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# **POTENCIA**

**NEWSLETTER OF  
DEPARTMENT OF BUSINESS  
ADMINISTRATION**

SILIGURI INSTITUTE OF  
TECHNOLOGY

**JANUARY**  
EDITION

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# PRINCIPAL'S MESSAGE

At the outset with pride and satisfaction I would like to congratulate the department of MBA and its entire team for coming up with the departmental newsletter of January edition. As the measurement of effort put and determination of outcome always gives us the motivation to prepare a better tomorrow. The theme considered, looks very significant in the aspect of January edition. I congratulate the entire editorial team for performing the essential role to accomplish the task. I believe the Newsletter will reflect all sorts of activities undertaken as well as the writing skills of the students, faculty and staff members in general.

With all my best wishes.



**Prof. Dr. Mithun**  
**Chakraborty Principal**

SILIGURI INSTITUTE OF TECHNOLOGY

*Mithun Chakraborty*



# FROM THE DESK OF THE HOD

I am happy to note that the Department of Business Administration (MBA Program) is releasing its Newsletter for A. Y. 2022-23 enumerating the various activities and achievements of our faculty members and students. The department endeavors to produce confident professionals tuned to a real time working environment. The department offers an excellent academic environment with a team of highly qualified faculty members to inspire the students to develop their professional skills and inculcate the spirit of team work in them.



**Ms Santana Guha**  
**HEAD OF DEPARTMENT**

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)  
SILIGURI INSTITUTE OF TECHNOLOGY

*Santana Guha*

# FACULTY



**MS. SANTANA GUHA**

HEAD OF DEPARTMENT

DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)



**MR. SHOMNATH  
DUTTA**



**MR. DEBAYAN  
NANDI**



**DR. SHUVENDU  
DEY**

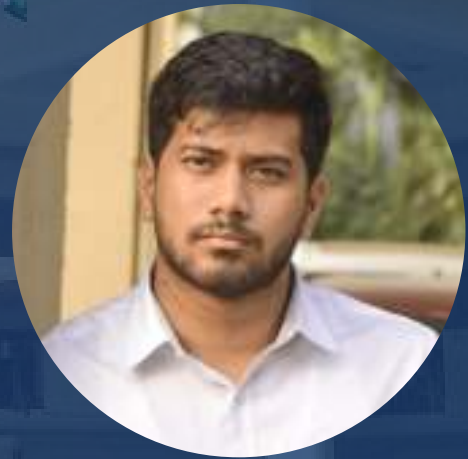
# NEWSLETTER TEAM



**RUPSHA  
SENGUPTA**



**ATHEYA  
GHOSH**



**KUHEL  
RAY**



# ARTICLE



BY ATHEYA GHOSH ( MBA 1ST SEM )

## INDIA'S PURPLE REVOLUTION IN JAMMU AND KASHMIR

BY SANGRAM & TANISHA ( MBA 1ST SEM )

Purple revolution as the name suggest is due to purple color of lavender and when there is mass farming of lavender, it looks like there is a bed sheet of purple color.

It is also called a revolution because the people of Jammu Kashmir will be highly benefited as the oil which is extracted from lavender fetches a very high price just for an example a farmer with 1 hectares of land can earn 4 lakhs in profit and it will also generate employment for the jobless, excess production can also be imported thus doubling profit.

Launched in 2016 by the Union Ministry of Science and Technology through CSIR, gained popularity and high profits in 2022. Recently Union Minister said "Purple Revolution " is "Jammu & Kashmir "gift to Startup India as it changed the mindset of farmer and increasing profits with aromatic crops.

### PURPLE ECONOMY:

Lavender oil sells for atleast Rs. 10,000 per litre.

Under the Mission, which was launched to move from imported aromatic oils to homegrown varieties, first- time farmers were given free lavender saplings and those who have cultivated lavender before were charged Rs. 5-6 per sapling.

A minimum of 40 l of Lavender oil is produced from lavender grown over one hectare of land.

Lavender Water, which separates from lavender oil, is used to make incense sticks. Hydrosol, which is formed after distillation from the flowers, is used to make soaps and room freshners.

The farmers get help of Indian Institute of Integrative Medicine- Jammu to sell their produce. Mumbai- based companies like Ajmal Biotech Private Limited, Aditi International and Navnetri Gamika, which manufacture aromatic products like candles and aroma oils are their primary buyers. These companies procure lavender extracts from the farmers in Doda and other Jammu and Kashmir districts like Rjouri, Ramban and Pulwama where Aroma Mission was introduced in 2018

To maintain the genetic purity of good lavender saplings, farmers are being skilled in vegetative proportion propagation. Though there is no direct collaboration with horticulture and floriculture department but are in close contact with these department to aid farmers.

