

# POTENCIA

Newsletter of  
Department of Business Administration  
SILIGURI INSTITUTE OF TECHNOLOGY

June 2022

ONLINE EDITION

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## Message from the Principal

It is indeed a matter of pride and satisfaction of having the newsletter "Potencia" of the Department of Business Administration. The theme "Azadi ka Amrit Mahotsav" is also chosen very wisely keeping in view of 75 years of India's independence. The newsletter showcases the achievements earned in the arena of academics as well as extracurricular from the students. "Potencia" is focussed on all sorts of activities undertaken by a department and opens the opportunity to enhance the writing skills among the members. This will not only benefit the students with the information of their departmental achievements but also motivate and aspire others. I congratulate the Editorial Board of this News Letter who have played a wonderful role in accomplishing the task. I express my deep sense of gratitude to the joint editors Mr. Debayan Nandi and Mr. Shomnath Dutta for undertaking the task and successfully completing of the same. With all my Best Wishes for all such future endeavors.

Dr. Mithun Chakraborty

## Message from the Head of the Department (MBA Wing)

It gives me immense pleasure to note that response to this newsletter of our Department of Business Administration, Siliguri Institute of Technology, 'Potencia' has been overwhelming. The wide spectrum of items in different sections gives me a sense of pride that our students possess creative potential and original thinking in ample measures. Each item is entertaining, interesting and absorbing. I applaud the contributors for their stimulated thoughts and varied hues in items contributed by them. Commendable job has also been done by the Editorial Board in planning for and producing the Newsletter. I am hopeful that this small piece of literary work shall not only develop the taste for reading among students but also develop a sense belonging to the institution as well.

Also, my heartfelt Congratulations to students for their fruitful effort.

With best wishes

Dr. Shuvendu Dey

## Editorial Board : Students :

Riya Sarkar , Shreya Palit, Anik Ghosh Chowdhury

Faculty Members : Mr. Shomnath Dutta & Mr. Debayan Nandi





Painting by Riya Sarkar , MBA 4th Semester

## "Azadi ka Amrit Mahotsav"

Anik Ghosh Chowdhury  
MBA  
2nd Semester

Celebrating the 75 years of Independence, let us walk down through certain streets of Bharat, streets of colors, lights, music, architecture, and industry. Also, streets that echo of reminiscent from glorious history, streets that are still and unheard.

Walking down narrow lanes or more commonly called '*galiyans*', with chants, hymns and bells ringing in the air, the aroma of flowers from our left and sweets made of shudh ghee from our right, we are in one of the most ancient city of the world, the spiritual capital, we are strolling down '*Banaras ki galiyan*'.

Dating back to 11th century BC as per records, Varanasi tells us stories of the rich cultural and traditional past of Bharat, it was home to one of the oldest civilizations on earth. We are moving 65kms southeast of Bhubaneswar now, by the coastline of the Bay of Bengal, to witness one of finest architectural and engineering wonders of the world. From Kashmir to Kanyakumari, Rajasthan to Arunachal Pradesh, language, attire, architecture, music, local artifacts, dance forms even platter changes. Bharat is an unison of diverse cultures and linguistics. Theres one thing that unifies us as one, the value of '*Bharatiyata*'

The pride of being a citizen of the largest democracy in the world, belonging to a deep rooted rich history of civilizations. Celebrating 75 years of this pride, let us also remember the unheard martyrs, the brave heart children of Bharat- mother nation who in order to protect and validate this pride and value of living in free India, gave up their lives. Remembering Masterda Suryasen, Netaji Bose, Bal Gangadhar Tilak, Chandrashekhar Azad, Uddham Singh, Veer Savarkar, Rishi Aurobindo, Kshudiram Bose, Birsa Munda and the list goes on. Commemorating the 75th year of Independence, let's gift ourselves inspiration, by studying and knowing about these unheard heroes of India.

