun was still shining bright on the clear sky. Upen was facing the sun, he made a move for the box of his packet of Benson & Hedges a few puffs after the decent lunch looked quite approving. As he popped open the pack of cigarettes something shiny reflected on his eyes by the Sunlight that momentarily blinded him. He took a look at the object from which the sunlight reflected the familiar

silver ring. Beamed on seeing the ring he took a cigarette and then kept the pack back in his insides. He still wore a confident grin on his face and went back to his work after filling the air with a heavy scent of cigarettes. No identity of Rupam's family could be traced by the police. Rupam's close relatives were informed who acted indifferent to the news. His factory was found out to be closed for a few months as a revolt broke out among the workers against their employer. Rupam's steady and only source of income then turned out to be a recurring expense in the form of rent to the land owner. His last visit in Bhilai was partly in a hope of striking up a new business for him where he was finally murdered. The police now suspected the killer to be one of his employees' hence they were busy on the tiring interrogation process. A fortnight later nothing noteworthy turned up from the interrogations, the post mortem report was already predicted and the forensics report was already declared to be clean. So, the inspector in charge pointed this case out as low priority. Upen wore a familiar, confident grin on one of his lunch breaks as he culminated that this case would eventually become a cold case and it will forever remain unsolved. I have seen many like me locked up in jail, yes, they used to get some quantity of water, food regularly. Are they really happy? By getting some quantity of water, food. Where in the jungle I us' to get honeyed of white water Which has the path from the mountain It assures me to be happy to the last droplet of the water When I us' to fly there is an alarm that keeps on telling me; That I the same thing happens' to me , Then I will die because I will never ever get this kind of freedom in any of the jail During this epidemic of the virus, the rulers of the world Have been locked up in jail, they have become tired, frustrated, bored... But not we, we live in the jail for MONTHS, YEARS, and DECADES Only we get permission to go out of the jail when we count the last breath. This virus has become a curse for the Rulers of World But it has become the grace and peace for each and every creature who leaves in the forest with terror in their mind every day and night.

A Two-edged Sword

Arunima Ghosh, BBA 3rd year

What is Social Media? Social media refers to websites and applications which helps people to share content quickly, proficiently and in real time. Nowadays, many people use social media on their smart phones or tablets, but this communication tool started with computers. Social media helps to share opinions, photos, events etc. with each other when the person is not present there. Retailers use social media as an integral part of their marketing strategy and usually see measurable results. Examples of social media are Whatsapp, Face book, Instagram, Twitter etc.

Double-edged Nature of Social Media-There is a truth regarding social media. And this is the troublesome, double-edged sword that is called social media. Sending a letter to the editor is a person reaching out to communicate in a public location. But that person reaching out to converse with personal friends is not meant for civic consumption. Tweets, Face book posts and even blog articles are all openly accessible communications. At least they should always be written with the assumptions that they will become public. I see so many young people are careless with what they say, do and post online. They post conflicting photos and comments about relatives, friends, co-workers, and often, of even themselves online. In research, Face book claims that it has more than 1 billion active monthly users. Twitter claims 200 million users. According to a Pew Research Center survey on the internet conducted in late 2012, 16 percent use Twitter, while 15 percent use Interest and a massive 67 percent adults use Face book. Helping edge of The Sword Social media brings people together, but it also plays a huge role in distributing information on a range of subjects, including investments. According to a study published in March 2011 in the Journal of Computational Science, academicians Johan Bollena, Hunia Maoa and Xiaojun Zengb found that the mood reflected in Twitter messages predicted the move days ahead, with 88 percent accuracy, of the Dow Jones Industrial Average.

Students too can benefit from the positive aspects of social media sites. If they join groups that are associated with their work interests, they can express to potential employers that they are stern about such topics as fraud examinations. They can do this on social media sites such as LinkedIn, which almost 20 percent of U.S. adults use for business networking according to the report. Consider giving students these suggestions about using LinkedIn

- Keep information current. Some employers are now using LinkedIn to identify potential hires.
- Send connection requests to university and ACFE student chapter guest speakers and those who attend professional meetings, they could be potential employers.
- Carefully consider whom to link to.
- Be astute of whom you recommend plus what you write in your recommendations and how you write them.
- Endorse only those you know.

Consider these examples.

A woman working at National Suisse in Switzerland called in sick; she complained of migraines and said that she needed to be in a darkened room. Her employer fired her when someone noticed that she was active on Facebook during working hours. According to “Facebooking while out sick gets employee fired.” by Erik Palm. Thirteen airline crew members were fired for complaining about work and insulting passengers in Facebook discussions. According to “Virgin flight crew fired for insulting passengers via Facebook”.by Stevie Smith. Advantages you reach large audiences - There are millions of people using social media platforms. It’s a great opportunity for your business to reach a large pool of people that are interested in your products or services.

You can construct organic content- The ability to upload organic content for free is an unbelievable benefit of social media for business. This opens many doors for your company to connect with

Our Department: Our Pride

BBA (H) programme is a 3- year full time degree course which has acknowledged autonomy but degree will be given jointly by Institute of Engineering & Management and Maulana Abul Kalam Azad University of Technology (MAKAUT).Details are given in our website www.iembba.org.We have tied up with the prestigious ***Harvard Business School*** , ***LACBE - International Accreditation Council for Business Education*** and ***Wadhvani Foundation*** for advancing our teaching learning process. The journey of the department of BBA (H) started in the year of 2006. Over the years, we have grown our expertise to create a learning environment where management skills, leadership, knowledge and technology blend together. The Department of Business Administration ,Institute of Engineering & Management, believes in three-level agenda, first, making a conducive classroom environment, second, dissemination of knowledge and third, the application of knowledge. Apart from regular classroom training, here we offer best management education through innovative pedagogy like business case study sessions, summer and winter internship programs, research and value added programs including industry speaks. The uniqueness of this department lies in the fact that we accept students from varied background and from different qualities and after three years of rigorous training we prepare them as 'Ready Resource' for the organizations. Discipline is the key of our departmental success. This department always gives its initiatives in finding and implementing new pedagogy of teaching, such as implementing Film and Analysis method, Experiential Learning, Case Study methods, Role Playing methods, etc.The three-year bachelor programme in business administration moulds all the aspirants not only into market-ready professionals, but also the best resources corporate sector can have, both in India and abroad.

Our Recent Endeavor

INSTITUTE OF ENGINEERING & MANAGEMENT



IEM BBA Department is Introducing

BBA

BUSINESS ANALYTICS



From 1-11

Debdut Chakraborty, BBA 1st year

It is very much obvious that by reading the caption or the title at a glance all will have different views about it. But keeping all suspense aside let me clear it, I am talking about such a person who has started from level 1 but has ended himself by doubling his level and still today finding a way to double it. 3rd August 1989 is regarded as the official birthday date of CHHETRI (full name SUNIL KHAGRA CHHETRI) always tends to take rebirth in every phase of life. His father was an officer in the corps of electronics and mechanical engineers of Indian army. Born in the family of such disciplines, Chhetri turned out himself as the most promising child at a very young age. Whenever he was interviewed, about his success story, Chhetri never failed to reveal that “since my birth, I have grown up in such rules which made me much focused on dedication about my career” Young Chhetri was very much fond of cricket and wanted to be a cricketer. But due to some financial inefficiency his admission was denied by the local academy. This time he went to the local ground and played with boys over there and gradually became interested and took part in local football tournaments. Starting from playing to a small local club and unlike a fairy tale ‘cut to’ to the “captain of Indian national football team” his journey was not as swift as driving along bypass rather like the road which one has to face when we resist any hill station. Struggle had a different meaning in Sunil's dictionary. While in the field, with his captain arm he leads his team literally from fore front outside the field Sunil is completely a different man. While narrating the atmosphere to the team, a team member of hid said “Sunil always believes in self-criticism according to him, in free time try to take the positive activities from a man if you are following him really” Let me be clear it more clearly that's why 11 is nothing except the number stamped behind his jersey of a man, that runs recklessly and has been for the last 20

years. His life has always taught us that life is like a Ferris wheel that is when you are down, try hard and find a possible way to get up, because there is always a way to get up. Dedication from Sunil is really something to be learned right from his physic to his fitness level, he left a remarkable mark path. Sunil never fails to be thankful to his first coach and his teammates. Days will pass, years turn around and ages will proceed we will not be able to sit in the stadium biting nails to cheer the name of Captain Fantastico Chhetri but will surely tell my kids that I have listen stories of MESSI and RONALDO but have seen a real warrior fighting for his nation, only by foot and net and not any weapon.



What A Weird Twist of Events

Charu Singh, BBA 2nd year

It feels strange in a country like India to not be in the middle of a crowd anymore. Just a few days back, students were busy thinking about their results, employees were busy thinking about their appraisals and everyone else was so into their world, but now everyone is thinking about the same thing- will things ever get back to normal and when? It's weird how things have turned around. People who always wanted a break from work and now willing to go back to their jobs humans were never caged and animals never so free. For some, it's an amazing quarantine time, and for some it's a trap and some depressing but everyone is trying their best because nobody knows what the future has in store for us except that it may not be very pleasing.



The department of BBA (H) has always inspired us in our pedagogic ventures. Our library consists of
Library Hours: 24X7X365

Facilities of Library

1. **OPAC:** Our library has OPAC facility (Online Public Access Catalogue) which is based on Author, Title of books and Subject Wise Information Interchange Protocol for quick and easy availability of desired book from the library in a short period of time.
2. **Question Bank:** Previous Year Question Papers of the University are available and classified according to the subjects and Semesters.
3. **Magazines, Journals & News Papers:** The library has a subscription of more than 10 different magazines and 4 renowned newspapers like The Times of India, The Telegraph, The Hindu, and The Economic Times.
4. **Display of Publication:** Various published research works conducted by the faculties and students are displayed in a systematic manner and these are easily accessible for the students. The published project work and dissertation of the final year students are being kept there to suggest new ideas and formats to the students.
5. **Promotion of Communication Skill:** The Library is capable of rendering services for communication skill development for Beginners, Advance and Expert levels through mobile applications like Smart Stem Learning and Foreign Language Communication development application like My Lingo Learning which are developed IEM and UEM.
6. **User Orientation Program:** At the beginning of first semester, an orientation program is being arranged to help new students to know about Library holdings, Process of issue & Return, method of accessing the desired documents through Catalogue card, OPAC and library rules.
7. **Display of New Arrivals:** When new titles (Book) are added in the library, it is being informed immediately to all the students in two ways through Notice Board and through OPAC “New Arrivals” section.
8. **Book Exhibition:** With the help of many reputed publishers like SPD, Willey India, McGraw Hill, Vikas, S Chand etc, book exhibitions are being arranged time to time.

9. ***Reprographic Facility in the Campus:*** The campus has a reading room reprographic facility for students and faculty members during the college hours.



Dipannita Sarkar, BBA 2nd year

Sikkim is a state in north east India, bordered by Bhutan, Tibet and Nepal, part of the Himalayas. I along with my family started our journey towards the northern part of Sikkim. We visited Sikkim during the last week of February, 2018. Though many warned us about the cold weather at that point of time but still we wanted to see snow, and we were not ready to compromise on the view of the snow covered mountains. Our journey started at Kolkata from where we flew to Bagdogra, West Bengal. From there we went to our hotel in Gangtok, Sikkim. The five hours journey was not really comfortable. However, the breathtaking natural beauty made us forget everything. The view of the mountains and rivers was all about the day. The next day we woke up to a wonderful view of snow covered mountains from the hotel room and after a cup of tea and breakfast we started our day. And our first destination was some of the famous monasteries. The environment of those temples was very calm and positive. The calmness of Buddhism has not come in the way of the architectural beauty of their temples. In the second day was reserved for the famous waterfalls. We stopped in each of those in our way to enjoy the beauty of Mother Nature. One of those waterfalls is named after the famous Bollywood star, and the name of the waterfall is "Amitabh Bachchan waterfall" and it got its name mainly because of its height. We spent some time looking around and clicking pictures. Sikkim blossoms in natural beauty and Yumthang Valley is one of the most beautiful gifts of nature. The valley is also known as the valley of flowers. The beautiful flowers in the valley are a treat for the eyes and also for the mind. Our next destination was "zero point" and finally the wait was over and everyone there started playing with snow. We stopped there for a while to enjoy Mother Nature to the fullest. On the last day of the tour we went back to Gangtok to enjoy the night market in the M.G road and also to get some beautiful artifacts from the markets as a memento of Sikkim. Now, taking about the food, who says you won't get lip smacking food in the mountains?

Besides all those tasty things my all time favorites will be the momo and the different types of Maggie that we get in the small stalls.



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TCS

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RAYA BARIK



SOUPTIK MUKHERJEE



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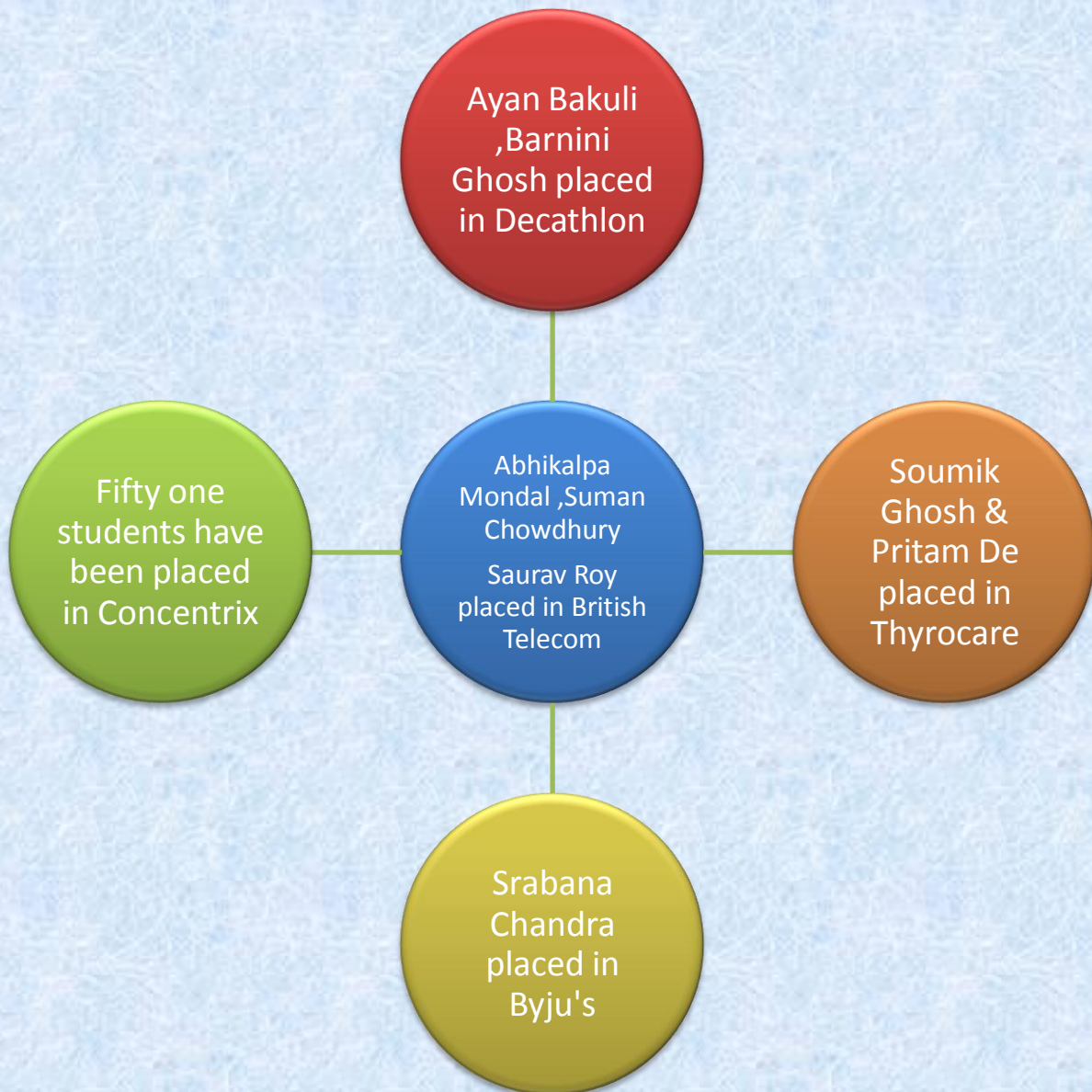
VICKY HALDAR



