

MANDATORY DISCLOSURE

Name of the Institution	BHARAT IYA VIDYA BHAVAN INSTITUT E OF MANAGEMENT SCIENC E
Name and Address of the Trust	KULAPATI DR. K M MUNSHI MARG, CHOWPATTY, MUMBAI-400007
Name and Address of the Principal	DR. R K PAT RA BLOCK:FA, SECTOR:III, SALT LAKE ,KOLKATA:700097
Name of the Affiliating University	MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY(MAKAUT)WB

Governance

Dr. Gyan Dutt Gautama
Chairman
Bharatiya Vidya Bhavan,
Kolkata Kendra

Shri K Chandramohan
Vice Chairman
Bharatiya Vidya Bhavan, Kolkata
Kendra

Sri Ashok Pradhan, IAS (Retd)
Director
Bharatiya Vidya Bhavan, Delhi Kendra
Rep. BVB, H.O.

MEMBERS

Dr. Pranabesh Das
Director
Directorate of Technical Education
Govt. of West Bengal

Dr. Sajal Dasgupta
Educationist & Former Director
Technical Education
Vice-Chancellor, UEM

Dr. Amitava Sarkar
Representative, MAKAUT

Mrs. Shailaja Mehta
Executive Management
& Strategic Development
Kant & `Co. Ltd
CEO, Suresham Holding Pvt. Ltd.

Mr. S Radhakrishnan
Management Consultant

Mr. Pradip Bandyopadhyay
Head – HR
G-4 Security Services India Pvt.Ltd.

Mr. Abhijit Roy
Managing Director & CEO
Berger Paints India Ltd.,

Mr. Supriyo Mukherjee
Managing Director,
Kilburn Ltd.

Sri Dipanjan Mukhopadhyay
Manager, HR
HSBC Electronic Data

Sri Debasish Biswas
Chairman,
Alpha Universal Group

Dr. Sujit Mukherjee
Faculty Representative
BIMS

Dr. Indrajit Sinha
Faculty Representative
BIMS

AICTE
Representative

Dr. G V Subramanian
Director
Bharatiya Vidya Bhavan
Kolkata Kendra

Dr. R K Patra
Principal
Bharatiya Vidya Bhavan
Institute of Management Science

MEMBERS OF ACADEMIC ADVISORY BODY

Following members have been appointed as “Academic Body” of BHARATIYA VIDYA BHAVAN INSTITUTE OF MANAGEMENT SCIENCE:

1. Dr. Gyan Dutt Gautama, Chairman
2. Dr. G V Subramanian, Director
3. Dr. R K Patra, Principal
4. Dr. Amitava Sarkar
5. Dr. Sajal Dasgupta, Educationist & Former Director, Technical Education, Vice-Chancellor, UEM
6. Sri Debasish Biswas, Chairman, Alpha Universal Group
7. Mr. Supriyo Mukherjee, Managing Director, Kilburn Ltd.

Frequency of the Board Meeting & Academic Advisory Body

- ❖ Quarterly conducting of Board Meeting of academic advisory body for four times in a year.