Jai Hind



## **Kamaladevi : First woman to run for a legislative seat in India**

**Shreya Palit**

**MBA**

**4th Semester**

India's independence was a watershed moment in the country's history. The British dominated India for a long time, and it took a long time to free India from the British Raj. So many independence fighters gave their life for the sake of India's happiness. Mahatma Gandhi, Jawaharlal Nehru, Subhas Chandra Bose, Rani Laxmi Bai, and others are well known independence warriors. However, there were many additional freedom fighters who gave their life for the people of India, in addition to these well-known figures. The names of these warriors have faded into obscurity over time. Birsa Munda, Kamla Devi, Tirupur Kumaran, Kamaladevi Chattopadhyay, and others are some of the unsung heroes of the liberation struggle.

Most Indians know Kamaladevi as a figure who revived Indian handicrafts and nurtured the majority of the country's national institutions promoting dance, drama, art, theatre, music, and puppetry. Kamaladevi was also a key figure in the international socialist feminist movement. Kamaladevi served as an emissary for Indian women and political freedom from the late 1920s to the 1940s and beyond. She also promoted transnational issues such as racism and international political and economic fairness. In Berlin in 1929, she also attended the International Alliance of Women. Kamaladevi, who was born into a Saraswat Brahmin family in Mangalore, was highly influenced by Gandhian principles and the philosophy of nonviolence. Her upbringing can be blamed for a lot of it. Her parents were progressive thinkers who were active in the civil rights movement of the time. After Kamaladevi's father died while she was young, her mother was primarily responsible for her academic upbringing. Her grandma was notorious for defying the restrictions imposed on widows and continuing her quest for knowledge and independence. By 1923, Kamaladevi had joined the nationalist cause as a member of the Congress party, following in Gandhi's footsteps. She has the unique distinction of being the first woman in India to run for political office three years later. Kamaladevi was up against. The importance of Kamaladevi in the birth of modern-day Faridabad is a fascinating fact that many people are unaware of. She took on the task of resettling approximately 50,000 Pathans from the North West Frontier Province (NWFP) in the aftermath of the post-Partition migrations as the founder of the Indian Cooperative Union (ICU). She founded the Indian National Theatre (INT) in 1944, which is now known as the National School of Drama, in addition to her contributions in handicrafts. It was a movement to support the freedom struggle by recognising and celebrating indigenous types of performance like as dance, folklore, and mushairas. Kamaladevi was a key figure in India's political reforms and independence war. She joined Indian National Congress in 1927 and was elected to the All-India Congress Committee within a year. During the Salt March to Dandi, she convinced Gandhi to give women equal opportunity to be in the forefront of the March. Later, she joined Seva Dal and trained women activists.

## DEPARTMENTAL EVENTS



Expert Lecture by  
Mr. Bhaskar Sanyal  
Director & Head of Sales  
TCS, UK & Europe



Topic : Transformation to the Digital World :  
Drivers, Success Factors & Implications



Expert Lecture on "Classroom to  
Corporate" by Prof. Santanu Roy

Sister Nivedita University  
Kolkata

On 13<sup>th</sup> May 2022



**SNU**  
SISTER NIVEDITA  
UNIVERSITY







**National Management Day Celebration on  
21<sup>st</sup> February 2022  
Guest of Honour : Dr. George Thadathil  
Principal, Salesian College**



**Industrial Tour  
on 11th May 2022 @ SIKKIM**







## Regional Seminar on “Awareness on Commodity Derivatives” on 10.05.2022

**Mr. Kinjal Ghosh, Asst General Manager, Securities & Exchange Board of India**  
**Mr. Sanjib Gain, Manager, MCX India Ltd**

**MCX**  
METAL & ENERGY  
Trade with Trust

**SEBI**  
भारतीय प्रतिभूति और विनियम बोर्ड  
Securities and Exchange Board of India



## KAIZEN...Management Club Activities



**Grand Inauguration of KAIZEN  
Management Club in presence of our  
alumnus Ms. Prabika Pradhan, Former  
faculty of Victoria Management College,  
Sharjah UAE on 04th March 2022, Friday**



**Impromptu Speech Competition organized on  
13.5.2022**

**Case Study Competition organized to celebrate  
commencement of New Financial Year**





**Anik Ghosh Chowdhury & Priyanka Sharma received the title of Mr & Miss MBA Fresher's 2021**



**Riya Gurung of MBA Final Year won the student of the year "Miss SIT 2022" title in SITEX annual cultural fest of the institute**