SAYAN DEY



SUBRATA HEMBRAM



Dreams

Anirbit Saha, BBA 1st year

You finally made it to college. You survived countless relatives asking what you want to do when you graduate high school. You turned in applications before their deadlines (most of them, anyway). And finally. Yeah, Finally! You're in college, leaving behind your own dreams, your own passions, your own willingness and desire to be recognized for the thing you LOVE the most. It can be anything that an individual loves doing and derives "happiness", satisfaction and peace. Be it a passion for Art, Dance, Music, Sports, or every other thing that someone holds a passion for. Likewise, I, too, had a dream (even now) to emerge as a great Footballer. Sounds funny, right? Yes. Yes, it did sound funny to my dad even, when I told him about the same. And He, being a sports person himself, asked me to focus on my studies as I was in 10th and board exams were knocking on my door. He further told me that it's rather unrealistic and illogical for someone belonging to a middle-class family to hold a dream of being a professional sports person. I was heartbroken. I was shattered. But I didn't lose hope. It was impossible for me to stop dreaming about it as Football, for me, means the WORLD. To be very honest, I didn't like football at all till I was in 7th standard. But from the very next year, I don't know how I fell in love with this beautiful game. So I put forth a condition to my father, saying that he would have to get me admitted to the best football club in the town, which goes by the name, K.T.S (Krishnanagar Tarun Sangha) if I score above 85% in aggregate in my boards as I previously used to play with my friends and hence, I always wanted to play for a club and acquire professional training. And he agreed to it. So, one fine afternoon after my boards were over, when I was busy warming up with my friends with some random goalkeeping drills (yes, I am a Goalkeeper btw), a man in his late 40's approached me and enquired me about my age and whereabouts. I answered all of his questions and suddenly, to my utter surprise, I heard him saying that he is the head coach of the K.T.S Football

club and he wanted to take me to his club to polish my goalkeeping flair. I jumped in excitement as I couldn't believe what just happened. I rushed home to inform my parents about it. Upon talking to my father, I came to know that the man, whom I spoke to, used to be the best goalkeeper of the district in his time. It was like I was about to live my dream. This marked the beginning of the best phase of my life. I signed a two-year contract with the club and within those two years of training, I achieved lots of love, respect and support from my teammates, the coaches (whom I greatly admire) my friends and my family. I gained experience, and of course betterment and satisfaction. I played the sub-junior district tournament, the town league and represented my club at numerous matches and events. I have even achieved "The Best Goalkeeper" award for my school team for 3 consecutive years. Things were going on exceptionally well. I was on cloud nine. I was really living the life, which I had dreamt of since childhood. But things changed when my class 12th boards' results were out and it was not what I had expected it to be. My parents were worried and so was I. I had even stopped going out of the house for the fear of being asked about the reason for such an unexpected result. Eventually, it led to depression and being totally detached from Football, I was totally out of shape. But with nothing to do, I had to get admission in a college to participate in the "Race of life". After I took admission in IEM, I wasn't sure if I could ever go back to the thing, which I loved the most. But one evening, a WhatsApp notification changed all my negative notions of not being able to play football again. It was the group invite link, for the college football team trials, sent to our official class group. That was the time, i realized that this is the opportunity to prove myself and i was pretty sure of not missing it at any cost. So, finally, it was the day of the trials. I reached the pre-decided venue, gave my best. And guess what, the former college team captain called out my name, shook my hands and said, "Congrats, Lad, you're in." Trust me that was the best feeling. Since then, I said to myself that there's no looking back and i decided to thrive to get better each day and to stay linked with this beautiful game no

matter how hard reality hits me. The same advice goes to each and every individual reading this article. Never ever give up on your dreams. No matter how hard reality hits you, no matter how tough the situation is, try to stay attached with what you love doing the most to derive happiness and satisfaction for yourself, So that one day, you can proudly say, " EARNED, Not Given. HUSTLED, Not Handed."



Our Bonhomie of Events

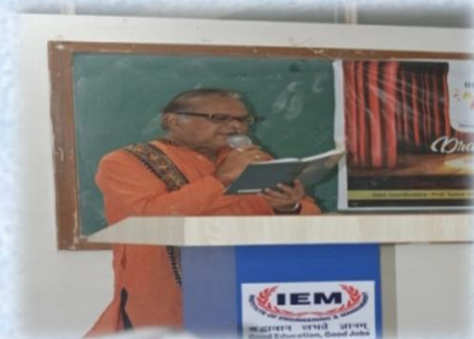
Business Case Study Competition (BCSC) – Flagship Event of BBA (H) Department

Our department gives a unique opportunity to our dearest students where they become case solver and present solutions to diverse business cases.



Drumpet

The very aim of the workshop is to enable the students of the BBA (H) Department to get acclimatized with the Management “Role-playing” in an intricate manner. This workshop is expected to help them to interpret the different personalities in the business world and their mode of communication which are very important for a management student.



Poverty is the Worst Sort of Violence- Gandhi.

Durlav Ray BBA 3rd year

Poverty is that the worst sort of violence. Unemployment and poverty are the dual crucial problems of India, each. With the assistance of a true biography we'll understand that how poverty is that the worst sort of violence. With a family of eight members in total, Mahek Azhar Sahik lives near Haji Ali in Mumbai. Her parents add the dariya and her elder brother runs a little shop within the compound. Feeding this family of eight isn't in the least easy with limited income; the economic condition of the family is unstable. Financial difficulty gives rise to several difficult situations for Mahek and her family. As poverty is that the worst sort of violence, Mahek and her family has faced tons of dominance by the goons of their locality. Repeatedly their makeshift house has also been demolished by municipal authorities. The family works very hard from fixing their demolished house frequently to arranging for his or her living resources. 14 years old Mahek has got to face of these issues again and again. Sometimes she has got to skip school too as her younger sister is alone reception with the oldsters and siblings at their daily work. Mahek features a great interest in dancing and has been a part of many functions held by our partner NGO Hamara Foundation. To assist her parents with some money, she gives tuition to kids younger than her. Mahek may be a keen reader; she gets storybooks from her school library and likes to read them in her free time. She is well-versed in Marathi, English, Hindi, and Urdu. Hamara Foundation alongside Save the Youngsters is there sort of a pillar in Mahek's life. Together we've supported her education and always supply study materials. Through support from Child line, financial help alongside necessary facilities in every aspect have also been provided to Mahek, all this ensures that she faces no financial difficulty when it involves her education. Mahek wants to peruse engineering within the future. She is extremely much capable of fulfilling her dream as she is hardworking alongside being emotionally and mentally strong. Her motto in life is "If you fall

behind, run faster. Never hand over, never surrender, and get up against the odds". The systematic barriers that folks in poverty face often manifest themselves during a deep lack of self-esteem and a strongly ingrained sense of despair. Faced with what they perceive as impregnable barriers, people in poverty find nobody responsible for his or her failures but themselves. Albeit they verbally blame others, to undertake to save lots of face, they keep internalizing the poverty. The predominance of misconceptions, stereotypes, and punitive structures, combined with the harshness of their daily struggles for survival and therefore the elusiveness of any quite success, create experiences for people in poverty that always lead them to internalize the blame for his or her poverty situation. This blame creates internal barriers that lower their self-esteem, extinguish their dreams, and further limit their abilities to succeed. This successively greatly affects their expectations for the longer term and impedes their hopes to steer a satisfying and successful life. People that sleep in poverty within the US have experiences that teach them they're not nearly as good as people which they somehow deserve what went on to them. Because we don't teach about structural causes of poverty, people in poverty often consider themselves as somehow deficient and fewer worthy than others who sleep in more affluent circumstances. Growing up in poverty meant that they were often ostracized for his or her appearance and shamed into believing that if they were born into poverty that they had done something to urge there. As a result, a natural reaction of individuals in poverty is to cover their poverty experiences and develop a troublesome exterior. Shame and poverty go hand in hand. Many of the shaming messages come from the interaction of individuals in poverty with those that aren't conversant in their life experiences. Hoping professionals, for instance, often fail to point out the people they serve that they're talented, creative, and worthwhile which they're even as smart and motivated as middle-class people. They also fail to project the assumption that middle-class aren't better citizenry, but rather they're people that have simply received better opportunities and support.

Another source of those messages is people that tend responsible the characters of individuals in poverty when something goes wrong, but blame things when an equivalent things happens to them. Attribution theory assumes that folks attempt to determine why people do what they are doing. An individual seeking to know why another person did something may attribute one or more motives thereto person's behavior. Attribution theory explains that folks tend to attribute causes for behavior to things (or to factors outside themselves) once they understand and empathize with the circumstances of a situation. Alternately, a scarcity of understanding, typically leads an individual to put the explanation for the misbehavior on the opposite person (or to their personality and other internal traits). For instance, someone may say, "I got a ticket for speeding, but it had been a trap." But once they hear of another person receiving a ticket, they'll say, "She may be a speeder." Another example is someone saying, "I was browsing a rough time and began drinking an excessive amount of. I put my family through tons and needed help." But when describing another person's problem with alcohol, that very same person might say, "He is an alcoholic and doesn't really care about his family." Middle-class and wealthy people understand their own circumstances and attribute the causes of their behavior to things. However, they have a tendency to attribute the behavior of individuals in poverty to the personalities of the people instead of things. Blaming someone's personality degrades the person and leaves no hope. It's not helpful since most of the people see personality as an important, unchangeable quality. Attributing cause to a situation allows the choice of identifying solutions to a drag through changing things.



Advertisement Competition

As we know one of the most important aspects for marketing is Advertisement. Through this event, our students brainstorm creative ideas to promote a product. The best idea gets recognized and the team gets felicitated.

Poster Competition

Our department has organized Poster competition on Union Budget of the year. Through the event, students display their knowledge & understanding of the budget. They also present their interpretation of the outcome of the budget through creative and unique ways.



Flick

Flick is an amazing event organized this year which is a badminton championship. Its objective is to develop, in the students, sporting spirit and zeal to display their physical prowess and team spirit. Awards were given to the doubles champion and doubles runner's up (boys and girls) to motivate their efforts.



Minimart

Minimart is a fascinating event organized by our college where the students put up stalls of their own choice and take away their earnings. This year we had "Sharodiya fun fiesta" as our theme. Students of all the years had put up stalls selling vivid delicacies and refreshments. Handloom exhibitions, "goal to win", Dhunuchi nach competition and several other entertaining occasions took place.



Basanto Utsav

Basanto utsav has been a legacy of our college. Under the graciously clear sky surrounded by the greeneries, we welcome the spring as the fiesta of colors smudge every soul with happiness. Rabindranath Tagore's songs, rhymes and dance dramas are performed by the students. It seems as if the air suddenly got filled by a number of vivacious colors and most importantly with a feeling of joy and hope on 6th March 2020.



Financial Budget Discussion- 2020

Our department conducted a seminar regarding the annual financial budget on the 25th of February, 2020 where renowned personalities like Mr. Niloy Dey, Mr. Indrajit Adhikary and Mr. Saibal Biswas were invited as panel members. Respected HOD sir helped as a moderator to run this even successfully. It helped the students in acquiring an idea regarding what the framework of the budget is, the basic policies and guidelines on understanding the budget and how it affects various sectors of the economy.



Real is Rare

Emily Basu, BBA 1st year

“Do you ever feel confused?” asked Adeline as she sipped on her coffee. Puzzled, her best friend Emma asked, “Confused?” About what? “Gazing out of the window, Adeline answered, “Lately, I've had this feeling that we are too real for the people around us. Real as in, we don't have a fake personality like the people around us.” With a confused look on her face Emma asked, “Why are you suddenly so bothered about fake personality? Is everything alright?” “Everything's fine. I have been thinking about this lately. How can someone pretend to be someone else? How can they pretend to be a totally different person on the outside, when they are the opposite on the inside? I just don't get it.” Letting out a small sigh, Emma replied, “The problem actually lies within us. We expect a lot from the people around us. But we fail to realize that we are just fooling ourselves. “Care to explain yourself?” said Adeline. “Have you ever noticed that when a person shows even a slight concern towards us, we melt? It's just like butter, a little bit of heat and it melts.” “You're right.” answered Adeline. “Every time someone starts to care about us, we become terribly attached to the person.” “We live in a world where almost everyone has a mask on. Every other person has a fake personality. You will never get to know who they really are. But if you look at us, everyone knows who I am. They know my preferences and my tastes.” Adeline listened intently. “The problem is, we share a lot of stuff about ourselves with the people around us. But we are totally unaware about how people might take it. We don't know who is going to take an advantage of it. We just keep rambling on. Even though I realize that I'm talking a bit too much, we still don't stop talking.” “Yes. For once if we get attached to someone and the person turns out to be fake, it just hurts so much. All along, I thought I knew him, but turns out, I'm totally

wrong. I hardly know him.” said Adeline. “Yes. We don't even have an idea about what's going on in the other person's mind when we are busy talking about ourselves. Every time we think of someone as a good person, it turns out they are the complete opposite of that.” said Emma. “I don't know if it's good or bad to be real.” “Real is rare. In a world full of fake people, it's good to be real. But at the same time, it's also dangerous for us. For people who can easily trust others. That's why I always warn you. Be careful with surroundings and the people around you and...” Adeline woke up to her alarm clock ringing. She lay on her bed thinking about her dream. Then she got up and headed towards the bathroom. “What's wrong honey? Why aren't you having your breakfast?” asked Adeline’s mother with a concerned look in her eyes. Staring into space Adeline asked, “Emma was such a wonderful, lovely girl. She always had her beautiful smile plastered on her face. Only if she knew about the harsh reality of the world, she would have been alive today. But the world took advantage of her goodness.”



Industry visit at Britannia Industries

Want to Fly

Anuvab Nanda, BBA 1st year

The rulers didn't know how much, they injured their great mother who have given them, Shelter in her womb, and now the great mother, giving her children the same injuries that they have, given throughout her last breath

The rulers are getting time to enjoy, with their families during this epidemic situation. In the other hand, the another rulers are fighting day and night; To get rid from these epidemic situation, They have a freedom to spent, and can see their families. But we cannot because we are locked up, In an artificial jail.

“Let us free from the artificial jail,

Because we also have our family to see them, want to touch the same plantation, jungle

Want to drink the same honeyed of white water Which has a path from the mountain, Which will assure everyone to be joyful to last droplet of the water We 'WANT TO FLY!'”





*Interaction of our students with Mainak Nag Chowdbury (Bumpy) - Musician and Ms. Praggya Ghosh ,
Entrepreneur*



*Mr. Pradip Bandyopadhyay- HR Head East at G4S Secure Solutions (India) Pvt. Ltd is offering a session to
the BBA(H) ,1st Year Students at their Orientation Programme*

Is It All Good That We See?

Debolina Sadhukhan, BBA 2nd year

Social Media has revolutionized how we communicate and connect as a global society. Whether this incredible power of social media is a blessing or a bane is a big question. The internet along with the social networking websites has given people the opportunity to invent their own creativity. Times have dramatically changed in the last few decades, many people have to relocate and travel for employment and due to social media, many of us can easily stay connected with family and friends. Companies also benefit from social media. Since, online business gives an opportunity to understand their customers well, this even boosts their brand name and to reach many people. The use of social media has led to a completely new field called 'Digital Marketing' where optimization of the search engine has begun to extend rather localizing to the particular area, which has proved to be the best entity for business. People are able to express their views openly and understand others' views which help the people to join for a particular cause. The best example, Tamil Nadu, traditional game Jallikattu was banned, some people started to protest against it, but soon much more joined the protest later which pushed the Government to pass an ordinance to lift the ban completely. A coin has two sides; in the same manner the social media has two sides. The valuable personal and face to face interactions i.e. the social life of the people are weakening. Nowadays, social media is being misused to abuse and bully another person, for e.g.-body shaming. Social Media has also made people's personal information very vulnerable and some people fall prey to hacking of id's, bank details, etc. A new trend has arisen among people to stalk others profile and collect pictures. Some may use this to threaten a person for money or other motives like adding the face of the person to some other photo and making it viral in the internet. As a result, day by day cybercrime is rising at its peak and people commit suicide as they

unable to vent out the grief. Because social media is an integrated part of our culture and future, it's important to be mindful about sharing information and protecting ourselves. We must keep social media the positive driving force that it was originally intended to be. Hence, "Social Media is a double-edged sword in our naïve hands. Only possessing it won't make us mightier unless we learn the art of using it tactfully to avoid futility and self- depreciation."