Organization Chart & Processes



ORGANISATIONAL CHART

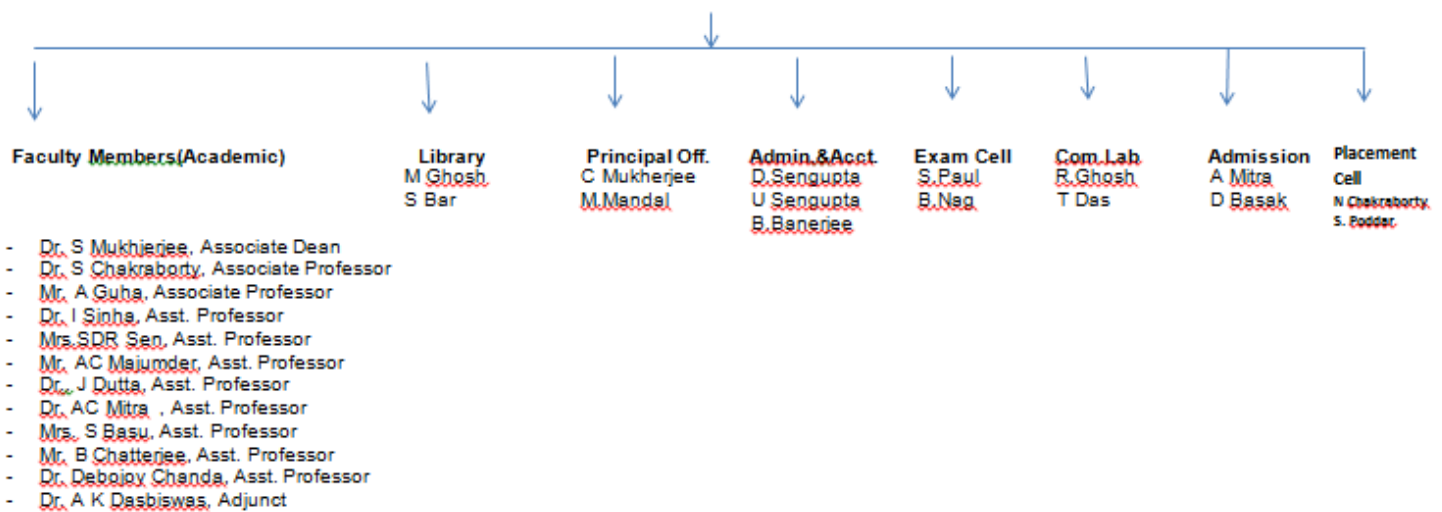
Board of Governor

Dr. Gyan Dutt Gautama,
Chairman

Shri. K. Chandramohan
Vice-Chairman

Dr. G V Subramanian
Director

Dr. R K Patra
Principal



Nature & Extent of involvement of Faculty and students in academic affairs / improvements

Faculty Mentor : 2018 - 2019			
Allotment of the Faculty Mentor for the MBA (19) First Semester Groups for effective Teaching Learning			
Group : 1 Dr R K Patra		Group : 2 Dr A K Das Biswas	
1 Prosenjit Acharjee	B.A	5 Aritra Bhattacharya	B.Com(H)
2 Baishali Bag	BBA	6 Manas Das	B. Sc
3 Sudeshna Banerjee	B.Com(H)	7 Anushri Biswas	B.A (Hons)
4 Upama Basu	BBA	8 Debasmita Bose	M.Com
Group : 3 Dr Sujit Mukherjee		Group : 4 Mr. Amitava Guha	
9 Debasmita Bose	B.Sc.(H)	14 Sourav Pan	B.A (H)
10 Md. Sahjad	BE((Mech.)	15 Rajshekhar Das	B.Sc.(H)
11 Debjani Chatterjee	B.Com	16 Sandeep Das	B.Com
12 Subhasish Ghosh	B. Sc.	17 Subhra Bikas Das	B.Com (H)
13 Sanghamitra Chatterjee	B.Com (H)	18 Paramita Debnath	B. Tech(CSE)
Group : 5 Dr S Chakraborty		Group : 6 Ms. S Debroy Sen	
19 Dorothy Deb Roy	B.Com(H)	23 Subhajit Maity	B.Com(H)
20 Poulami Dey	B.Tech(IT)	24 Priya Mondal	B.A (H)
21 Shubham Dey	BBA	25 Subhajit Nag	BBA
22 Olivia Dutta	B.Com (H)	26 Sunanda Mondal	BBA
Group : 7 : Dr Indrajit Sinha		Group : 8 : Mr. A C Majumdar	
27 Sayan Sarkar	BCA	31 Manali Nandy	B.A (H)
28 Soumyajyoti Bhattacharya	B.Com	32 Souryadeep Ganguly	B.A
29 Avinandan Biswas	B.Com (H)	33 Sk. Mizanur Rahaman	BBA
30 Argha Mondal	B.Com(H)	34 Shreya Banik	B. Pharm
Group : 9 Ms. Jharna		Group : 10 : Mr. B	
35 Annwasha Roy	B.Com	39 Soumi Saha	B. Sc.(H)
36 Meghamitra Roy	B.Com(H)	40 Sounak Saha	B.Com(H)
37 Shreyosree Roy	B. Sc (H)	41 Sayan Ghosh	BCA

**Mechanism / Norms and Procedure for democratic / Good
Governance**

Students Feedback on Institutional Governance / Faculty

**1. Teacher Evaluation for Paper 601-Financial Management-III :
REGULARITY***

How regular is your teacher in the class? Mark only one oval.