At present, large- scale lavender cultivation is limited to Jammu and Kashmir but governments in Himachal Pradesh, Arunachal Pradesh and Uttarakhand are also empowering their farmers to take up lavender. Small scale farming of the plant is already underway in these states.

*Sangram Singh Tanisha Das Atheya Ghosh*



BY ATHEYA GHOSH ( MBA 1ST SEM )

## QATAR-THE WINNER OF FIFA WORLD CUP 2022

BY RUPSHA SENGUPTA ( MBA 1ST SEM )

FIFA World Cup, one of the greatest sporting event which is hosted quadrennially just ended on December 18, 2022 with Argentina being crowned as the World Champions. This prestigious tournament witnessed the fairytale victory of Argentina against France. This is the first time that a Middle Eastern country hosted the World Cup. This was an opportunity for Qatar to share with the world their vibrant culture and values, all while created a long-lasting legacy that will be associated with Qatar for many years to come.

Economists were in two minds on whether Qatar will benefit from hosting the World Cup. Critics have argued that the event will have a negative impact on the country. Both in economic and social spheres. The inevitable question is whether the extravaganza was all worth it — even for a host with a seemingly bottomless pit of money. The organizers — particularly FIFA, see the event as an outright success: a record TV audience, happy fans and a burnished brand. But however much soft power Qatar has gained from the tournament, the return to normality will be an epic comedown. After a month when over 700,000 fans descended on Doha, Qatar will go back to being relatively empty. The fans have already started to return home, and so will vast numbers of migrant workers. Real estate agents are concerned apartments will remain unfinished, while hotels will have a glut of rooms and some stadiums will never be used again. It's unclear how Qatar will remain that attractive to tourists. After the winners depart Qatar's Hamad International Airport — replete with indoor tropical garden complex — the world's attention will rapidly shift elsewhere. Lacking a competitive local football league, many of the stadiums will be broken up or converted. Stadium 974 — derived from Qatar's international dialing code — was constructed out of shipping containers and will be dismantled after hosting a fashion show and concerts. There was a concern that the economic benefit might be less than expected. Doha could end up paying more than it will get.

But then there is the brighter side shining.

A cost-benefit analysis for the 2022 World Cup in Qatar should not be done in monetary terms only. The social, cultural, and perceptual value of this event is much more than the direct monetary investment.

It's a historic event that is broadcast across the world. Something that's never happened before within these countries. The World Cup is said to have created around 100,000 jobs in Qatar. Qatar will gain recognition as a major player in geopolitics by hosting the FIFA World Cup 2022. This will provide a global platform for Qatar to showcase its economic and political achievements. This, in turn, should bring much-needed investment into the country.

The World Cup is also likely to boost and mend Qatar's relations with its Gulf neighbors. The neighboring Gulf Nations are already benefitting from the tourist footfalls. Because, all the tourists coming in for the tournament, could not be accommodated in the small host nation. According to some researches by the University of Lausanne, this event is supposed to inject 17 billion Dollars back into the economy of Qatar.

Qatar 2022 was all about bringing the world together in harmony. For the first time ever, instead of one official song, a full FIFA World Cup Official Soundtrack was released.

Lastly, the event provides an opportunity for leaders from across the region to come together and discuss issues of mutual interest. This could lead to more cooperation on issues such as counterterrorism and security.

*Rupsha Sengupta   Atheya Ghosh*





## BUSINESS PARTNERS OF FIFA WORLD CUP 2022

BY SOUMI MITRA ( MBA 1ST SEM )

The 22nd edition of FIFA World Cup took place in Qatar from November 20th to December 18th 2022. Sponsors-There are several sponsorship tiers. There are FIFA partners, FIFA World Cup Sponsors and Regional Sponsors.

Partners-Currently, there are seven FIFA Partners who have global rights. They are- Adidas (Sportswear), Coca-Cola (beverage), Wanda Group (conglomerate), Hyundai or Kia Motors (automobile), Qatar Airways (airline), Qatar energy (oil and gas), VISA (financial services).