Saraswati Puja

On the auspicious day of Saraswati puja, the students and faculty of ashram come together to seek the blessings of knowledge, music, art and cultures. The rituals are graced with all students, faculty and staff. Every year Ashram celebrates Saraswati puja with the same fervor and it is exactly this that makes the students feel at home away from their home, as we join our hands to pray- " Om saraswati mahabhage, vidya, kamalalochaneviswarupe vishalakhi vidyan-dehi namostute"



Teachers' Day

Every year Teachers' day is celebrated in IEM Ashram Campus to express our gratitude and appreciate the hard work of our Teachers. By performing various cultural pieces, we try to express our immense respect and thank our faculties for supporting us in our lives.



Reasons for Declining Women Labor Participation rate in India

Javed Sadat, BBA 3rd year

Female labor force participation is a driver of economic growth and therefore, participation rates indicate the potential for a country to grow more rapidly. However, the relationship between women's engagement in the labor market and broader development outcomes is complex. The participation of women in the labor force varies considerably across developing countries and emerging economies. Besides labor market gender gaps are more pronounced in developing countries and disparity is highest in south Asian countries. The long-term trends suggest that women have increased their participation in Bangladesh, which is due to the growth of the readymade garment sector and an increase in rural female employment. In the tribal regions of North east India women are engaged in agriculture, cooking, housekeeping, child care. As women's work is mostly for self-consumption, much of the work they do is not recognized as work in national income statistics.. It was also found that there is an inverse relationship with the literacy level and work participation rate. Thus, we see that the work participation is higher in the districts having low literacy levels. The economic contribution of women, for a variety of reasons remains systematically underreported in the official data system. Women empowerment involves fundamental changes in the organization of decision-making processes. The expansion of freedoms cannot be made possible without guaranteeing the fundamental right to choose between alternatives. It was found that people tend to take it for granted that there are certain tasks which are to be performed only by women. In order to study the economic role played by women in India and factors influencing the female participation in economic activity. This study utilizes indicators such as demographic features, education, and social biases. In this important agriculture sector, women play a vital role, because this is a largely household enterprise.)Though women can be considered as the backbone of the agriculture workforce, their

phenomenal contribution remained unrecognized. Women's participation in the labor force has been increasing in most countries in the last few decades. The increase in Women's participation in Asia is however less marked than in industrialized countries. Within Asia, women's participation has clearly risen in South Korea and Thailand. In India, the pace of transformation of female women workers from unpaid family workers status to the status of employees has been generally slow. There has been some difficulty in assessing the number of women workers especially in agriculture, due to the fact that the census concept of work has changed from decade to decade. In analysis of poverty of nations and the possibilities of their economic development, the contribution of males as a factor of production is given a prominent place but, the contribution of women to production and the possibilities of using their labor force economic development are generally overlooked. Yet another problem concerning female employment is the invisibility of their economic contribution, particularly in rural areas, wherein they are engaged in various activities such as food production processing, storage etc which are not being included in categories like work, economic activity and productivity. In India, the definition of worker has varied from census to census. As a result of these definitions, the impact on the volume of the female workforce is greater than male workforce.



Social Reformation as a Solution to Failing Political & Philosophical Ideologies

Kaushik Paul, BBA 2nd year

Over the years, humanity has developed and pondered upon the ways of how to handle our enormous civilization with peace and tranquility, thus the birth of political philosophy. The Greeks, the Romans and the Byzantines all have their versions of political ideologies which is the root of our current systems that we implement in our society. These political ideologies frame the socio-economic structure of our society, i.e. the needs of an individual, the economic growth of the country, the perception of life in people, basically every which way we know the world that we know today. But there are still wars, genocides, corruption despite the rapid change in governments (with different political ideologies) promising to stop these atrocities once and for all and failing invariably, although on paper their ideologies seem completely infallible. Time and time again every one of them has proven more destructive than the previous one, which was promised to be the most stable one. For example, our current system popularly known as capitalism is a relatively old system, though long standing it is not a perfect system, it has wreaked havoc on the environment beyond repair due to exploitation of resources for profit, which is the main concept that capitalism revolves around. Other appalling adverse effects of capitalism are judging a person on the basis of productivity per hour, but to prove the inefficiency of ideologies is not my main objective today, as a matter of I've come to realize that everyone the political philosophies should've been adequate for running a civilization, be it capitalism, communism, socialism, it just doesn't matter. The recurring problem with each of these ideologies is the implementation, which is, which when implemented tends to fall back to corruption, it once had before the shift in ideology. Thus, the need of social reformation. Now to strengthen my argument, I will now cite an example of a very infamous man, and how he came to be that way. Adolf Hitler was an Austrian born, the most infamous representative of socialism, also known as Nazism. In

his early childhood, he had a abusive relationship with his father and overtly loving relationship with his mother, now why is his this relevant? As because he rebelled against his father who happened to be an Austrian government official, Hitler identified as a German to revolt. This was the first stone that rolled over, now as because he grew up kind of awkward due to the unnatural relationship with his parents, he had no friends in his teenage and when he signed up to be a soldier in the first world war with Germany, he finally got social acceptance among his fellow soldiers and according to his biography "Mein Kampf" he said despite it being a war, it was the happiest he'd ever been, and when he got back he saw people are revolting against the war, which enraged him because he identified with the German army now. Now it is not thoroughly clear to exactly why he blamed specifically Jews for this revolt against war and antinationalism, but psychological studies show it is due to the culmination of his childhood and adolescence years from the wars that shaped his beliefs. Point being made is that the factors that influenced him to the way he was, was not because he was born evil but because of the failing social structure that failed to nurture him at an early stage, which is due to the social structure, that made his parents the way they were and in turn made Hitler the way he became. This is to say that someone of a descent from an emotionally poor background cannot be expected to follow perfect ideologies, just because of the fact that perfect ideologies require a perfectly brought up human being to follow through without corrupting the ideology. Which goes to say that, we should put more effort into social reformation of our structures, if we want a peaceful and long-lasting civilization without atrocities and with prosperity.



Humankind

Aritra Hazra, BBA 1st year



**Dream! Dream of a better tomorrow where there shall be no sorrow Man living for
mankind where inequality shall we burrow...**

**Dare to stand for the right against all odds shall we fight Revolution is the
pathway to make the future bright...**

**Rise against injustice, there shall prevail undying bliss Justice for the oppressed will
bring heavenly peace...**

**Strive! Strive for a better earth A new dawn will take birth Countries without boundary Impeccable
would be its worth...**

Distinguished Lecture Series Organized by Our Department of BBA (H)

- **Dr. Purnendu Roy, eminent surgeon and owner, Genesis Hospital, Kolkata** offered a motivational lecture to the 1st year BBA (H) students on 31 January, 2019.

Talk Show on Human Resource Management

A talk show conducted on effective skills to be a potential HR manager was held on the 20th of February, 2020 where Mr.Indrajit Sengupta, the ex-director of Personnel Andrew Yule was invited. He talked about his experiences in the organization and various predicaments that an HR must solve in an efficient and effective manner. This was followed by a question and answer round where he answered the queries of the students.



Ethics and Morals Cannot Be Taught In Class Rooms Only

Namrata Kanungo, BBA 3rd year

Ethics and morals of an individual are defined by the action and values with which one lives within the society. Morals are the rules which one follows in professional also as personal life whereas ethics lookout of the requirements of the group within the society to which one belongs. The presence of qualities showing high ethics during a person is usually termed as morality. Most of the days the moral are related to the lesson one learn from the society. India is that the earlier times had people like missionary and swami Vivekananda who later became the epitome for ethical peoples. But during the previous couple of years there has been an excellent decline within the weightage given to ethics and morals resulting in a rise within the corruption, rapes, crime rates, etc. Some examples would come with the attacks on Taj Hotel in Mumbai and therefore the Nirbhaya gang rape case in Delhi, rape case of Priyanka Reddy. People are now developing at such a quick pace that they need forgotten the importance of morals and ethics and became greedy and materialistic. The set of values that a society always keeps in mind are morals and ethics which are always alleged to be adhered to. A civilized society has moral rules which action guides are carrying with them a way of obligation, defining how people need to conduct themselves. These injunctions apply not just to action but to motives and attitudes also. Every person has its own set of beliefs and ethics. But now people are now developing at such a quick pace that they forgotten the importance of morals and ethics and became greedy and materialistic. Nowadays, tons of attention and focus is being been shifted to those term, ethics and morals and lots of educational institutes have included them in their course curriculum also. But, together must get into pool to find out the way to swim regardless of what percentage courses he or she has done; similarly, one must have the emotions from within which might help him build his own morals and ethics. Merely knowing the definitions of the terms and having an actual hands-on -

experience creates an enormous difference especially during this case when individual's feelings are involved. One could be having knowledge of the rights and wrongs but they're of no use when he's unable to act accordingly when things demands, for instance- one knowing that he should extend his help to the needy is of no use to the society if he sees an individual lying on the road and prefers to avoid things. Classroom based education can only provide a theoretical understanding of a mala fide but within the end, society has the last role to play to make the set of rules. Present scenario of losing values: Renowned American ethicist Bruce Weinstein advocated the subsequent basic principles of ethics that are common to all or any the societies worldwide. Do no destruction; Make things restored; esteem others; be reasonable; be affectionate. But nowadays, it's always mourned that social morals and ethical values aren't being taken as seriously by the fast-developing society as they were taken seriously earlier. The result's rise in number of corruption cases publicly and government offices, murders, rapes, terrorism. Most of the days the struggle to exist successfully within the highly competitive markets forces us to line aside our morals and ethics by being over excited by greed and jealousy. In this material world if we plan to work outside the principles and regulations the gains are manifold, so temptation to line aside ethical standards and morals is usually present in us. The trending is now shifting again and therefore the people have now started paying heed to ethics and morals. Many management institutes have realized the importance of ethics even in business and have added practical exercise within the curriculum which needs one to be morally and ethically sound while working within the society. They teach them to be liable for the environment, plant more trees and make awareness among the people about various ongoing issues, diseases and career paths additionally of creating them masters of business. Many multinational companies have haunted Corporate Social Responsibility (CSR) as integral a part of their business policy as a logo of their responsibility towards the society. It is thus safe to infer that ethics and morals are important during a

person's life both professional and private. It is his moral and ethics that defines his persona. It can only be learnt from the teachings of the society and mere knowledge of the topics won't suffice. There was a time when India witnessed the presence of the many great moral citizens but it all vanished in greedy race for power and money. Today, a time has come when educational institutes and corporate have again started realizing the importance of those and are taking steps for its empowerment. Our ethics and moral values play a crucial role in making us more humane towards the sufferings of the guy citizenry and adhering to the ideals of morality.



ethics.

#MeToo Movement- A Movement of Masses or Only for the Elite?

Poulami Laha, BBA 1st year

Signing a petition on change.org or walking rallies, holding up placards? Which one of the two would most of us chooses? I know for sure, the first one, because, for some strange reason people nowadays prefer voicing their opinions hiding behind a screen. And, this is exactly how the #MeToo Movement started. Some influential person hiding behind their screen sitting at the comfort of their house tweeted out about sexual assault using this hash tag and BOOM, it blew up. Next thing we know, everybody is telling their stories of sexual harassment.

Before a debate on this movement, what is this #MeToo movement? Wikipedia says it is a movement against sexual harassment or sexual assault on WOMEN; do only women get sexually harassed? NO! The idea which brings this movement in force is good, but unfortunately flawed. Now, onto today's topic of whether this is a movement of masses or only for the elite? The most important factor, for which this movement gained momentum, SOCIAL MEDIA NETWORKING, is also it is the greatest limitation. My frame of reference is India, obviously because I live here. And, in India only 50% of 132 crore people have access to the internet. Also, among the people who do have access to internet, 70% are men. Hence clearly, this movement is not at all inclusive. It isn't an accurate representation of what all Indian women face. We all know how dangerous internet can be in the wrong hands. Remember Sarvjeet Singh? No? Well, girl named Jasleen Kaur accused him of molestation on the INTERNET, without any proof whatsoever the guy was held guilty. He lost his job, his reputation, everything. He was declared innocent by the court in the end. But, trial by internet turned his entire life upside down. I'm not saying every assault accusations false but, nowadays a lot of them are. It is very easy to falsely accuse someone hiding behind a screen. A movement which was

meant to raise awareness is now being misused by celebrities as a way to gain large fan base on the grounds of sympathy or even better, to keep making the headlines by badmouthing another big name in the industry. At the end, what is the result of all this? The harassment stops? Highly unlikely. Instead, women could lose out on opportunities at work because men will be afraid to work with them. All things said, everything has both good and bad sides. The fact that this movement mostly includes the privileged doesn't undermine the trauma they go through if assaulted. I pointed out a negative that does not mean there are no positive sides to this movement. Of Course, there is. And, it is for you to decide which one outweighs the other.



The Trek

Rahul Basu Roy, BBA 2nd year

7th April- Our train Kanchankanya Express is scheduled at 8:30 pm from Sealdah Station. We reported at 7:30pm on the departing platform and boarded the train. The train left as per scheduled time and we started our journey. The excitement was on a high. For dinner, we had chapatti, chicken curry and sweets. We spent about the entire night enjoying the chill running down our spine and didn't recognise when we fell asleep.

8th April 2019- We woke up around 7:30 am.

For breakfast we had dry foods. We reached Siliguri station at around 10am. From there we started for Ravangla. The journey was beautiful. In the lap of outer Himalayas we evidenced one of the most memorable journeys of our life. In which ever direction we looked we saw only green and the beautiful Tista River. Around 3pm we stopped for lunch at a roadside hotel. For lunch we had rice, dal, fish and egg. After a full day journey, we reached our hotels around 10pm in the night. We all were tired and dozed off after dinner.

9th April 2019- Day 2 of the trip. After breakfast with CholeBhature, we set off for the journey. The entire day we had our sightseeing beside our hotel. We took some rest and had a lovely dinner beside the bonfire with Chili chicken and Fried Rice.

10th April 2019- We left for Chardham, Namchi after taking our bedtea. We were lucky to get stunning clear weather. After Chardham we left for Temi Tea Garden. The experience was heavenly. We returned to our hotel and had polao and chicken.

11th April 2019- This day was only for visiting the landmark of Ravangla, The Buddha park. So after breakfast we set off and witnessed the majestic Kanchenjunga. A view one can never ever forget. After

that we visited a nearby monastery and returned to our hotel. That was the last day at Ravangla. With that our trip came to a halt and we took our train at night towards our journey home.

13th April 2019- Around 7:30 am we reached Sealdah and headed towards home with a heavy heart and teary eyed. It was one of the best experiences till date.



Dr. Siddhartha Shankar Roy, alias Sidhu, a famous singer and quiz master offered motivational lectures and quiz session for the students.



Mr. Sayan Chakrabarti, Regional Business Head (Eastern India, Nepal, Bhutan, Bangladesh and Sri Lanka), Lenovo India offered his session on the future role of management students into corporate.



Melancholia

Sayam Ray, BBA 1st year

Suicide the act of causing one's own death. Mental illness depression, bipolar disorder, anxiety, substance abuse. A recent survey shows the rates suicide globally has increased 12 per 100,000 people. But what is our take? What are we doing as a global community? Why do people who suffer can't be saved? The problem is not them; it's us, our society's insane masquerade of muffled drums. We live in a world where everyone wants to say but no one wants to listen, "why don't you smile?" "Why aren't you happy?". We don't understand the intensity do we? Or is it that we try not to. Anxiety is like trapped on a speeding train, heading for a river not being able to escape because you're the conductor. Anxiety is sitting in a room full of people with trembling feet and cold hands. It's a funny thing until it's not or until you drown into depression and start questioning yourself but eyes tell a different tale. People ask you to open up but no one really wants to help. Most days you can manage anxiety. You can drown out the doubts but you cannot drown into questions they're asking about. It's not a sickness it's normal but when you really want to help, you must give them time. We need to be a community where we help calling them "sick" "Retard" is not okay. It makes them more vulnerable than they already are. Mental illness is present at the time of suicide 27% to more than 90% of the time. Of those who have been hospitalized for being suicidal, the lifetime risk of completed suicide is 8.6%. Certain personality factors, especially high levels of introverts have been associated with suicide. This might lead to people who are isolated and to be more likely to attempt suicide. On the other hand, optimism has been shown to have a protective effect. Here we are where attempting suicide is an offence, but driving someone to the point where they cannot think otherwise is not, Ironic isn't it? Sometimes I have found out people like us who suffer, who can't really express what they go through or what they've been through find themselves to the core faster than many normal

people. Like slowly you start loving your sadness, you grow numb. We are escapist, we're a colt of deep sea divers each in different ways, some through slam express, some through books , some high on music but sadness intertwining but we escape like in our own castle of scars assembled and walls unbreakable where no one can ever get in without the master key and the master key is us. Questioning our sanity has always been misinterpreted, sometimes by getting called sick and sometimes by questioning our humor. Do we not know how to laugh? Yes we do! But our humor doesn't crack open as stupidity unfolds. Depression is not always sitting in a dark room, wearing dark clothes, or sad music it's also about something inexpressible. It's not always at night it could be 3pm too. Anxiety attacks, panic attacks can happen anytime, anywhere and you don't know how to stop it and people keep on asking you to open up. That's the part where trouble began you started with something specific and now you don't even know why you're sad. That's the tragedy you cannot let go of anxiety, it's one natural phenomenon but we just learn how to live with it. So when you see someone suffering make sure you smile at them tell them it's okay to not be okay being a healer not a catalyst.