<input type="radio"/>	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	Regularily
Least/Seldom 1	Below		Average	Average	Above	Average	Outstanding		
	Poor	Average							

**2. Teacher Evaluation for Paper 601-Financial Management-III :
PUNCTUALITY***

How punctual is the teacher in your class? Mark only one oval.

<input type="radio"/>	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	Regularily
Least/Seldom 1	Below		Average	Average	Above	Average	Outstanding		
	Poor	Average							

**3. Teacher Evaluation for Paper 601-Financial Management-III :
CONTENT CLARITY***

How thorough is your teacher with the concepts and topics of this paper? Mark only one oval.

<input type="radio"/>	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	Regularily
Least/Seldom 1	Below		Average	Average	Above	Average	Outstanding		
	Poor	Average							

**4. Teacher Evaluation for Paper 601-Financial Management-III :
DISCIPLINE***

Is the teacher able to maintain discipline in the class? Mark only one oval.

<input type="radio"/>	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	Regularily
Least/Seldom 1	Below		Average	Average	Above	Average	Outstanding		
	Poor	Average							

**5. Teacher Evaluation for Paper 601-Financial Management-III :
KNOWLEDGE***

How knowledgable is your teacher in general? Mark only one oval.

<input type="radio"/>	<input type="radio"/>	2	<input type="radio"/>	3	<input type="radio"/>	4	<input type="radio"/>	5	Regularily
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1 Below Average Above Outstanding
Poor Average Average

**6. Teacher Evaluation for Paper 601-Financial Management-III :
COMMUNICATION***

How well does the teacher communicate in the class? Mark only one oval

1 Least/Seldom 2 Below Average 3 Average 4 Above Average 5 Regularly Outstanding

**7. Teacher Evaluation for Paper 601-Financial Management-III :
SUGGESTIONS/ FEEDBACK***

Grievance Redressal mechanism for Faculty, Staff & Students

The Minutes of “Grievance Committee” Meeting was held on 2nd January, 2019 at 4.00 pm in the Principal’s Room :

Members Present :

1. Prof. R K Patra.....in the Chair
2. Dr. Anupama Chanda Mitra, Asst. Professor - Convenor
3. Mrs. Manjusha Ghosh, Librarian
4. Ms. Paromita Debnath - MBA 2nd Sem Student
5. Ms. Priyanka Dhar - MBA 4th Sem Student
6. Ms. Priya Deb - BBA 2nd Sem Student
7. Ms. Ishika Prasad - BBA 4th Sem Student
8. Ms. Sritama Seth - BBA 6th Sem Student

1. Discussions have been made about the Grievances and Redressal of the concerned students;
2. No Grievances have been reported by anyone studying at this institute;

Sd/-

**PROF. DR. R K PATRA
PRINCIPAL & CHAIRMAN OF THE COMMITTEE**

Establishment of Anti-Ragging Committee

Members of Anti-Ragging Committee

1. Prof. R K Patra...in the Chair
2. Sri A C Majumdar
3. Mrs. Swati Basu
4. CMA(Dr.) Jharna Dutta
5. Sri Biswarup Chatterjee
6. Sri Debasish Sengupta

- Local Police Station was also been informed regarding formation of the above committee and notify them about the activities from time to time;
- Punishment of Ragging : Anti Ragging Squad of the institute will take appropriate action against the students indulging any form of ragging as per AICTE Norms;
- It is also formed an “Anti-Ragging Squad” with the following members :-

- a. Principal, BIMS
- b. All faculty members of the Institute
- c. Administrative Head & Staff members

Sd/-

PROF. DR. R K PATRA
PRINCIPAL & CHAIRMAN OF THE COMMITTEE

Establishment of Online Grievance Redressal Mechanism

- Under process.