Prize Money for FIFA World Cup 2022-Fifa has given a whopping total prize pool of \$440 million for the World Cup 2022. The breakdown is as follows:

Champions: \$42 million

Runners-up: \$30 million

Third place: \$27 million

Fourth place: \$25 million

Fifth-eighth place: \$68 million (\$17 million per team)

## EFFECTS OF FIFA WORLD CUP ON THE ECONOMY

BY KUHIL RAY ( MBA 1ST SEM )

The FIFA World Cup is an international sporting event. This event is held every four years. However, the host country changes every time. Countries have to bid against each other in order to win the rights to host the next World Cup. Many economists have questioned this practice. However, none have been able to find any conclusive benefit of hosting the World Cup. To most economists as well as to common people, this seems to be a waste of money and resources. However, the trend of holding World Cup's till continues.

It is true that the game is the chief form of entertainment in many countries across the world. Also, the game provides the host country with a lot of pride and publicity. However, this does not justify the extent of economic costs that have to be incurred to host the World Cup. Several countries have fallen into debt traps after holding the World Cup. South Africa, which held the Football World Cup in 2010, would be a prime example.

It is strange that the economic benefits of the FIFA World Cup are still often cited by the mainstream media. The reality is that the upside, if any, is vastly overstated.

*Soumi Mitra*      *Kuhil Ray*

## MEET INDIA'S YOUNG DISRUPTORS AND GAMECHANGERS

### TILAK MEHTA

AGE: 16

FOUNDER: PAPERS N PARCELS

TILAK MEHTA IS ONE OF THE YOUNG ENTREPRENEURS IN INDIA WHO PROVED THAT THERE IS NO AGE BARRIER FOR INVENTION AND ENTREPRENEURSHIP.



### MAMAEARTH

FOUNDED IN 2016 BY THE HUSBAND-WIFE DUO OF VARUN AND GHAZAL ALAGH, MAMAEARTH HAS UNDOUBTEDLY EMERGED AS THE FIRST UNICORN OF 2022 IN INDIA. D2C (DIRECT 2 CUSTOMER) START-UP MAMAEARTH HAS RAISED \$52 MILLION IN A FUNDING ROUND LED BY SEQUOIA AT A VALUATION OF \$1.2 BILLION, BECOMING THE FIRST UNICORN OF 2022. ITS LAST VALUATION OF \$1.2 BN WAS ALMOST 9.3 TIMES OF ITS TOTAL REVENUE IN FY22.



### DIVYA GANDOTRA TANDON

AGE: 18

FOUNDER & DIRECTOR: SCOOP BEATS PVT. LTD

AS A YOUTUBER, DIVYA ENTERED THE BUSINESS WORLD. SHE IS A MULTI-TALENTED YOUNG FEMALE ENTREPRENEUR IN INDIA WITH EXPERIENCE IN DOMAINS SUCH AS CELEBRITY MANAGEMENT, SOCIAL MEDIA MANAGEMENT, AND ONLINE INFLUENCE.





# PHOTO GALLERY



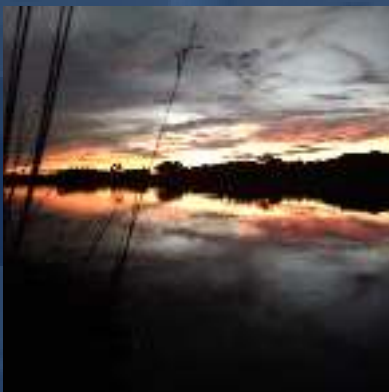
*Gutam Raha*

CLICK BY GUTAM RAHA  
( MBA 1ST SEM )



*Nabankur Biswas*

CLICK BY NABANKUR BISWAS  
( MBA 1ST SEM )



*Snehasish Debnath*

CLICK BY SNEHASISH DEBNATH  
( MBA 1ST SEM )



*Sudha Singh*

ART BY SUDHA SINGH  
( MBA 1ST SEM )



# KAIZEN CLUB ACTIVITIES



**CLOTHES DONATION PROGRAM ORGANISED BY "KAIZEN" MANAGEMENT CLUB (MBA WING) 30 OCT 2022 AT CHHAT PUJA GHAT**  
**1000+ PEOPLE HAVE RECEIVED CLOTHES AND WINTER WEARS.**



**OUTREACH PROGRAM OF "KAIZEN" MANAGEMENT CLUB OF MBA 03 JUN 2022 AT "APNA GHAR" MAINTAINED BY MAHAVIR INTERNATIONAL SEVA TRUST**  
**IT WAS A GREAT LEARNING EXPERIENCE FOR THE CLUB MEMBERS ON CORPORATE SOCIAL RESPONSIBILITY (CSR) INITIATIVES.**