A Humanitarian Approach towards Science

Lopamudra Halder, BCA 2nd year

This is the time when we have inched a little more towards our tomorrow, thinking of which makes us feel triumphant more than ever about our dreams and ambitions. Passing the 10th Boards signifies that now we have moved into our specialization by segregating our streams. As an ardent student of Humanities, it really feels terrific when different people are horribly stupefied by this fact that a quality student is not taking up science. They have such a grave feeling in their hearts for science that they fail to realize the fact that if all of us will solve $E = mc^2$ then who will annotate, “The soul was like a star and dwelt apart”? If everybody drools over the senseless humming and buzzing machine, then who will create the leaders of tomorrow? Let us keep it in mind that Humanities is not merely a stack of English sonnets, or Bengali Charyapadas, or Hindi Doha but also the detailed study of the various Social Science and many knowledgeable disciplines which are of massive importance in our present scenario of life. People who have steadfast belief of the fact that without a B-Tech or MBBS degree in the resume, no bread can be earned, and no car can be owned, should also know that studying the Social Science imbibes the essential ingredients into young minds by virtue of which they can convert their latent ideas into action, and initiate the process of fuller development of the being because these subjects precisely portray the stark reality of our surroundings, enabling us to get a correct perception of all of it, enriches our wisdom and transform into better “humans”. The hidden talents blossom and fledgling citizens would soon be ready to indulge themselves in contacting “New India”, because many a times, students of science tend to have a high opinion of their merits. They along with their families feel an immense satisfaction and pride while telling the social circle that they have taken up “Science”. Human welfare is not what they aim at—they only inculcate within themselves the inarticulate theorems, laws, principles and not the knowledge that enriches our lives.

The students of Humanities are far more concerned about the pros and cons of the social, political and economic scenario of the country as well as the world. They are more compassionate toward the destitute and the ignored. Their attempts can mend our crippled society and put it out from the quagmire of moral degeneration. People who implicitly sneer at the students of Humanities should know that it is we, can only bring the change and make the difference, because working for the human race is not everybody's cup of tea. Now , those of you who are reading this article and preparing to tear it off, please understand that this is not meant to undermine Science—in fact , it is for “Science” who we are today; but still the truth is that Science and Humanities have significant roles to play.



Labor of Love

Anonymous

Pain penetrates me drop by drop. My heart is burnt with passion and has searched forever for this
wondrous beauty that I now behold...

Rumi Yes, Rumi..Rumi now defines me well. Now that I have faced love.

Beloved, aren't you the sweet incarnation of pain that entralls my soul as poison and keeps me
waiting at your door? Let her drink thy pain She wants to hold your soul forever..

She wants to feel you. Just as she feels the eternity in your love...

just as the pain penetrated Radha's mind ones How will I let you go? How will I stay back?

Beloved. Are you a conjurer?

If not, then how can you paint love and yearning, which Meera felt ones...even Radha. The ache, the
urge to become one. Which was felt by the Sufi saints once upon a time..

How did you draw that pain in my mind?

The pain of loving. The "Viraha" is killing and creating me both, it is stabbing my soul and also making
it wanting for more

I can't touch your face. I can't feel your closeness.. I can't kiss your eyes, I can't hear your smile.. I can't
smell your sweet fragrance.

Oh. Your love....is making me another Meera...another Andal...another Akkamahadevi...

Beloved, you have made me a yogini Reincarnated. To behold the labor of love

Miles Away

Maitreyee Mukherjee, BBA 2nd year

I want to inscribe this composition to, usually the first word that the Homo sapiens grasp in their lives “Maa/Mother”. To all the mothers of the world. From an infant, opening eyes to the dim lights of the maternity ward in the hospital to the kid who broke his leg while trying to climb a tree, from the warmth of the caressing, affectionate care of the dominant, acrimonious, disgusting scolding with letters of LOVE and CONCERN written large over it, there's one constant factor that never abandon; one element (Atomic Symbol MA) with emphatic ionization energy ready to sacrifice literally everything in order to see, with tears of delight her child growing up to be a true human. 'Mother' perhaps the most beautiful and mesmerizing word that exists in the cosmos. Rightly said, “God created mothers, as he could not be everywhere”. When a baby is welcomed to this planet from its 9 -month's abode in the safest place of the world 'the womb', a dilapidated, suffering woman rejuvenates and enlivens with inestimable euphoria of becoming a mother; the only point of time when she smiles when her baby cries for the first time. Slowly and safely the baby literally grows in its mother's embracing arms surrounded by an ambience of “infinite love”. From cleaning bums to staying awake late at night in order to sing lullabies to her sleep- deprived baby; from video recording its first crawling to spending countless hours with a determined heart in order to see her tiny, little world rise up and fall down on its legs, learning to walk. “Momma my teeth fell!” the words of a confused kid are responded by finesse constructed, childish stupidity. “The tooth fairy must have taken it. Go and search for a coin underneath your bed. She leaves back coins to good kids in exchange for their teeth!” Only a mother can cherish budding innocence in the heart and mind of her kids. Telling stories, chiding after breaking a neatly purchased RC toy car or Barbie sets, staying beside in order to apply a cloth soaked in cold water on the forehead during high fever, holding tiny

fingers amidst her comforting grip and bribing with a Cadbury Dairy Milk in order to attend the first day of school life, teaching A,B,C,D and quickly progressing on to nursery rhymes- oh, how we all miss those days! (Sorry to be brief, but it would have taken the whole magazine in order to describe and cherish all the vivid childhood memories). Then comes the teenager with all its trouble and nuisances. Mothers assume the role of white blood cells fighting all 'disease carrying friends'. She also takes over the responsibilities of a traffic police officer blocking all 'irrelevant and adulterated traffic' Vigilant and careful- trying real hard to prevent her child from divulging into 'unwanted maturity'; she also doesn't forget to suggest, "Come to sleep!" when her child is studying 19 chapters prescribed for the exam, at 2:30 am in the night. And now, coming to the present, with an accumulation of my experiences, it has been approximately two years, since I have stopped living under her shadow, returning only to hide from this turbulent world that I so gladly have thrown myself onto. At this particular moment, on this hot summer, when I had stepped out of our house to further my education elsewhere, I had not realized the extent to which the decision would change my life. Riding in the powerful waves of my young dreams, I had quite willingly underestimated the ways I would miss her and my father. After all these months I'm still learning to live without them and miserably failing at it. Sometimes I wish she would come over and scold, so that despite the remorseful look on my face, I would get up and get my life together. It is not only that I miss her because I live day in and day out without her, not because I have not visited home for the past few months but also, because despite her absence, I so tangibly carry her within me. I really wish we could start over – me to never grow up and you to never grow old. Ironically, none of us care to ask our mothers whether they have eaten anything the whole day or not. None of us remember to give medicines when our mothers are down with illness. Children seem more devoted, nowadays in updating status and getting maximum likes in social media. Sounds ridiculous, isn't it? In their unselfish frenzy of loving us, they never ask for the

same. Mothers scold, they beat, they build human foundations, they plant the tree of 'good character', they nurture and watch the flowers of morality bloom with ecstasy, they fight the world with a tinge of hope that her child cannot do wrong, they encourage, they cry both out of joy and disappointment. They care, they sacrifice because they LOVE; they love us to madness- they are real life superheroes who take on the arduous enterprise of raising a child. They are an incarnation of 'magical fantasy', an epitome of flawless perfection. I would like to bow my head in reverence to all mothers who undergo pain, pressure, sacrifice and experience 'the Bittersweet Symphony' just to transform their children's life into a paradise with a road leading to success and glory. Thank You to all mothers for being what you all are and doing what you do. Mothers are _____ (I ransacked the whole Oxford dictionary, but didn't find a powerful word enough to explain their greatness.) And to my fellow mates, who are still glowering and throwing tantrums, guess what? There will once arrive a point of titanic grief and excruciating affliction when you will irretrievably try to linger onto those moments but some unconscious numbness and iridescent cataclysm stops you from doing so. The core of your heart will regret praying you had her by your side forever but your ruthless conscience will mock you, asking "Where were you all these years?" Most of us, if sadly not all, have plenty of opportunities to embrace and hug these priceless and precious moments, to our hearts and countless chances to make our guardian angels happy and proud. The "wonder-women" of everyone's life, we children can never recompense your debts.



Faculty Development Program 2018

The Faculty Development Programme (FDP) organized by our department of BBA(H) has been designed to cater the need of the researchers by utilizing Methodology as a contemporary research technique. It was focused on the hands-on training of appropriate software like SPSS , AMOS & R while analyzing Qualitative and Quantitative data.



Faculty Development Programme on Contemporary Approaches in Research & Education, 2018 (CARE 2018)

09th July – 13th July, 2018

Re



Organised by:

**Department of Business Management
Institute of Engineering & Management, Ashram Campus**

**GN – 34/2, Sector – V, Salt Lake Electronics Complex,
Kolkata – 700091**

Faculty Development Program 2020

The Faculty Development Programme (FDP) organized by our department of BBA (H) had been planned to accommodate the need of the researchers by utilizing basic and advanced regression analysis in SPSS and R run and interpret variety of regression model in R. It was focused on regression analysis, multivariate data analysis and related areas.



Justice for Women

Ishita Sui, BBA 1st year

Women are leaders everywhere you look. From the CEO who runs a Fortune 500 company to the housewife who raises her children and leads the household. Our country was built by strong women, and we will continue to break down walls and defy stereotypes. Nowadays, in our country men think that women are weak and have no rights to build their own career or make no choices on their own. They also think that women cannot move or stay outside after 8pm, they should stay at home and should be busy with their household work. They treat women like a child and in fear women get dependent on them forcefully after marrying a wrong guy. I think women are foolish to pretend that they are equal to men; they are far superior and always have been. In India, each and every year I come across disastrous and insulting news of women. But whenever I hear this news, my soul starts panicking and wishes to kill those criminals, who are brutally killing those innocent ladies without any fear. There are some literate and knowledgeable leaders in our history, who have done a lot to fight for women empowerment. Raja Ram Mohan Roy who was founder and leader of BrahmoSamaj fought against sati pratha, Ishwar Chandra Vidyasagar was kind and intelligent person who fought for women's education and mistreatment of widows, ManockjeeCursetjee was a member of royal Asiatic society who had started the first English school for girls in Mumbai in 1859. Other than then, there were many other leaders who have even sacrificed their lives. Now women have rights and they are independent. But they still feel insecure in public places, because at any time rape and murder can be committed. Now days, raping a woman are not a serious issue. People are taking the safety of women for granted. Instead of taking measures to protect women, the people of our society constantly blame women, that only for their dressing sense and the fact that they stay out late for work; they are being raped or murdered. When will the time come that women make their own

choices and decisions? When will the government take right steps against these monsters? Why is there no unity in people? Wives, daughters, mothers, will they never get full freedom? ENOUGH IS ENOUGH. NO CANDLE LIGHT MARCHES. WE NEED ONLY JUSTICE.



Industry 4.0 - New Industrial Revolution

Sremit Chowdhury, BBA 2nd year

Continuous improvement is a part of human nature - we work, learn, apply, and repeat. The same mantra can be applied to manufacturing. Whether its process changes, employee training, or advances in technology, the factory floor is a space that warrants continuous efforts in order to achieve lean, productive outputs. As operations on a micro level are improving, so is the manufacturing industry as a whole. The industry has entered into a revitalization that is on the cusp of generating advantageous impacts for operators globally - a phenomenon called Industry 4.0. Industry 4.0 was first introduced in the 2012 Hannover Fair in Germany. Before Industry 4.0 there were many revolutions in the past, Industry 1.0 based on the steam and water- powered production system around 1800. Industry 2.0 based on electricity between the 19th & 20th centuries. Industry 3.0 based on the computer & mechanism between 1970 - 2000. Further Industry 4.0 is based on 'Cyber-Physical System' which means the internet, computers; machines will be interrelated & interconnected with each other. The company which did not exist before 2006 like Apple, Airbnb, UBER, Instagram, Snapchat, WhatsApp after entering into the industry they have started with a new revolution in it.

Time is taken to reach 1 Million customers: The above statistics will show a clear picture of how the internet becomes the global platform to reach out to millions of customers within a short duration. Industry 4.0 will affect all levels of supply chain & production line ups. All production lines will be connected with Cyber Production System (CPS). Companies will focus on mass 'customized' production rather than mass production. Like a single manufacturing company will manufacture different products as per customer choice. Companies adapting to dynamic changes in the business. Today companies follow a fixed and rigid method of production. In future, company's production

units will be dynamic and flexible as all the units will be interconnected with each other. New technology will be incorporated for Industry 4.0.

Big data & Cloud computing: Big data are basically an analysis of a huge number of data not only alphanumeric data but also any kind of image data from which companies can understand the trend of the customer. Cloud Computing works by sharing the data on the cloud servers so that companies can work globally. The reach of the customers will be maximum. Modeling, Virtualization, Simulation: Another unique feature of Industry 4.0 i.e. Augmented Reality. Like before starting a physical product or introducing a product in the market that particular product will be design virtually and analyze the advantages and disadvantages of that product. Cyber Security: As all the systems will run over the internet main issue will be faced by managers and engineers taking the security purpose. Because we know everything which is over the internet that can be hack able. Therefore they need a good Cyber security system and software to protect the machine from malfunctioning.

Robotics: Human manual labor will be replaced by automated robots that will control via the internet. Like Tesla automated car is already being introduced in the US. Industry 4.0 will be a magnificent & futuristic change that will come in the near future. A new era of industrialization will start at its smartest way possible. Technologies are changing day by day new things are coming and replacing old technologies lives are becoming smooth The process and device will become inseparable. This is the direction we're heading in and it is all powered by the capabilities of Industry 4.0.

The Vista Unreached

Jinia Chaudhuri, BBA 2nd year

Like the brightest flower in the garden, the one with the most colorful petal, they come into our life
with a bunch full of happiness and an orchestra of metal.

Naming it first love, all of it seems a flick with butterflies running in the stomach and smiling with a
blushing cheek.

We hope to think to imagine and dream 'I love you' says the heart, to the world we want to scream.
The most pure form of love, the most innocent feeling, none knows when the table would turn, and
what the fate is revealing.

They leave us one day, making our forever a total lie is it so easy not to love? So easy to say goodbye?
Broken and shattered, yet they say life goes on was it that easy for them? That simple to move on?
Gathering the broken pieces, we strive to build a new castle, Swearing not to beg again, and not to
involve in any hustle.

Loving and being deceived again, the chain goes on, this generation doesn't know what promises are
and what the trends not to carry on.

Ashramscope – Film Festival-

Our department organizes a film festival where the films shown, portrays different aspects of management and life skills through various stories, characters and their layers.



Dimension of Modern Media

Sreyashi Roy, BBA 2nd year

Social media has undoubtedly changed the world we live in today. Nowadays we can't think our lives without social media. It has become our habit. Every time we open our phone quickly take a glance at any of our social media accounts to see what's happening. In early days people couldn't think of communicating via this online mode but now it is possible. We can communicate with people throughout the globe. Many people have to travel from one country to another for job preferences but because of social media people can stay connected with their near and dear ones. Through social media people find their old friends, flames and can renew their relationship. Spreading awareness through social media- Social media is a popular and powerful platform which can be used to spread awareness among public. Through this, information spread very fast and becomes viral and people get influenced too.

Social media as a part of business:

Online businesses are very much popular nowadays. People buy and sell their items through online mode. It enables businesses to promote their products, encourage brand and company loyalty and to fulfill their customer's needs. It is really an amazing phenomenon.