Establishment of Grievance Redressal Committee in the Institutions and Appointment of OMBUDSMAN by the University

Members of Grievance Redressal Committee :

- 1 Prof. R K Patra.....in the Chair
- 2 Dr. Anupama Chanda Mitra, Asst. Professor - Convenor
- 3 Mrs. Manjusha Ghosh, Librarian
- 4 Ms. Paromita Debnath - MBA 2nd Sem Student
- 5 Ms. Priyanka Dhar - MBA 4th Sem Student
- 6 Ms. Priya Deb - BBA 2nd Sem Student
- 7 Ms. Ishika Prasad - BBA 4th Sem Student
- 8 Ms. Sritama Seth - BBA 6th Sem Student

3. Discussions have been made about the Grievances and Redressal of the concerned students;
4. No Grievances have been reported by anyone studying at this institute;

Sd/-

**PROF. DR. R K PATRA
PRINCIPAL & CHAIRMAN OF THE COMMITTEE**

Establishment of Internal Complaint Committee (ICC)

Internal Complaints Members :

1. Dr. R K Patra, Principal
2. Dr. Sujit Mukherjee, Associate Dean of Studies
3. Sri Debasish Sengupta, Administrative Officer

Sd/-

PROF. DR. R K PATRA
PRINCIPAL & CHAIRMAN OF THE COMMITTEE

Establishment of Committee for SC/ ST

Bharatiya Vidya Bhavan
Institute of Management Science
(Approved by AICTE & Affiliated to Maulana Abul Kalam Azad University of Technology, (Formerly WBUT), West Bengal)

REF: SC/ST/ Comitt./ BIMS/MBA Dated : March 21, 2018

Establishment of Committee for SC/ ST as per AICTE /MAKAUT NORMS

As per the **Scheduled Caste and the Scheduled Tribes (Prevention of Atrocities) Act 1989**, dated September 11, 1989, the following Committee is constituted for SC/ST at Bharatiya Vidya Bhavan Institute of Management Science to prevent offences atrocities against the members of Scheduled Caste and the Scheduled Tribes Communities. The committee comprises of the following members :

1. Sri Debasish Sengupta , A O, Chairperson
2. Sri Shyamal Bar , Convenor of the Committee
3. Sri Goutam Das , MBA 2nd Year Student, Member
4. Ms. Saswati Bar , MBA 2nd Year Student, Member
5. Sri Changtey W Momin MBA 1st Year Student, Member
6. Ms. Twinkle Das , MBA 1st Year Student, Member
7. Ms. Anita Heia , MBA 1st Year Student, Member

Concerned Scheduled Caste and Scheduled Tribe Students may henceforth approach the Committee for SC/ST for any complaint that falls under the purview of the above act.

R. K. Patra
21/3/18
Dr R K Patra
Principal

CC : to Chairperson ,
Notice Board,

Internal Quality Assurance Cell

BIMS QUALITY MODEL

I. Academic Activities

- Attendance software to be developed by faculty through project work by students or biometric attendance machines can be procured for student and staff attendance.
- Allotment of the subject to be officially made minimum 15 days before resume of the classes.
- Course outline to be designed in the format (to be provided) by each and every faculty, and the softcopy of the same to be sent to the student through their group email id created by the system administrator.
- The creation of group id is responsibility of the academic section in consultation with the system administrator.
- *(All faculty members are responsible for functioning of the activities)*

Academic Calendar:

- Academic calendar showing monthly activities of 12 months to be prepared latest by December. Simultaneously after allotment of the subject, individual faculty also has to prepare and submit their respective calendar throughout the semester.
- After preparing the lecture plan and course outline each faculty has to give a PPT presentation of at least half an hour before all the faculty members and share the strategy of doing justice with their paper.
- Faculty has to prepare study materials which can be called “work book” and to be kept in library for students’ reference purpose. Faculty should desist from so called notes.
- The individual academic calendar should include with the latest innovative and creative teaching pedagogy.