# DEPARTMENTAL EVENTS



- CHAMPIONS
- SOUMI MITRA
- RUPSHA SENGUPTA
- KAKULI SINGHA
- DIGVIJAY KAR
- RUPAM SAHA
- SUNANDA CHOUDHURY
- ARUPRATAN BHATTACHARJEE

- 1ST RUNNERS UP
- BARNALI DEBNATH
- SANKET GHOSH
- NIKITA SINGHA ROY
- NIBEDITA DEBNATH
- OLIVIA ROY
- GOURAB DEY

- 2ND RUNNERS UP
- SUDHA SINGH
- NABENDU DAS
- NEHA ORAON
- BIPLAB DAS
- KALYANI ROY

## BUSINESS PLAN COMPETITION ORGANISED AT MBA DEPARTMENT



## BUSINESS QUIZ COMPETITION ORGANISED AT MBA DEPARTMENT





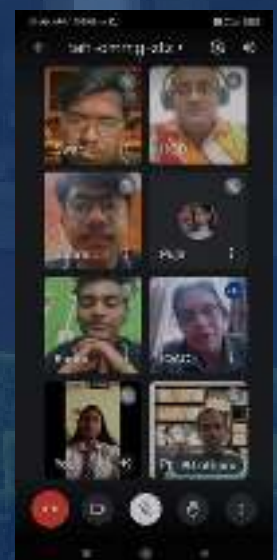
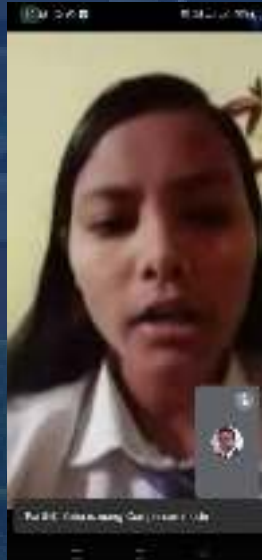
## ALUMNI TALK SERIES



## INDUSTRY EXPERT



## PREAMBLE READING & OATH TAKING CEREMONY





## FRESHER'S PARTY 2022



## TEACHER'S DAY 2022



## FAREWELL PROGRAM OF MBA (2020-2022)





# ACHIEVEMENTS



TEAM BUSINESS ADMINISTRATION (MBA) WON THE 1ST RUNNER-UP TITLE AT "IDEATHON 2022" BUSINESS PLAN COMPETITION ORGANISED BY ENTREPRENEURSHIP DEVELOPMENT CELL OF SIT. PLANS WERE JUDGED BY YOUNG INDIANS, THE YOUTH WING OF CONFEDERATION OF INDIAN INDUSTRIES. CONGRATULATIONS TO SAURAV TIWARI, GOUTAM RAHA, OLIVIA ROY, BIPLOB DAS, PRIYA SINGH AND SAYAN KUNDU.



MBA..... RECEIVED BEST DEPARTMENT AWARD FROM IQAC (INTERNAL QUALITY ASSURANCE CELL) OF SIT BASED ON ACADEMIC AND CO-SCHOLASTIC ACTIVITIES FOR EVEN SEM 2022. IT IS AN OUTCOME OF ALL OUT EFFORTS OF OUR STUDENTS.



TEAM BUSINESS ADMINISTRATION SIT RECEIVING ACADEMIC EXCELLENCE AWARDS CONFERRED BY SILIGURI INSTITUTE OF TECHNOLOGY ON THE EVE OF "SIKSHAK PARV 2022" OBSERVANCE



TEAM MBA FOR RUNNER UP TITLE IN INTRA COLLEGE CARROM COMPETITION



MR ANUBHAB CHATTOPADHYAY , MBA (2021-2023) FOR SCORING 95.12 PERCENTILE IN CAT (COMMON ADMISSION TEST) EXAMINATION 2022 ORGANISED BY IIM (INDIAN INSTITUTE OF MANAGEMENT) TO PURSUE PHD PROGRAM.

Candidate Information		Registration Number	
Name	ANUBHAB CHATTOPADHYAY	Registration Number	2021000000000000
Roll Number	2021000000000000	Registration Number	2021000000000000
Score	95.12	Registration Number	2021000000000000
Percentile	95.12	Registration Number	2021000000000000
Rank	1000	Registration Number	2021000000000000
Score	95.12	Registration Number	2021000000000000
Percentile	95.12	Registration Number	2021000000000000
Rank	1000	Registration Number	2021000000000000



# CAMPUS LIFE