Double-edged Sword of Social Media:

Although social media enables people to connect each other via online mode but it is destroying face to face communication among the people. In earlier days, people used to have a heart connection and wanted to communicate directly but nowadays its rarely possible.

Some cons of social media are present. Social media can be revealing as well. Because information spreads very rapidly and it can turn a person's life from hell to heaven. Cyber bullying can destroy a person's reputation and life too. Nowadays, the cases of cyber bullying cases are increasing rapidly

every year. We should understand that social media should be used wisely not foolishly. Social media is a useful tool and should be used properly.



Department of BBA (H)'s Contribution to the Society

Institute of Engineering & Management has decided to create an Institutional Social Responsibility Committee for supporting the disadvantaged and deprived parts of the society and spread smiles. The committee formed by the college is named “*S.M.I.L.E.: Students Mending Individual Lives Everywhere*”. The committee was formed in collaboration with BBA (H) Department and BCA Department of IEM. The joint committee planned to visit orphanages, conduct events for the children, interact with them and make them smile. We want to be of some help to them by donating in kind or monetary donations as the need be.



EVENT : Visit to SAMPARK ,Kolkata Sishu Kendra(N.G.O)

ACTIVITIES : Interaction with the children, Quiz sessions, Different items donation such as books, playing kits, food, etc.

Teenage Love Story

Srijita Dey, BBA 1st year

I was just 14 years old when I fell in love with someone who was three years older than me. It was the most ecstatic feeling and I still can't forget that moment. As it is said when someone falls in love, he or she can never fall in love the same way ever again, although I was a teenager but I still cannot get over it. I will always remember how I felt for him I was tomboyish, smart and a bit desperate, and enjoyed my life to the fullest and then suddenly my life changed when I met him. I still remember the day when I saw him for the first time when he came to my class for appearing his exams and instead of giving his exams seriously, he was busy disturbing his friend by asking different questions and was being so hilarious that I couldn't help but laugh. After few minutes our principal came and instructed the invigilator to make all students stand outside the class those who were absent the day before the exam. So, he one of the students amongst 10 to 15 students, everyone was tensed by this order of the principal as their time will get wasted but he was the only one who did not think for once whether he should leave the class or not. He went straight outside the class by taking his blazer in one hand. This desperateness of his carried me away. Unlike Bollywood movies "love at first sight" mine was "like at first sight" I found him handsome, his brownish hair and large hazel eyes! I was floored. And now when I look back, I think that it was just a mere infatuation, which turned out to be love in later days. I don't know why I felt a connection with him. When he looked into my eyes by turning back with just an excuse of seeing the clock whereas he was having his own watch in his hand. My heart fluttered and skipped a bit and I used to feel so nervous and excited at the same time. Nobody believes it, but I had never spoken to him before saying him my feelings, but still I felt a strong and different connection to him. He was so different from others so whenever I used to look at him I couldn't resist myself from staring at him and he would hardly bother to even turn around and look at me. As I was younger than

him so he hardly even tried to take any interest in me. Each day when I used to go to school, I used to first go in front of his class and then to my class but every day he used to be so engrossed in chatting with his friends that hardly he took notice of me. I was so mad after him that I used to stand in the first in assembly and what not just to get a glimpse of him. As days passed things remained the same. I still remember that day when I became more desperate to talk to him, I went to him wish him “happy summer vacation “as it was the last day before vacation but he did ignore me In front of his friends. The inner me whispered this boy won't be the person I was looking for. The way I was being ignored by this boy made my inner mine so confident. Although I was bewildered when I came to know that he too had some feelings for me. Feelings are too cruel at times. They make you do things u never imagined of. You blush all day long like a stupid clown. Blackboards seemed to be an art paper, drawing sketches of hearts all around cupid and yes sketches of his eyes too. And then the vacation started, and I didn't see him from days. One fine day, 23rd May 2015 one of my friend asked me about him and asked me about what I feel so, I said her I felt for him. And she said to me that he said her that he also likes me and by listening this I was very excited. And I said that friend of mine to say him to come online tomorrow sharp at 5'o clock at evening and I will talk to him on Face book and she conveyed the same to him. I was so very excited and tensed too, that I couldn't even sleep that night. Then finally came 24 may 2015 I was so very excited that I couldn't even wait for 5'o clock, I came online something around 3'o clock and proposed him and he accepted my proposal Sometimes I feel quite lucky to have him by my side he always tries to make me feel special at every point of time whenever I am down, even when we are miles away from each other. He always has some stupid solution to some serious problem and when I find it has actually worked out and it becomes very hard for both of us to believe. Since then we have been together this togetherness of over more than 4.5 years has been a roller coaster ride for us it had immense role to play in both of our lives. The best part

of a relationship is that you need to nurture it like a baby, take care of it, love it, give time to it and it will give u in return immense joy and happiness. There were ups and downs too; there were hardships for both of us. I being moody one was and still am a bit immature in handling rogue situations. He on the other hand is as cool as “An unused pillow”. Don't rush for your love; don't fall for looks, money, and lust. The right person will find you at the right time, all you need to do is to wait for Almighty's magic. True love never fades away my friend; it becomes stronger and beautiful as time passes.



S.M.I.L.E

EVENT: Visit to Elevation Cultural Forum a registered NGO, located in Birati, Kolkata

ACTIVITIES: 2 day workshop on ,Basic Computing Skills with a bunch of deprived students whose families struggle to make both ends meet.



Written by:-Manimekhala Chakraborty, BBA 2nd year

Illustrated by:-Baisakhi Ghosh, BBA 2nd year



Nostalgia 2019

Alumni Meet of IEM BBA (H) Department

New Women in India

Srinjona Mishra- BBA 2nd year

Once a year we celebrate Women's Day on 8th March to respect women, to empower and support them and encourage them to return up in their life. Women symbolize strength, power, never hand over attitude. We also know that there's no tool simpler for development as empowerment of girls. Women empowerment has become the foremost important need within the present times. It's become a matter of worldwide concern. But even within the 21st century "new women" in India could even be a faraway dream. In recent times if we ask the question "has things improved?" the solution we get may be a yes and also a no. It's a yes because we've few women who form a neighborhood of the working force in several spheres of life. On the opposite hand, it's a no because, women are still considered as a burden, still face questions of safety and far of more. Various schemes and initiatives are taken for girls development and to plug gender equality, still it's evident that there's lowest participation of girls in workforce. Female safety and protection publicly places, reference to women education and equal view of girls and men in society remains an enormous question. Schemes like BETI BACHAO BETI PADHAO have contributed in nation building. Attempts to eradicate inequality toward women have encountered strong resistances. Horrifying incident of Nirbhaya continues to frighten women publicly in places. Though the presence of girls publicly in places has increased dramatically, still these places aren't safe. Consistent with schemes slightly a touch just like the Nirbhaya fund, headed by Ministry of girls and child development , utilization of funds allocated by different states to form sure safety isn't compromised is worrisome. Although government made all attempts to combat heinous crimes against women, underutilization of funds by the states could even be a haul. A Thomas Reuters

Foundation survey says that India is that the fourth most dangerous place within the planet for girls to measure in. Women belonging to any class, caste, creed or religion are often victims of acid attack, the cruel quite violence and disfigurement, a premeditated crime intended to kill and act as a lesson to place a women in her place. In India, acid attacks on women who dare to refuse a man's proposal of marriage or asked for divorce are a sort of revenge. Data Intelligence Unit (DIU) has found that between 2014 and 2018, there are 1,483 victims of acid attack within the country. Uttar Pradesh, West Bengal and Delhi are consistently ranking among the ten worst states in terms of acid attacks from 2014 to 2018. These three states alone structure 42 percent of the victims of acid attacks in India during these five years. Even during this 21st century many ladies and ladies are subject to restrictions in their daily lives just because they're menstruating. Not entering the "puja room" is that the foremost restriction among urban girls whereas not entering even the kitchen is restricted among the agricultural girls during menstruation. Menstruating girls and ladies also are restricted from offering prayers and touching holy books. The underlying basis for this myth is additionally the cultural beliefs of impurity related to menstruation. It's further believed that menstruating women are unhygienic and unclean and hence the food they prepare or handle can get contaminated. It's believed that in menstruation the body emits some specific smell or ray which turns preserved food bad. And, therefore they're not allowed to the touch sour foods like pickles. However, as long as general hygiene measures are taken under consideration, no scientific test has shown menstruation because the rationale for spoilage of food in making. Talking about the matter of female foeticide, it seems it's increased within the recent years. India ranks fourth within the planet, after Liechtenstein, China, Armenia, in terms of skewed sex ratios at birth, consistent with data published by the Asian Center for Human Rights, a NGO based in New Delhi. There are 112 boys for each 100 girls within the world's second most populous nation. Consistent with Population Research Institute (PRI), around girls went missing in

2018 alone. The govt. has passed laws banning the usage of ultrasound tests for determining a fetus sex and sex selective abortions. However, they need didn't an end to the matter. Today, we see participation of girls in almost every field. You name it, which they're there, making a difference to the society and galvanizing other women to follow in their footsteps. Women are educated well and may combat the earth on their shoulders. This is often mostly the urban scene that seems so advanced and forging forward. If we attend rural households, we'll still find that a lot of women, as young as five find it difficult to venture out of their house for achieving an honest education for themselves. Parents fear going against society and see their daughters nothing quite object that possesses to be married off after sometime. It is different with the sons though. Sons are thought of as earning members of the family and people which may inaugurate a 'good name' for the family. Can daughters not appear the hay is that the large question. To place a drag mark on their abilities would be weird within the first place, because both males and females are born with innate talents, only thing society discriminates while recognizing them. It is a social norm prevalent almost everywhere that daughters ultimately got to be married off to their husbands within the top of the day which is where their future belongs to. Many insensitive and a spotlight calling incidents at the in laws place go unnoticed and far of a times, the society puts women at depression. Even at workplaces, the male harassing the feminine staff isn't a replacement thing. Bosses commanding sexual favors from their female counterparts often instill fear and ladies don't take up the courage to talk up against such harassment. Violence or harassment of girls in their households, demanding dowry from married women, harassment at work place, passing lewd comments and molesting women – of these are illegal and are serious crimes and offences. But where is that the aim of seriousness altogether these crimes when the law makers themselves don't take up such cases seriously. New women concept may become a myth if it fully relies on government initiatives ,schemes etc. it's possible as long as women change up their mind ,stand up for his or her

rights and begin believing themselves that they need equal rights and opportunities. Be it personal, social or economic the new women has control over her own life. The concept indicates the changing gender norms and awareness of gender equality. New Women indicate framework of equal access to economic opportunities, bring balance to deciding and power with purpose, creativity and compassion. There are cultures and old people believing girls and ladies being inferior to men and are alleged to be less educated, be more in home and are denied from work. It's within the hands of girls to open from their zone to broaden their thoughts and mind and find the truth .empowering women towards nation building could even be a high topic of dialogue. Days of seeing woman as homemakers have gone, we've to ascertain women as nation builders. It's worth to write down about our Indian external affairs minister Sushma Swaraj who has contributed towards women empowerment. Recent theme of “women first, prosperity for all “which emphasizes that girls represent tremendous power for process and prosperity in developing and developed countries ensuring equal pay and improvement of working conditions to women .Every girl and ladies had the potential to form changes during this world to form how better place and this potential depends on deeper thinking and high thoughts.



ज़िंदगी सफ़र है, जंग नहीं

मेघा शुक्ला

बीसीए प्रथम वर्ष

साँझ ढली है तो क्या, अँधेरा ही होगा,
हर काली रात के बाद एक नया सवेरा होगा
इतिहास गवाह है, जीत उसी की हुई है, जिसने हार को कभी गले लगाया है,
वो वीर जिसने दर को कभी पीठ नहीं दिखाया है
तमाम कोशिश की थी सिकंदर ने पर पोरस को मार कर भी मार न पाया था
वो शूर वीर प्रताप जिसने हार कर भी रन भूमि को अपनी जीत से सजाया था
इतिहास ने जन्मी है गाथा एक ऐसी महारानी की, अग्नि में समर्पित होकर जिसने गुरुर सबका जलाया था
याद होगी ही वो मर्दानी रानी, जिसने अंतिम सांस तक गार्डन नहीं झुकाया था।



The Dolls of the Devil

Tanujit Mitra, BBA 2nd year

Dress shabbily and they remember the dress; dress impeccably and they remember the woman, a very ardent quote indeed. But there is a question here that is often overlooked. Is a woman only defined by the dress she wears? Since that is completely false based on basic rationality, why not delve deep into a mammoth of an industry that concocts this flawed idealism that manifests our minds? Advertisements is a five hundred sixty-three billion USD industry globally as of 2019. The industry expands beyond print media; television and digital platforms have opened doors to unprecedented growth rates. Advertisements have become an intrinsic part of our routine, yet a close critical dissection of the industry would easily make us flinch. Every corporate is in a race to beat the other competitors. In markets like oligopoly, companies spend more on advertising than they invest in the product. And today more than ever before the companies try to sell us an experience through their augmented product illusion. The effective marketing mix is as complicated as it can get. The advertisements are very clever in their way of make-believe. Most of us smart people think that our purchase decisions are not affected or influenced by advertisements. What we miss is that they leave their mark on our minds. Maybe not directly but with a subtle hint they shape our minds. Even if an advertisement makes us ridicule, it still catches our attention. The depiction of women in advertisements ties its roots back to time unknown. And since the inception till today it has been cruel and miserably saddening. Objectification may not be an unfamiliar term today. But if we question why it is becoming the norm, advertisements may have an answer. Advertisements empirically or dialectically promote objectification, commodification and subjugation of women. The abuse of the sanctity of women is widespread in advertisements. Every other company resort to such measures for increasing their sales or to catch an eye. The fact that it is working for them is even more disturbing. To say diabolic yet

resultant. Women are portrayed as unimpaired creations of astonishing beauty with silk smooth hairs, knife sharp fairness, glowing unblemished skin and pearly white teeth. A bold statuette with bust and hips that captivates everyone's eyes. This misrepresentation promotes an unrealistic image where women resemble more of crafted figurines than of human beings.

In advertisements while these dolls are idealized, real life women are considered to be flawed. They are frowned upon for not having the perfect smooth skin or for the absence of the brightest of the tones on their face. They are expected to replicate this flawed idealism of beauty. Or else they are left unwanted.

We can notice that in many fairness cream or cosmetics commercials that a woman faces rejection for her melanin content. And soon as they become fair, they get jobs or proposals. This is straight up racism in our face and yet consumers comply. Other products dismember women and package her glorified eyes or lips separately. Men's grooming products convey that their products attract girls. A face wash or deodorant brings in girls as if they are some commodities up for grabs. Women are objectified into pretty packages that anyone can buy sometimes for the worth of a car or sometimes with a chocolate. Some brands do not even stop here and take it further. The use of vulgar or graphic contents in advertisements is not unknown. Women are shown ripping their clothes off or sucking on popsicles. Mild pornographic content is also shown. The profanity is conclusive. While vulgarity takes the lead, subjugation is also not much behind. Many of the Indian advertisements show the mother figures or wives engaged in cooking and cleaning. Advertisements regarding detergents, washing powders, masalas or cooking oil always tend to encompass women projecting an image of their caged options which is stereotyping and unjust. Lastly, with women empowerment becoming such an uprising movement, the companies have learned to flaw it too for their benefit. Working women shown as professionals are depicted not working. Either they are in the cafeteria or in the lift or impressing their boss with shiny lipstick. Doctor mothers are shown recommending toothpaste for

their child or the best disinfectant liquid for cleaning the house. The entire idea of women depicted in advertisements is derogatory and flawed. The feminist qualities of attractiveness and beauty are objectified into goods up for grabs. The misuse is evident and vividly recorded. It is time we strike a rebellion against these evils or the time is nigh when we will also fall a prey to this vicious propaganda. We can't afford to stay silent or reconcile. It is time to address the elephant in the room and show no tolerance. We have to voice against these wrong doings and vouch for a better future. For if we are found to be guilty of dereliction of duty the price of repentance will be too high. It's time that women not only wear high heels but also keep their heads high, just the way they are.



IEM BBA Convention, 2018



Mr. John Knipfing, Intercultural Expert and Cross-cultural Trainer & Coach, Cultural Intelligence Consulting, Bangkok



Mr. Luca Bernardinetti, Chairman & CEO, Mahanakorn Partners Group Co. Ltd. & Director, Thai-Italian Chamber of Commerce (TICC), Bangkok

IEM Convention, 2018 (Innovation, Entrepreneurship, Marketspace), 21-22 March, 2018 at the Sasin Graduate Institute of Business Administration, Chulalongkorn University, Bangkok, Thailand.