- For continuous development and acquaintance, faculty members should go for globally accepted teaching modules.
- Faculty Development Programmes to be organized by inviting eminent personalities from academic and corporate world to give training on: case leads, integrating clippings from movies, simulations, role play exercises, management games, quizzes, project work etc.

Internal Test Schedule

- Internal test schedule to be prepared as per the respective university calendar and to be included in BIMS calendar.
- During the internal test, faculty member can be given the freedom to conduct open book examination.
- Internal test pattern of question like as follows:
 - 20% short questions
 - 30% MCQs
 - 30% problems
 - 20% experimental labs / online test
- **Starting from the conduction to declaration of the result, one software to be developed by examination deptt. by giving project work to the student. The basic coverage of the software like this:-**
(Within six months they will form a team of students and give them a live project)
- Against each subject one IP address to be created and given to the concerned faculty.
- Each faculty to be given the duration of maximum one week from the date of completion of exam to evaluate, and check the answer sheet and submit marks online to the examination section. If the faculty fails to do so the faculty will be declared defaulter and the online facility will be withdrawn after the due date, which will be directly linked to the performance of the concerned faculty.

- The faculty should distribute the corrected answer sheets in the class and let it be seen by all the students.
- The internal assessment also can consist of classroom participation, classroom quiz, mini-project, and any sort of competitions.
- After integrating all the marks, the result can be notified through group IDs' and notice boards.
- Department-wise result analysis of both the internal as well as university exams can be used for the remedial purpose. In case of any student or group of students are not up to the mark pertaining to academic and attendance, an improvement test to be conducted separately.

II. Teaching & Learning Activities

- PG class duration preferably should be one and half hour and UG class room duration should be one hour.
- Module of the class engagement can be like half an hour conceptual clarity, another sixty minutes should be totally participative in the form of discussion, presentation, workshop, lab, library etc.
- Faculty should not dictate from text book in the classroom and PPT material should be innovative and creative thought of faculty and not copied from any resources.
- For the development of the cases and discussion in the class, in-spite of borrowing from other sources individual faculty members to put efforts / use students to collect the case leads from different sources and arrange lively discussion in the classroom.
- Instant role play to be conducted
- Simulation games to be conducted
- Newspaper readings can be conducted
- Review of chapters from different books from the library can be organized.
- Downloading various materials from online journals can be source of discussion in the classroom.
- Workshops to be conducted.

- Practical labs, experimental tests, seminars, conference talks of renowned speakers from abroad and industries through video conferencing/SKYPE (Virtual Class Room).
- Inviting people from industry and alumni to interact with the students every Saturday.

(Pedagogy will be application oriented , preferably online and experimental labs: All faculty members to ensure strict adherence)

- **Soft skill training:-**
- It has been observed that only one class of soft skill development can not improve the communication skills of the student, unless otherwise, each and every faculty uses to give a platform to a student to speak out on any topic. The faculty should divide the class into groups and take the assignment of each group in general and individual in specific.
- Area chairs to be introduced.
- **Corporate mentor and faculty mentor:-**
Corporate mentor and faculty mentor schemes to be introduced. Total classes can be divided into groups and all groups to be allotted under one faculty mentor and corporate mentors. Corporate mentors will come on every Saturday to campus to address different club activities to be conducted by the students on every Saturday and the faculty mentor will have a meeting with their mentees preferably once in a week and record their minutes with for onward submission to the Principal.
- MUSHKAN – CSR activities.
- All faculty members in general are responsible to collect the details of alumni and inform the same to placement cell for creating a data bank and should form a data pool of corporate mentors and can be invited on every Saturday
- **Personality Development Programme :-** For overall development of the student, and preparing the student to face the increasing competition, the following activities can be organized:

- Enabling the student to prepare the campus placements and competitive exams
- Aptitude tests, numerical reasoning, data collection and analysis, business report writing, group discussion and personal interview can be conducted.
- *(All the subject teachers have to conduct classes in such a way that maximum presentations take place so that students will take an opportunity to improve their communication skills and body language.)*
- **Students' Club for Open and Purposeful Education (SCOPE):-**
 - For extracurricular activities, the SCOPE can be introduced.
 - Under the SCOPE four clubs are to be established
 - ◆ Finance
 - ◆ Marketing
 - ◆ Human Resource
 - ◆ Information Technology
 - Every Saturday will be freeze for the SCOPE activity through various clubs, and invite corporate mentors to give seminar talks and share the corporate practices.
 - *(Committee has been constituted and SCOPE calendar has been published)*

III. Research and Development :

- **For Student:**
 - The basic requirement of the concept is “*faculty to earn and student to learn*”.
 - The research project should not be alike the university requirement project work i.e. SIP. The projects will be given by each faculty to develop their relationship with industry, NGOs, marketing industries, reputed consultants and do some job work through their projects or try to get some sort of live projects from the corporate houses.
 - For materialization of the projects / survey works, students can be utilized.

- After dividing the classes into different groups, each student can be asked to study the profile of minimum five corporate houses and prepare PPT presentation to critically analyze and discuss before the class.
- Student can also use the library for secondary research by reviewing books or particular chapters and publish the same.
- MRP / SIP manual to be prepared. Based on the guidelines, faculty can guide the students according to the SIP handbook.
- For technical projects, faculty can give the students the responsibilities to identify different technical problems, issues, and alternatives for up gradations.
- Before any research and survey work, an orientation programme for the students to be organized by senior internal faculty / inviting experts from corporate / academicians.
- The contents of the orientation programme should be designed meticulously and brief the students about how to design a research project step-by-step.
- In each semester, student should be attached with corporate mentor.
- Through different club activities, corporate people should be invited to the campus so that the experts can share their experience and practices to the students for increasing students' professional exposures.
- **For Faculty:**
 - It will be mandatory for each faculty to undertake research and development , consultancy, survey, project works, and involve students in this process. Each faculty to be given a annual target of rupees 50,000 to 1,00,000 revenue to generate through: MDPs, FDPs, consultancy, resource person, organizing seminar / conferences, case writing workshops, training programmes etc.
 - R & D is a continuous process and faculty members have to publish research papers in referred journals / present in national / international conferences minimum two in a year.

- Faculty should review journals, non-peer review journals, e-journals, conference proceedings, books, chapters in book, monographs, and publish it in referred journals.
- Each faculty should desist themselves from borrowing cases from other authors. He / she has to develop live cases of their own through visiting different corporate houses or other industries to collect case leads and publish it. And the same can be discussed in the classroom.
 - Faculty members to prepare study materials for the students on the subjects they are handling which can be titled as “*work book*” and kept in the library for the students ‘reference purposes.
 - Faculty should develop simulation games, exercises, role plays, quiz competitions to improve the innovative and creativity thinking so that the classroom becomes participative.
 - The faculty can survey the market and accordingly various sponsored certificate courses may run in the campus on weekends.
 - Different government agencies are available to sponsor and encourage research activities in different operational areas and can be contacted to get some major and minor projects. The agencies are like: AICTE, UGC, CSIR, ICSSR, MAPCOST, consulting firms, UNESCO, UNICEF, DANIDA, and ORGMARG. Non profit making organizations (NGOS)- Lion’s club, Red Cross, Ram Krishna Mission, Rotary clubs, etc.
 - Faculty to be encouraged to get the fellowship programme of premiere education institutes and corporate houses like – IIT, IIM, AIMA, NIPM, ISTD, ISTE, chair professors etc.
 - Research and development cell to invite premiere institutions and renowned academicians from respective fields to get associated with the R & D cell and help to get some projects, consultancy, and other survey works.
 - To make collaboration/tie-up with other Management institutes of Bhavan, SP Jain Institute of Management for sharing Research &

Development activities, student & faculty exchange programs, seminars/conferences etc.