## Students Achievements



**Anik Ghosh Chowdhury & Riya Sarkar became  
“Business Baazigarh 2022” organized by  
Tech-Management Fest Committee**



**Subhankar Dey & Debanik Nayak won the  
RunnerUp title of Carom competition  
organized by Sports Committee**



**Manish Chhetri won the heart of the audience with his  
mesmerizing singing talent in “Flames” Cultural Fest of  
SITEX 22**



**Amlan Mukherjee won the 2<sup>nd</sup> position in Shot put  
event of Annual Games & Sports 2022**



## Outreach Program on 3<sup>rd</sup> June 2022 @ Apna Ghar Old age Home



**TECHNO INDIA  
SILIGURI INSTITUTE  
OF TECHNOLOGY**  
A Satyam Roy Chowdhury Initiative

**DEPARTMENT OF BUSINESS ADMINISTRATION  
(MBA WING)**

**KAIZEN**

**THE MANAGEMENT CLUB**

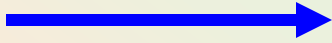
**ORGANISES  
OUT REACH PROGRAM AT**

**"Apna Ghar Old Age Home"**

**ON 3RD, JUNE, 2022**



# Placement 2022



Riya  
Pradhan



Riya  
Sarkar



Debapriya  
Raha



Ashish  
Sharma



Rekha  
Pokhrel



Deepak  
Kumar



Subhankar  
Das



Poonam  
Gupta



Anindya  
Bhattacharya



Simran  
Chowdhury



Supriyo  
Ghosh



Tinny  
Sarkar



Shuvodeep  
Ghosh



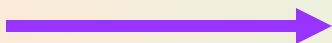
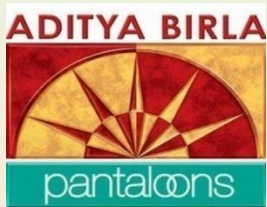
Rubi  
Sarkar



Rupjit  
Dutta



Soumyajit  
Das



Priyadarshini  
Mukherjee



Sitangshu  
B. Chatterjee



Sushma  
Thapa



Biplob  
Barman



Rohit  
Thapa



Riya  
Gurung



Arunavo  
Modak



Maini  
Sarkar





## ADIEU 2022 Passout Batch



Front Row (L-R) : Prena Gupta, Ashmita Sharma, Simran Chowdhury, Riya Sarkar, Prof Shomnath Dutta, Prof Debayan Nandi, Prof (Dr) Shuvendu Dey – HOD  
Prof Santana Guha, Punam Kumari Gupta, Kajal Gupta, Ashmita Sherpa, Anjela Yolmo, Rekha Pokhrel  
2<sup>nd</sup> Row(L-R) : Riya Deb, Debapriya Raha, Priyanka Munda, Rinji Shepra, Riya Pradhan, Riya Gurung, Subarna Chowdhury, Ghannatika Barua, Debangi Das, Rupjit Dutta, Rishav Dutta, Pratik Chhetri, Kushal Dam  
3<sup>rd</sup> Row (L-R) : Arunava Modak, Samajit Dey, Niladri Biswas, Ajay Kr Prasad, Manish Chhetri, Prabir Aich, Rohit Alam, Tanmay Dey, Surojit Pal, Subhankar Das, Ashish Sharma  
4<sup>th</sup> Row (L-R) : Anindya Bhattacharjee, Deepak Kumar, Rishav Dutta, Biswajit Bakshi, Sankha Ghosh, Arabindu Bose, Shreya Palit  
Students who missed the photo session : Priyadarshini Mukherjee, Sitangshu Bandhu Chatterjee, Sushma Thapa, Maini Sarkar, Tinny Sarkar, Soumyajit Das, Suvodeep Ghosh, Supriyo Ghosh, Biplob Barman, Ankush Aich, Prayankar Dahal, Rohit Thapa, Priyanka Nandy, Rubi Sarkar, Rupankar Barman, Soumojit Guha, Sourav Das, Kirty Das