Mr. Nilay Patel, Portfolio Manager, Millennium Capital Management Pte. Ltd.

IEM-UEM BBA Convention, 2019



Mr. Luca Bernardinetti, Chairman & CEO, Mahanakorn Partners Group Co. Ltd. & Director, Thai-Italian Chamber of Commerce (TICC), Bangkok



The team from Ashram campus with Prof. Soumik Das at the Convention

IEM-UEM Convention, 2019 (Innovation, Entrepreneurship, Marketspace), 07-09 February, 2019 at National University of Singapore, Singapore.

She Has Blood to Bleed

Mehrin Khan, BBA 1st year

As my lord, Wrote in “The Tempest” “Good wombs have bore bad sons” I feel throughout the ages It has been consistent My heart bleeds, To realize the evil nature of sinner In the dead of darkness; my eye weeps, To the tragedy of virtue of a mother; Who could not give rise to a winner. She set the crown on him, but it remained unbowed alas. Her might could suck the poison out of ivy, but couldn't drop the heads of the crowd, so she weeps and breaks under her shroud. As they say you reap what you sow your wrong doings would not only bring demise To you But to the goddess who bore you till the ninth month in her sacred womb and prayed for blessings of the “The Almighty” For you.

ছোঁয়া

সার্থক দান

প্রথম বর্ষ

কতদিন হয়নিতো দেখা

কতদিন বলিনিতো কথা

যত প্রেম তত নীরবতা

যত প্রেম তত নীরবতা,

মনে হয় ছুঁয়ে দেখি তোকে

ছোঁয়াটুকু স্মৃতি হয়ে আছে

ছোঁয়াটুকু স্মৃতিতেই থাক

ভালোবাসাতোর ঘরে যাক.

নারী
শ্রেয়া চক্রবর্তী

দ্বিতীয় বর্ষ

আমি কখনও প্রেমের মমতার প্রতীক হতে পারি
কখনও অসুর নিধনরূপী দুর্গা হতে পারি
হতে পারি কখনও স্নেহের পরশ
আবার কখনও দুর্দম্বপ্রতাপী লক্ষ্মীবাই হতে পারি
আমি নারী, অনেক রূপ আমার
তবে কেন আজও আমার অস্তিত্বে এত সংশয় ?
কেন আমার হয় এত ভয় ?
কেনই বা আমার জন্মে মৃত্যু হয় অন্য এক নারীর ?
অবঞ্জা, অবহেলা হয় আজও আমাদের
কিন্তু যারা আমাদের হয় করে তারা আসলে কাপুরুষ
সত্যটা তারাও জানে
আমি কম নই কোনো পুরুষের চেয়ে
আমাদের যারা বলে নরকের দ্বার, তাদের এই পৃথিবীর আলোও তো দেখায় নারী
শিশুজ্ঞানে ক্ষমা করি তাদের
আমি নারী
এই পুরুষশাসিত সমাজে নিজের জায়গা করতে পারি
কখনো কোমল কখনো বা কঠোর হতে পারি
দিন বদলাবে আমারও
সারা পৃথিবীর নারীরা যখন একজোট
মুখ বুজে নয়, অন্যায়ের বিরুদ্ধে লড়বে তারা
সেদিন উঠবে নবসূর্য
সেদিন হবে আমার জয়।।

The Cycle of Eve

Manimekhala Chakraborty BBA 2nd year

She is born of flesh and blood, un-discriminated from the rest,

Yet she is intensely hiding all the dismay within her vest.

She rises when the birds chirp the first song of dawn,

She brightens the despair of the previous night by embracing sunlight, pulling apart the curtains partially drawn.

The days that she left in the past had given her all the same,

She has seen the serenity of the mountains and the wrath of the sea to determine the nature playing it's game.

How is it that she is different from a man?

Shouldn't the fact that the work she does is no different from that of a man to withstand.

She bleeds letting out the enormous labors bestowed on her.

It's a wonder how she smiles in spite of that and gives a shoulder to others who need her everywhere.

Is being what she is easy? She's rising up from all odds.

The flames burn her but a phoenix she is, always prepared to retort.

She has been created to represent tolerance of human kind,

The payback is violence and torture; what a shameful mind.

Her face conceals a million scars yet her gratification seems high,

Pretending away through the stars, to step a foot back and bid farewell thereby.



Poems

Saima Faisal, BBA 2nd year

They say I'm Muslim, they say I'm Hindu But they both had grown up in same land, they both had grown under same sky, they both feel summer in may & winter in December, they both cry harder under a pillow, they both laugh harder with their love one, they both count the same stars in the December night, But yet they say I'm Muslim, they say I'm Hindu.

They say I'm Muslim, they say I'm Hindu. But they both feel traumatized, whenever the mother got attack, they both shed blood to set their mother free, they both wants to discover the stone under which the happiness of their mother is lying, they both can die for their mother safety, But still they don't call himself an INDIAN first, They say I'm a Muslim, they say I'm Hindu.

You're not weak You're vigorous and fighters to stand up again when the entire world is pulling you down, when you feel every single thing is falling apart around uh, when you feel every single thing is going against yourself and though you feel exhausted and want to give upon everything, but there is always a little hope which is burning in your heart. And when that little hope turns out to be yours biggest strength and push .Then that's the biggest gift you gifted yourself by not giving up. Not giving up is something to be damn proud of.

Those mornings are more beautiful when my mom wakes me up, not my alarm.

Black

Tanmoy Chowdhury, BBA 3rd year

I'm proud that I'm black I'm proud that I'm black I'm the one who has been treated as a lower class in a society I'm the one who was treated as a slave by the whites I'm the one who was not given importance in the society Still, I'm proud that I'm black I'm the one who has got special characteristics in me I'm the one who was a president in South Africa I'm the one who is known as the missile man, scientists and political leader in India I'm the one who cannot be replaced by any other colour I am the ultimate of all colours That's why, I'm proud that I'm black I'm proud that I'm black.



Some of University Rankings earned by IEM BBA Students

- ❑ DEBASHMITA SARKAR – University **BRONZE Medal**, 2018
- ❑ JOYEETA PRAMANIK – University **GOLD Medal**, 2018
- ❑ SROBONA CHANDRA – University **GOLD Medal**, 2019



2 of our University Gold Medalist



New Women in India" - A Myth or Reality

Tithi Dutta, BBA 2nd year

The phrase "New women" is profoundly deep-rooted in a very trending yet controversial issue which is Feminism. Contrary to popular belief, feminism can be elucidated as recognizing men and women at Par. This new woman must be qualified enough to be passed as a scholar, eventually be financially stable and is well aware of her existence compared to the global standards. Women of India have proved their expertise inexplicably in different sectors - from reaching to the highest summit (Arunima Sinha), bringing gold from the Olympics (Mary Kom), becoming scientist (Meenakshi Banerjee), becoming CEO of companies like Pepsico (Indra Nooyi), ICICI bank(Chanda Kochchar), Axis bank (Shikha Sharma) to every other contributions can possibly be made. But when spoken in a broader aspect, the picture is not very rosy. Aided by statistics, it can be analyzed that 52% of the population is male and 48% of that is female. In sheer numbers males outnumber females by 35 million in population. Reason for this can be female foeticide or deep-rooted desire for male children. Uttarakhand and interiors of Rajasthan still practice such backwardness. If there's an impediment being created even before a girl child is born, there can hardly be a question of being a " New woman". If the waves break at the shore itself, how will they rise? Many such questions arise when I'm confronted with such situations which seem to be mere facts to us. Majority of women in India do not get a proper schooling due to poverty, superstitions or unavailability of proper guidance. The literacy rate among females is 65.5% whereas that of males is 82.1%. Education does more than opening new career choices. It gives women a greater insight into the world at large, making them aware of their rights and stealing them with the courage to stand up for themselves. Education is and will be the single biggest driver of change for girls and women. Though the urban scene has changed much, thanks to improved education among the population. Domestic violence, harassment of women in

their household and at the workplace, demanding dowry, molesting and sexual exploitation are some of the common scenarios in our country. Although laws have been made but it is a sorry state of our bureaucracy, steeped in corruption that actually vows to take care of women but in reality, does nothing to provide even the smallest help in times of crisis. Women still face hardships in everyday life. According to surveys made, female participation in the workforce is only 20% while that of males is 80%. We are a long way from the achievement of equality for women in decision-making and leadership. The total female formal labor force participation in India is only 29%. There is a dearth of women in senior leadership positions in India - be it on boards of civil society organizations or corporate boards of India in parliament. Women hold only 9.5% of board seats in stock indexed companies. Women continued to be stereotyped and slotted into certain jobs; they face biases in performance appraisal, promotion and salary. They face difficulties in the nature of work or access to facilities. The absence of arrangements for breastfeeding a child in the workplace, for instance. Work life balance today largely focuses on balancing the family, children and work simultaneously. It's still not easy for women to juggle a thriving career and a happy family life. In spite of all the above given facts, I'm hopeful. Women will make a difference in their existence as soon as they educate themselves and be financially independent. But this pace of change has to be accelerated. The most crucial thing that needs to be emphasized is that in order to emancipate women from any kind of injustice, they need to be supportive of each other rather than putting each other down. We need to introspect ourselves why another Indira Gandhi is not born, why little girls are shoved to death, why do they need to learn what is "good touch" and "bad touch", why do they get deprived from things their brothers don't? The day we find an answer to that I'm sure India will see an upheaval of new women in India.



She

Uttariny Das, BBA 1st year

No space can confine her, Nor reason define her She broke no promises Knows no shame Warmed by an inner fire, the picture of serenity Virgin to desire. Her past has no colour Though Cupid had struck but once as on the balcony she sat one dusk a halo that eclipsed the golden one and looked out and saw and knew Love meant him and then there was none. Was it destiny that brought together thus, The princess of dreams and the pilgrim of mistrust Innocence beheld with fearsome are tall and proud, a sullen willowy grace A tramp, punished forever by fate A man. A gambler. A rock chiseled face. Time stood still hardly darling to slip past without murmur or protest. The die had been cast. They spoke for long though not a word was said, Gondolas of Venice, cobbled streets of Rome they roamed, twin souls. Birds of faith. At dawn, he walked away, rucksack in place, Without ceremony or farewell He arrived to leave and left never arrive So the curtain fell No space can confine her Nor reason can define her No suitor left uncensored, Every twilight, she creeps quietly, To the balcony And looks out, and sees, and knows Her wait shall last an eternity.

Will You Accept It?

Prof. SAIKAT CHAKRABARTI Department of BBA (H), IEM, Kolkata

It was 1990. The software companies were gradually making inroads in our life and becoming popular. Salt Lake, Sector-V in Kolkata was then the only IT-hub in West Bengal. Even in Sector-V only a few companies started their business at that time. People in general were under the impression that software engineers were highly paid. Such a notion reigned supreme in the minds of the residents of the suburban areas. The setting of this incident against the backdrop of such an idea takes us to Bauria which is not too far from Uluberia in the district of Howrah. Judhajit Banerjee (Joy) was a brilliant student of that village, Bauria. After completing his B.Tech in Computer Science and Engineering, he joined Tata Consultancy Services (TCS). It is known to all that TCS has an office in Sector-V of Salt Lake. After coming back from the USA he joined the TCS office of Sector-V as a software engineer. Naturally he gradually became an apple of one's eye to many people of his locality. In his family he had his wife, and his parents. Initially Joy and his family had a small house, but after returning from the USA he built a two storied bungalow in his ancestral place, Bauria. Wherever he or his family members used to go, they used to get extra respect. When he used to catch the train in the morning, he was very often offered a seat even by his remotely known co-passengers in an awfully packed and crowded coach. But, Joy always tried to maintain a safe distance from the neighbors. From his childhood he was a boy of very reserved nature. So, people also took it for granted. They used to think that he was a person of introverted nature, but a very good one too. One fine morning along with other passengers on the platform he was waiting for the train to come to Bauria station. After a few minutes an old lady came to him and asked for money. The lady was about 70 years old and she did not have a proper cloth or saree to cover herself. All she had in her hand was a katori with a few one or two –rupee coins and notes and a stick in her other hand to walk. With a lot of expectations, she said, 'Baba, please

give me something'. Within a fraction of a second Joy replied immediately, ' Why? Why should I give? If I ask you to give me something, - will you? Who helped me to be what I am?' Everyone around him felt stunned and uneasy at what was going on, but a greater surprise was awaiting them. To the utter surprise of all, the old lady smiled and replied, 'As I started addressing you with the term 'Baba', you will definitely be treated by me as my son. So, please tell me what should I give you? If you are in distress, can I keep myself away? I am ready to give all that I have earned today by begging along with all that I have in my possession, whatever small amount it may be. Will you accept it?'

Memories from the Mountains

Prof. JOYDEEP MUKHERJEE Department of BBA (H), IEM, Kolkata

The night felt never ending. I have been lying awake on the bed. The rain has been drumming continuously on the tin roof. Along with that the whole surrounding is jangled with voices of cricket, grasshoppers and many more. Though, I won't blame the rain for the sleepless night. Rather, I have enjoyed the rhythmic beats of the rain and the limitlessness of the night. Not many people relish the dark, but I have built a good friendship with the night, over the years. The rain has stopped now. The morning light is making its way through the darkness. I sit by the window and look through. The mountain in the distance peers removing a thin veil of mist. The captivating view outside have made the long night more gratifying. I feel an immediate urge to step outside the door without wasting any time. I cover myself with a jacket and step out on the little verandah in front of my room. Blue mysterious mountain greets me good morning. The gloomy sky is giving a lazy look at me. A soft cool breeze is murmuring. I can smell the fragrance of the rain soaked mountains. I love petrichor, but this is something heavenly. A bird is chirping zestfully nearby, though I can't see her. A chanting from monastery can be heard faintly from a distance. The babbling of the river from afar is accompanying it. You have to love this distance sounds, they are beautiful. If you ask me why? I don't know, may be because they are coming from faraway. I step out of the verandah and followed a winding muddy path. This path will lead me to the Machaan. The grass is wet and the rain drenched trees around me are looking greener. As I am walking, the babbling of the river is becoming clearer. I passed the thatched wooden seating place and now I can see the Machaan. This Machaan is nothing but a wooden viewpoint. A few more steps and now I am standing on the Machaan confronting the mountains. Mountains, the pristine mountains cocooned in serenity. The meandering Teesta river below is flowing aimlessly and murmuring in her own rhythm. The mountains and I know each other quite

intimately and we shared a lot of memories. Hundreds of times I have stood in front of the mountains and still every time it thrills me. As I am standing before it now, I feel myself very tiny yet powerful bestowed upon solitude. This is the magic of the mountains. Once you love mountains, it will abide in you. You no more belong to yourself, you belong to it.



The wooden Machaan, I am standing on is not a very healthy and hard-wearing one. Rather, it is very weakly built. Even it looks more vulnerable after the last night rain. But the mountains are dangerously beautiful. I am completely immersed in the silence and calmness offered by the nature. I am gazing at the mountains and the quiet trees probably are looking at the over-enthusiastic stranger in amazement. Then suddenly, Tamangji calls me, ' Sir ji, good morning!! Your tea is ready.' I smile at him and wish him good morning. We walk up to the thatched wooden seating area and sit there to enjoy our steaming cup of tea. Let me introduce you with Tamangji. He is a budding entrepreneur who runs a small home stay in this picturesque village Mangarjung in the Kalimpong district of West

Bengal. I am staying in one of the rooms of his home stay. I am his guest now and he is a wonderful host. Tamangji and some other villagers are trying to develop community based tourism in this tiny rural hamlet. If you are not familiar with this, I must tell you that community based tourism is a small scale tourism system which is planned, owned and managed by the local villagers. People come here to be absorbed in undisturbed nature, experience and appreciate local traditional culture. I will be happy if I can contribute something to their initiative for sustainable tourism. Mountains give us generously; we should try to give it something back. Tamangji offers me a walk to show a 200 years old tree which the villagers worship as an omnipotent power. On our way, we pass by the Home stay where the old father of Tamangji is chopping woods for fire. Some village children are playing joyfully as there is nothing to worry in this world. We surpass a small Squash field and take a more secluded path. I am following Tamangji through a narrow windy path cloaked in huge Pine, Oak, and Deodar trees in both sides. As I am walking, a thought popped up in my mind. 'What if I live here forever with the mountains, with the mist and the rain and the silence?'