IV. Institutional Social Responsibility

- To introduce and monitor effective participation through NSS and NCC activities.
- CSR can be done through adopting some villages and surveying their various basic needs like: health, wealth, communication, drinking water, sanitation, road safety etc.
- Institute can adopt some school and colleges and render services by providing some lab and library resources. BIMS students and faculty can visit once in a week to teach the students about basic computer knowledge and professional skills, career opportunities.
- By undertaking visit / survey of the respective villages, schools, colleges, communities, prepare a live project and which can be submitted to the concerned govt. agency for development of particular village, and fulfill their basic needs.
- To organize various types of fairs in villages for shorter period wherein our faculty and student volunteer can put stall of different companies along with their products and services. Through this direct access to the companies will increase and survey of different customer loyalty towards various brands. For this:
 - Segment wise report can be prepared and submitted to respective corporate houses
 - Student volunteer can undertake “*Swachha Bharat Abhiyan*” and cleanliness drive in nearby villages and suburban’s.
- NSS and NCC can put a camp in some areas and undertake activities towards removal of illiteracy, computer literacy among house wives.
- Institute should organize different sports activities.

- Blood donation camp, tree plantation camp, eye testing camp in different areas can be organized with collaboration with different voluntary organization.
- In addition to NSS activity, faculty members will try to find out different necessities of the society and how BIMS can be useful / utilized with the existing infrastructure facilities and support through student support in the form of live project.

V. Student Support and Progression

- Minimum seven to fifteen days orientation program should be organized for the new entrants.
- The capsule module syllabus to be designed.
- The basic objective of the orientation programme will be to give the students a briefing about the course, subject, pedagogy, teaching learning process, examination process and the career prospects.
- This can be made interesting through ice-breaking, different games, unique introduction system, exercises.
- The resource person of this orientation programme preferably be from the corporate houses and renowned motivational speakers.
- Selected movies can be screened at the end of the orientation programme, and students should be given the opportunity to speak out about their career objectives and area of specialization they are going to choose.
- From the day one throughout the outcome of the orientation program and after the proper analysis done on the students' performance group will be formed.
- *(All course coordinators are responsible for the conduction of the program)*
- **Mentor & Mentees:**
- Two types of mentors needed to be introduced, viz., (i) faculty mentor (ii) corporate mentor

- **Faculty Mentor:** A group of student to be allotted under one faculty member and it will be mandatory for each mentor to meet minimum one hour in a week and try to understand the students' academic problems, administrative problems, teaching and learning problems, personal problems, and record the minutes for onward submission.
- In case of special counseling, a clinical counselor can be consulted.
- In case of slow learner, additional tutorial classes can be organized.
- During presentation of the students' career objectives and knowing the career focus in specialized operational areas, BIMS can start approaching companies in respective areas and invite them to visit the campus and slowly we can put the students under the particular corporate mentor.
- **MCQs:**
- Newspaper readings can be introduced and each group can be assigned the responsibility to read any headlines, editorials, and the remaining class to listen and note down the questions out of the presentations.
- At least all the students should be assigned the responsibilities to prepare minimum twenty questions in a month through which their communication skills will be improved and quiz questions can be developed.
- **Health Services:**
- Health campaign can be organized frequently.
- Workshops, sports, meditation session can also be organized.
- **Industrial Visit:**
In each semester, minimum one industrial visit to be organized for all the students to get the corporate exposure..
- **Parent Teacher Meeting:**
- In each semester PTM to be organized through which close relationship between the parents, teachers and students can be developed and create harmonious environment.

- Through some psychomotor and psychometric test the class can be divided into following grades and based on which teaching module of that particular section of the class to be assigned:

A

A+

A++

- **Personality development program**
- From the first semester Personality development program to be included along with time table.
- Communication lab in consultation with IIT- Kharagpur to be developed for effective language lab and business communication classes.
- Since the students have joined various professional courses and their career objectives are many. Keeping in this mind BIMS should introduce some special guide, which will help them for higher studies facing competitive exams, starting new enterprises etc
- Aptitude class for all final year students
- Entrepreneurship training programme with EDI, Ahmadabad, Mapcost.
- Special grooming session for final year students for brush up their minds and prepare them for the campus interviews.