COVID 19, We All Are Worried!

Prof. SOUMIK DAS, Assistant Professor & Officer- Training & Placements IEM,

Ashram Campus, Kolkata

Corona virus (Covid 19) the term which creates a shiver in the mind of all will impact the coming days on a definite note. As per Economic Times India's economic growth could take a hit of up to half a percentage point in FY21 because of the disruptions caused by the Covid-19 outbreak. Growth in the first two quarters of the next fiscal could be as low as 4- 4.5 %. Out of all the negatives the silver lining is that India is relatively insulated from the global value chain and to that extent the impact would be lesser. The merchants and small shops are not over leveraged so will emerge strong once the shops open. The companies in future will adopt online interview system and will ask the employees to work from home. There will be a huge cost reduction in this mode. Tata Consultancy Services (TCS) made a revelation that in the future, it believes that it doesn't need to have more than 25% of its workforce at its offices to have 100% productivity. This would mean that 75% of TCS' workforce could be working from home by 2025(as per News Minute). Other corporates will also implement in similar fashion. Direct sales on one to one basis will take time to revive as normal. Opportunities will change



its way as it used to be. Multitasking is the need of the hour. It means that whether management or technological each should at least know the basics of the stream which the students are not into. Like for management basics of Python are required on the other hand for technocrats' economics and finance is required. Jobs will be limited in the coming year and yes a difficult situation but once this is over if students have developed multidisciplinary knowledge the employment opportunities will move northward. Build your presentation skills, communication skills and be confident to handle any situation. It's not marks only that matters but the right aptitude and right attitude will help students to become employable and also turn some into entrepreneurs. Think innovatively stress on your strengths and reduce the weakness.

Read more at:

https://economictimes.indiatimes.com/news/economy/policy/outbreak-will-set-back-indias-growth-recovery/articleshow/74663633.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst

The Narrative Voice of “Heart of Darkness” and “Things Fall Apart” and its Impacts upon the “Texture” of These Two Narratives.

Prof. SUCHANA ROY Department of BBA (H), IEM, Kolkata

What is the dissimilarity between a real Africa and an image of Africa? Are the two same, as their referent implies, or not quite, as their medium suggests? These are tricky questions when asked in the context of modernist and postcolonial studies. They right away summon two figures who have written two of the leading significant and exemplary narratives about Africa; two untimely artists who always tend to be measured as rivals, certainly as antipodes: Conrad and Chinua Achebe. Given the magnitude of controversy these figures have produced over the decades, it might be hard to find out a more polarized, encumbered and, above all, volatile relation on the question of narrative portrayal of Africa than the one rising from the altercation between Conrad's late nineteenth-century image of Africa in *Heart of Darkness* and Achebe's mid-twentieth-century picture of Africa in *Things Fall Apart*. Achebe has written in his essay, *An Image of Africa: Racism in Conrad's Heart of Darkness*, about discrimination in Conrad's writing space. In his essay he carves “Quite simply it is the desire – one might indeed say the need – in Western psychology to set Africa up as a foil to Europe, as an area of negations promptly remote and mistily acquainted, compared with that Europe's own state of religious grace are manifest”. Achebe remarks further on *Heart of Darkness* in an interview that it was when he studied the novel at university level that he grasped its racist nature because he was one of the savages in Conrad's novel jumping up and down on the beach, a reflection that he as an African could not relate to. Colonial writers' standpoint of Non-European socio cultural domain- Post colonialists developed a way of thinking that focuses on the subaltern, which became one of the concepts within the theory of post colonialism (Baylis, Smith, and Owens 186). The subaltern is a term coined by Antonio Gramsci literally meaning ‘of inferior rank’. The subalterns are inferior to the ruling

hegemony and could form any group which is denied access to society (Ashcroft, Griffith, and Tiffin Postcolonial Studies 209). In an essay called “Can the Subaltern Speak?”, Gayatri Chakravorty Spivak discusses how the elite does not listen to what the subaltern has to say about its culture and instead judges the culture of the subaltern from its own perspective. Spivak concludes that the subaltern cannot speak. In the relationship of colonizer and colonized, it is always the colonized who is the subaltern and it is its story that comes to light with postcolonial theory (Ashcroft, Griffith, and Tiffin Postcolonial Studies 210).

Another concept in postcolonial theory is the term ‘othering’. In the context of post colonialism, a case of ‘othering’ involves an attitude expressing that the colonized can only exist in relation to the colonizer. The term also relates to how postcolonial countries are seen and judged from a Western perspective. Therefore, postcolonial countries become characterized as primitive only because they are compared to Western countries, which are perceived as civilized. Additionally, ‘othering’ deals with the idea that the Western world needs the image of the primitive ‘other’ in order to claim it to be civilized. Moreover, the way of thinking that puts colonizers and the colonized people on opposite poles helped to create the myth about Africa as the ‘Dark Continent’ and the antithesis of Europe (Ashcroft, Griffith, and Tiffin Postcolonial Studies 167). The expression ‘other’ also engages a dual connection that exists between regal Europe and the African colonies. What comprises of the twofold relationship between the colonizers and the colonized has further been defined as being the centre and the periphery, with the centre being the colonizers and the margin being the colonized (Ashcroft, Griffith, and Tiffin Postcolonial Studies 36). In the process of writing back, colonial texts are re-written in various ways in order to kill the myths and alter the stereotyped roles that colonial literature conveys. As a way to redeem themselves from the way history and culture of the colonies were described in literature during the colonial era, postcolonial authors, like Achebe, have used the

technique of writing back. In *Things Fall Apart*, Achebe writes back to *Heart of Darkness*. The concept of writing back will be present in each of the following chapters when showing how *Things Fall Apart* is contrasting to *Heart of Darkness*. Most significantly, *Things Fall Apart* puts the focus on African culture and history by using the method of writing back. Concepts such as the 'other' or the subaltern were not considered when the European powers quarreled about the African continent. As Hochschild points out, the African continent was typically regarded as desolate land that was free to claim because of its unsophisticated population. The postcolonial perception was created when people such as Achebe raised his voice about his past. When looking at texts like *Things Fall Apart* that writes back to the centre, in other words a colonizing state, it is fair to propose that there has been a shift concerning the way the colonial project is professed. It is the postcolonial perception that is the most prominent difference between *Heart of Darkness* and *Things Fall Apart*. The representation that *Heart of Darkness* portrays of Africa is an image of a new world, contrary to Europe and since Europe is known for its so – called superior civilization, Africa becomes an opposite of that. If one scrutinizes the narrative framework of *Heart of Darkness* from Achebe's point of view then one can perceive that Achebe states Conrad is trying to break out from reality by creating a narrator behind the narrator and Marlow is the prime storyteller who is telling the story to a second mysterious speaker. Another issue that concerns Achebe is Conrad's association with the black people. When Conrad embodies the Africans he also states that he can connect to them but he describes that the closest he ever comes to the Africans is a feeling of empathy. On the other hand, in Achebe's novel, Imperialism arrived in the name of Christianity and Colonization. The idea of colonization is that the "civilized and advanced" race brought—with their "protection"—better ways to live like it as a "White man's burden".

The novel is written within the third-person narrative. It can share the thoughts of any character, though it often focuses on just the central characters, including Okonkwo, Ikemefuna, Nwoye and Ekwefi. It showcases the narrative's cultural conflict through voice. It showcases the narrative's cultural conflict through voice. The distance of this perspective choice, combined with the use of past tense narration, creates a narrative method that reflects a folktale or parable. As the Igbo heritage figures significantly in the story, this traditional manner facilitates reinforcement of the importance of culture to Okonkwo and the story of his rise and downfall sounds like something that could have been passed down across generations of Nigerians. This style of narration helps to offer more insights into the Igbo people, their values and their social customs. It also helps to portray them as three-dimensional characters, instead of the simple stereotypes that the missionaries see.

Heart of Darkness, to depict the otherness, utilizes both the techniques of distancing of the author from the text and a mixed up form of the narrative in terms of chronology. Its narrative technique is in good harmony with the theme of psychoneurotic deterioration portrayed within the book in alternative to stop Kurtz's ethical fall from relapse into obvious judgment of the author, Conrad presented Kurtz through the eye of at least one other character that we can guess and form an opinion about. The story opens as a nameless narrator aboard the cruising yawl Nellie, anchored in the Thames River in England, begins to relate secondhand the story of Charlie Marlow's river voyage in the Belgian Congo.

The story in Heart of Darkness is narrated by Marlow, the primary person speaker.

Kurtz, an ivory trader from a European country, undertakes Congo which lies in the heart of the 'dark continent' Africa. He shortly becomes a very capable agent but in his bid for exploiting the natures and step by step accepts their savagery, totems and taboos. He operates with more power over them so he

refuses to leave their company even when he is ill and needs life-saving medicines. But eventually under compulsion by the European he boards their boat only to die with the words 'horror', horror on his lips. The entire tale is narrated by Marlow. At first Marlow, too had been intimidated by the success of Kurtz no longer remains the 'disembodied voice' of a mastermind but a human being to be judged and commented upon. Marlow had his own system of values and judgment predominant.

Thus whereas speaking of the Negro, jumps up once their boat is attacked by indigenous people and is killed.

Marlow comments on Kurtz:

He had no restraint, no restraint__ just like Kurtz___ a tree swayed by the wind.

If Marlow is the first narrator the second relator was a sailor who takes notice of the tale of Kurtz from Marlow and brings his own perception on both Kurtz and Marlow and even expresses his personal responses. Initially, like Marlow he too, sees everything amalgamated into one color but gradually with the disentanglement of Marlow's tale, the truth becomes obvious. Although Conrad's departure from accepted time sequence is not as radical as that of Joyce and Woolf, it is nevertheless a unwavering step in that track.

One can notice how Achebe combines language forms, maintain thematic unity and shape conflict in this novel. His use of Ibo proverbs in conjunction with the English language places the reader in a certain time and space. By merging the two cultural heritages, Achebe demonstrates the battle between tradition and change that drives Okonkwo's story. Achebe begins the story from Okonkwo's perspective. Okonkwo's story helps the reader perceive the Ibo's daily customs and rituals also as celebrations for important events in life: birth, marriage, and death. The story,

however, becomes more the tribe's story than Okonkwo's own journey. The novel becomes one in all scenarios instead of character.

In *Things Fall Apart*, the narrator in Part One employs periphrasis to circle around the subject to build up a picture of Okonkwo's culture and with the arrival of colonizers in Part Two the plot has become more linear and the speed of narrative quickens in the last part of it. Achebe uses a explicit type of distinction to reinforce his primary Characters in *Things Fall Apart*, illuminating their differences. The following pairs of Characters serve as representations of each other: Okonkwo and Obierika, Ikemefuna and Nwoye. Okonkwo is a man of honor. He follows the tribe's customs nearly blindly and values its belief of him over his own decision. Obierika, on the other hand, considers the things that occur to Okonkwo and his tribe. Obierika often makes his own choices and questions the tribe's wisdom in some of its actions. Ikemefuna illustrates the young tribesman as a masculine youth. In contrast, Nwoye appears lazy and effeminate. He prefers being obligied to his mother's stories over planning for war. Besides this, narrator dwells Okonkwo's conflict as the conflict between private self and public man is the divergence between the feminine and masculine values. His powerlessness to understand the very fact that the female attributes makes him smartly suppress in himself. His plan of the requirement for greatness is evident in his naive comments on the deaths of Ndulue and his eldest spouse, Ozocmena. Ndulue was a good human being, he balanced the might and compassion of masculine and feminine principles. But for Okonkwo, one is either a man or a woman; there can be no merged identity. Throughout his life Okonkwo depends on hostility to solve any issues. This code negates human reaction and severs him from his time-honored roots that eventually lead him to a catastrophic end of his life. He fails to carry Nwoye from turning to Christianity. Okonkwo's connection with the earth goddess Ani and the offences that he committed against her also adds some vital parts of the narrative technique of the novel.

In *Heart of Darkness*, Joseph Conrad shows the continent through the point of view of the colonizing Europeans. It tends to portray all the natives as savages. In response to Conrad's stereotypical representation of Africans, Chinua Achebe wrote *Things Fall Apart* through the point of view of the natives to show Africans as members of a thriving society. *Things Fall Apart* follows Okonkwo's life as he strives for status in his community. When European missionaries return to Umuofia, Okonkwo's tribe, Okonkwo tries to protect the culture that the missionaries would destroy in the name of "civilizing" the natives. However his rigid mentality and violent behavior has the opposite of its supposed impact, perpetuating the stereotype of the wild African within the eyes of the white readers.

European prejudice against Africans is visibly present in *Heart of Darkness*. In traveling through Africa, the protagonist, Marlow, describes all the natives he comes across as savages, comparing them to animals or the wilderness of the jungle itself. In one instance, Marlow discovers an open grove where natives go to die. His portrayal shows the natives as "shadows" and unearthly "creatures," not as mortals. The men are not individuals, but rather a lump with no individual characteristics to distinguish one man from another. Marlow's representations came from a stereotype that says all Africans are made of the same, rather common characteristics, unlike the imagery of Europeans who are expressed in great detail. Marlow combines the ideas that Africans are indistinguishable, primitive and reflects this image in the representation of Africa. Like all Africans, Africa too is a structure-less continent. Africa is comprised, not of distinct lines, but of formless elements like mud, sludge, and roots and both Africa and the Africans are portrayed in terms of death and disease. Since Africa and Africans are only framed in this context of death, in the narrative texture of "*Heart of Darkness*" Conrad creates the stereotype that Africa is relentlessly in a wild and deplorable state. To counter this, in his critique of *Heart of Darkness*, Achebe wrote, Africa is "setting and background which

eliminates the African as human factor... devoid of all recognizable humanity, into that the wandering European enters at his peril".

In reply to the European's conformist portrayal of Africans, Chinua Achebe in *Things Fall Apart* portrays Africans in a ordered and civilized society. Although the kinfolk lacks European typecast, the protagonist, Okonkwo, does not corroborate the European beliefs more than contradicting them. While Igbo culture is in awe of strength and masculinity, Okonkwo's behaves like an alpha male; characteristically manifesting itself through aggression. Okonkwo is portrayed as "a man of action, a man of war". Also, Okonkwo is entirely unbending. He believes that "one is either a person or a woman: there will be no compromise, no composite". Combining this obsession with masculinity and therefore the inability to be each masculine and female creates a personality that fears something feminine. This concern of something female explains Okonkwo's constant want for action and aversion for "idleness". In a different sphere, this fear of Okonkwo represents the contradictory ideas of colonizers who saw colonized people as feminine, creating a gender politics which not only represents female gender as the weaker one but also portrays the colonizers as the epitome of masculine power who had the responsibility to "protect" and "teach" the colonized, this notion completely rejects colonized community as a existing community even and by doing this the power structure works. This idea of projecting woman can be seen in the narrative texture of *Heart of Darkness* too, Women in *Heart of Darkness*, are isolated and protected; "Their role is limited to living within their own world as a result of they maybe too weak to face all the obstacles and temptations in the real one".

It can be seen in Marlow's statement,

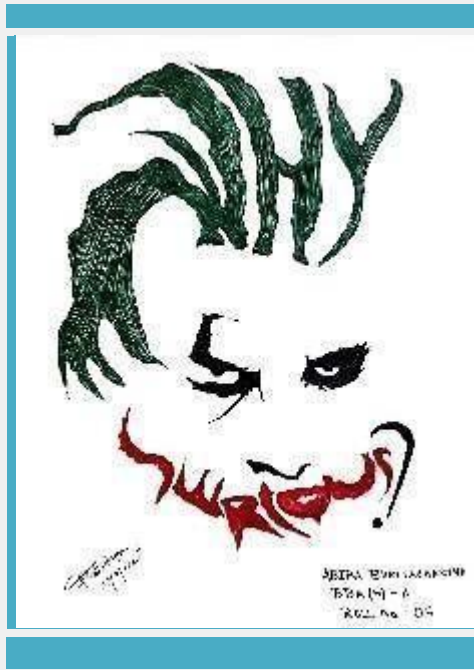
"Women...we must help them to stay in that beautiful world of their own, lest ours gets worst" The novel counters colonial literature's portrayal of Africans but also re-evaluates the moment of colonizing and recasting it debatably as an important phase in the long historical development of Africa and also the moment in which the process of self realization started.

Following the presented world of Conrad's story, one can notice the major part played by aspects of space, whose significance the narration makes quite unequivocal. The in general spatialization of the narrative is pointing toward by the references to the maps of Africa, three in all, which Marlow observes at various times. Things fall apart is indeed a classic study of bafflement.

The conflicts that portrayed in the narrative texture of the novel Things Fall Apart is between the individual and community. these are tinted in Obierika's conflict of loyalties, predominantly when he fathers twins but then has to leave them in the evil forest, reassuring Okonkwo then having to destroy his house and it is represented by the proverbs, In addition to the rhythm and content choice, Achebe also uses a ton of proverbs – which is indicative of TheIbo's ancient oral culture – moreover as various small stories shared individuals and documented in some villages, used to discuss everything. These stories are how the people communicate with one another; they're used to explain acts of nature, traditions, history, why people act a certain way and musicality also helps weaving the story. The question of loyalties, and incompatible differences between public and private needs, can be seen because one person is recurrently asked to do both conflicting things. This inner, personal conflict developed into an external, community conflict."From each indication it destroyed total unity among the individuals and that they may now not fight a typical enemy as before".

The narrative voice of the third person omniscient narrator and tripartite narrative structure in *Things Fall Apart* and *Heart of Darkness*'s peripheral and central narrative voices weaved the two point of views, that of colonizers and colonized, with its narrative texture and place these two opposite view points in comparison with each other specifically in certain time and space.

NOT SO MUNDANE



Abira Bhattacharya, BBA 3rd year



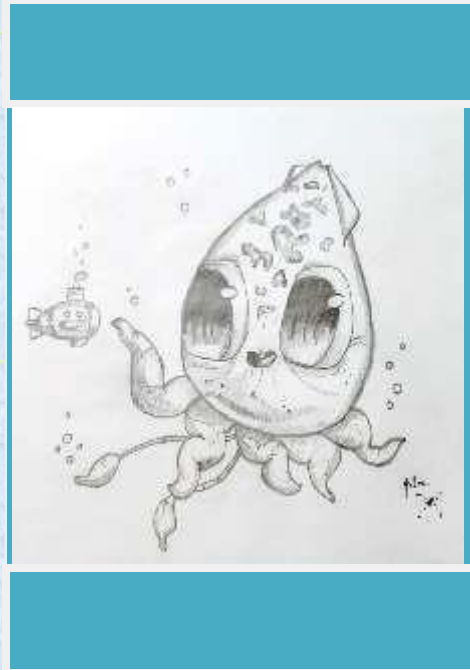
Anise Jana, BBA 2nd year



*Anuja Barnwal,
BBA 1st year*



Aparajita Saha, BBA 2nd year



Aritra Saha, BBA 2nd year



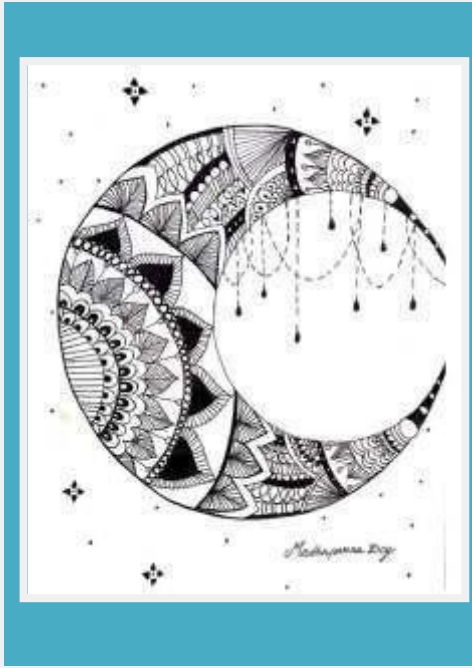
Arnab Biswas, BBA 1st year



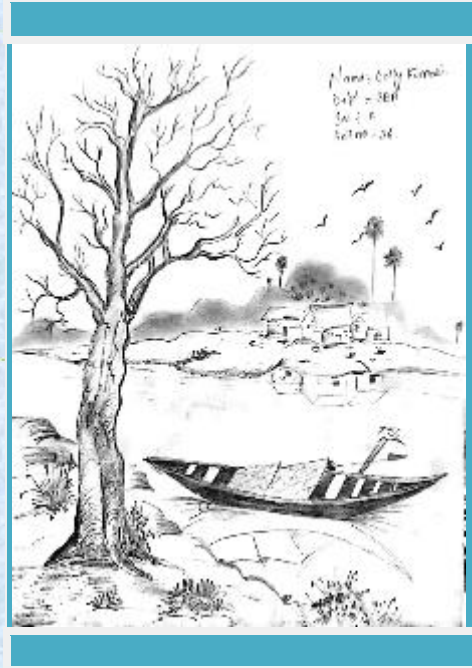
Arnab Naha, BBA 2nd year



Debarati dey, BCA 2nd year



Madhuparna Dey, BBA 2nd year



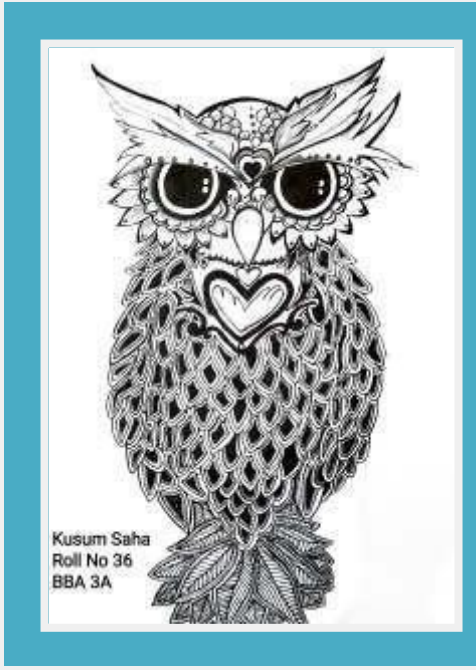
Dolly Kumari, BBA 1st year



Keya Kar, BBA 1st year



Kunal Pramanik, BBA 1st year



Kusum Saha, BBA 3rd year



Md. Noor Akhter, BBA 2nd year



Megha Mazumder, BCA 1st year



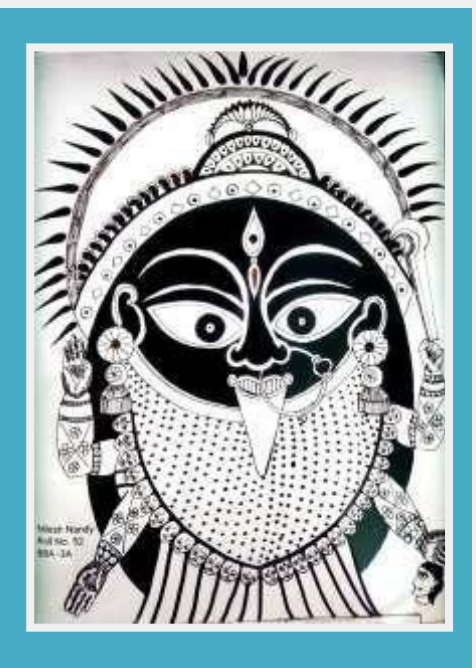
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Aatreyee Gupta, BBA 2nd year



Nikhil Shaw, BBA 1st year



Nilesh Nandi, BBA 3rd year



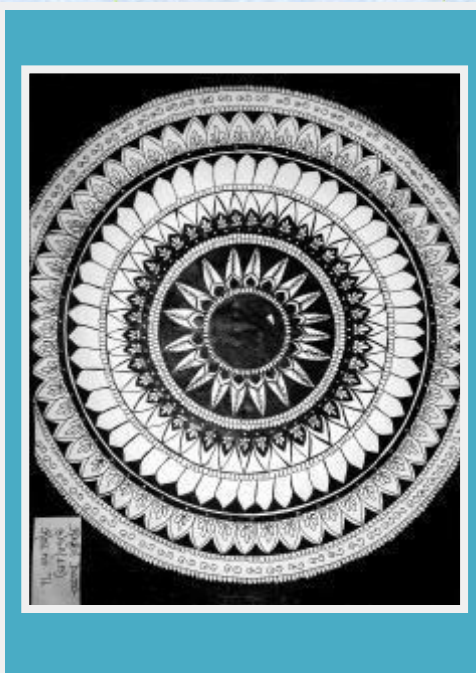
Nilotpal Basak, BBA 2nd year



Piyush Khatri, BBA 1st year



Puja Sen, BBA 2nd year



*Ragini Dutta, BBA 1st
year*



Raima Nag, BBA 3rd year



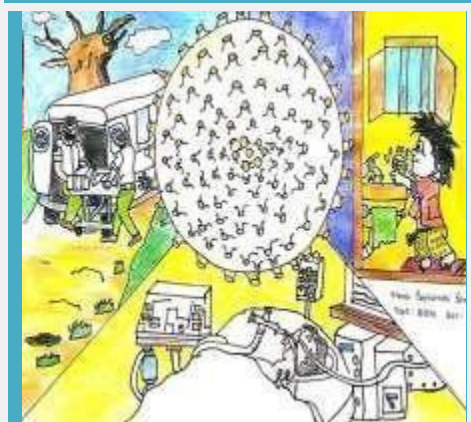
Raunak Saha, BBA 1st year



Sannidh Ghosh, BBA 3rd year



Pranga Paromita Bag, BBA 3rd year



Saptarshi Sarkar, BBA 1st year



Shivangi Thakur, BBA 1st year



Shreyash Khemka, BBA 1st year



Soumini Roy, BBA 1st year



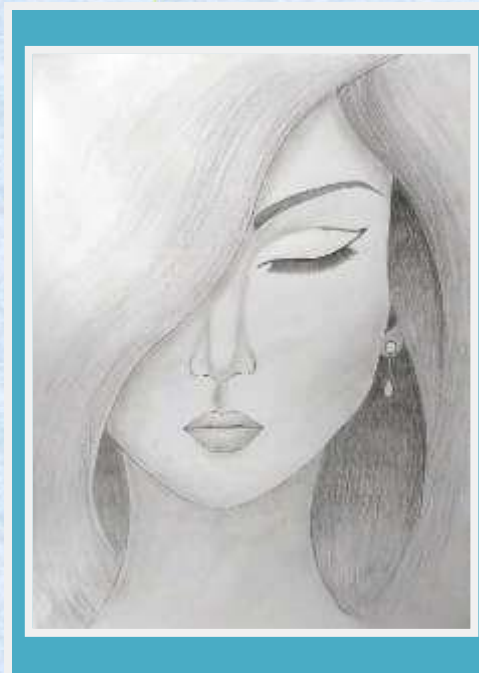
Swadhin Dutta, BBA 1st year



Tapabrata Dey, BCA 2nd year



Zinia Bhattacharjee, BBA 1st year



Tiyasa Das, BBA 2nd year

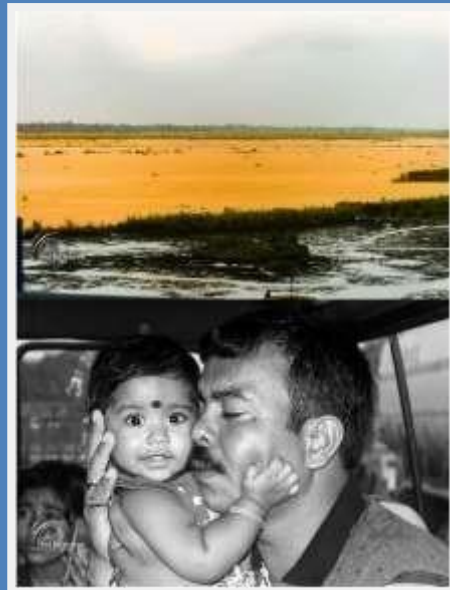


Trina Barik, BBA 1st year



Shreya Dhar, BBA 1st year

THROUGH THE VIEWFINDER



Brotin Bhattacharya, BCA 1st year



Rahul Gupta, BBA 1st year



Iswaropa Biswas, BBA 2nd year



Koustav Roy, BBA 1st year



Anirban Roy, BBA 1st year



Champak Chatterjee, BBA 2nd year



Debraj Nandi, BBA 2nd year



Dipannita Sarkar, BBA 2nd year



Gourav Kumar Jana, BBA 2nd year



Priya Sikdar, BBA 2nd year



Sandipto Ghosh, BBA 1st year



Monalisa Bera, BBA 1st year



Meghashree Maitra, BCA 1st year



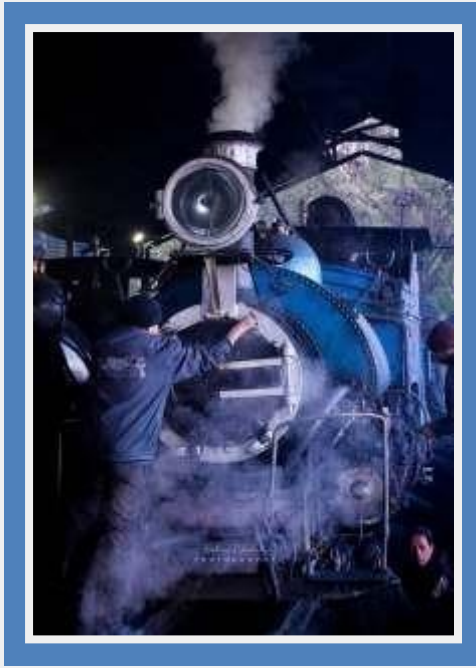
Rahul Biswas, BBA 1st year



Raja Alam, BBA 1st year



Shib Saha, BCA 2nd year



Resham Mandal, BCA 2nd year



Satodru Roy, BBA 3rd year



Saumyajit Saha, BBA 1st year



Sayak Ghoshal, BBA 1st year



Sreejoni Das, BBA 2nd year



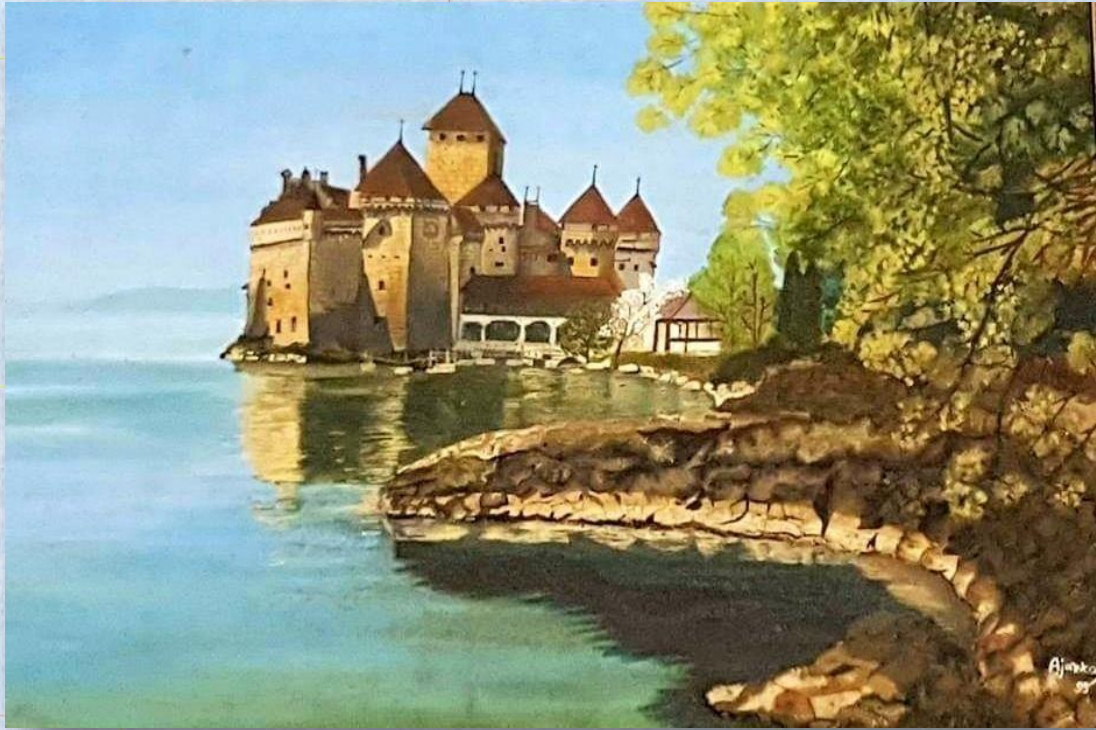
Sreya Maitra, BBA 1st year



Soumen Mete, BBA 3rd year



Shreshtha Mukherjee, BCA 1st year



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