VI. NSS Activity

- ◆ NSS activity calendar to be prepared as per the affiliated university calendar, and different activities to be organized frequently.
- ◆ The documentations of all the activities to be recorded.

VII. Placement Cell

- Empanelment
- Data collection sources
- Profile reading of various companies

- HR Summit once in a year.
- Alumni meet
- *Smritiyaan*
- Campus Recruitment Calendar to be prepared by end of April so that can be projected for the admission purpose.
- Job fair / pool campus:- Inviting MNCs / reputed companies from each segments and organize a pool campus / job fairs at our campus and continuous link with the TPOs of other colleges for mutual benefits.
- Preparing BIMS presentation before the corporate houses through group of students
- Alumni website: - Data of alumni has been prepared and all concerned have been requested to provide the details of alumni so that the responsibility of hosting one alumni website can be given or linked in BIMS website. In that website mainly the focus will be on the achievements and progress of BIMS alumni and where they want to see BIMS after five years.
- Alumni newsletter: - *Smritiyaan* and newsletter have been designed to motivate the alumni involvement with BIMS.
- Corporate scholarship: - Planning the live projects throughout the year for corporate scholarship scheme.

Tie-Up with Universities Abroad:

- To explore to make tie-up with foreign universities for student exchange program, virtual class room, and research publications.

Introducing New Courses:

- 2 years full time autonomous PGDM.

Program :

Name of Programmes approved by AICTE	MBA																
Name of Programmes Accredited by AICTE	N.A.																
<p>Status of Accreditation of the courses :</p> <ul style="list-style-type: none"> • Total number of Courses • No. of Courses for which applied for Accreditation • Status of Accreditation – Preliminary/Applied for SAR and results awaited / applied for SAR and visits completed / Results of the visits awaited / Rejected / Approved for ...courses 	<p>Under Process (NAAC)</p>																
<p>For each Programme the following details are to be given:</p> <ul style="list-style-type: none"> ▪ Name ▪ Number of seats ▪ Duration ▪ Cut off marks/rank of admission during the last three years ▪ Fee ▪ Placement facilities ▪ Campus placement in last three years with minimum salary, maximum salary and average salary 	<ul style="list-style-type: none"> ▪ MBA ▪ 120 ▪ 2 Yrs ▪ 500 Composite score in MAT ▪ Rs.5,51,000/- ▪ Placement assistance for all <table border="1"> <thead> <tr> <th>YEAR</th> <th>MAX.SAL.(p.a.)</th> <th>AVG.SAL.(p.a.)</th> <th>MIN.SAL.(p.a.)</th> </tr> </thead> <tbody> <tr> <td>2019</td> <td>9 LACKS</td> <td>3.8 LACKS</td> <td>2.4 LACKS</td> </tr> <tr> <td>2018</td> <td>7.3 LACKS</td> <td>3 LACKS</td> <td>2 LACKS</td> </tr> <tr> <td>2017</td> <td>4.25 LACKS</td> <td>2.4 LACKS</td> <td>1.8 LACKS</td> </tr> </tbody> </table>	YEAR	MAX.SAL.(p.a.)	AVG.SAL.(p.a.)	MIN.SAL.(p.a.)	2019	9 LACKS	3.8 LACKS	2.4 LACKS	2018	7.3 LACKS	3 LACKS	2 LACKS	2017	4.25 LACKS	2.4 LACKS	1.8 LACKS
YEAR	MAX.SAL.(p.a.)	AVG.SAL.(p.a.)	MIN.SAL.(p.a.)														
2019	9 LACKS	3.8 LACKS	2.4 LACKS														
2018	7.3 LACKS	3 LACKS	2 LACKS														
2017	4.25 LACKS	2.4 LACKS	1.8 LACKS														

Name and duration of programme(s) having “Twinning and Collaboration with Foreign University(s) and being run in the same Campus along with status of their AICTE approval If there is Foreign Collaboration, give the following details :

- Under Process

Name of the University	NDU & North Dakota University, US

Faculty

Branch-wise list Faculty Members:

Faculty Name	Branch
- 1.Dr. Sujit Mukherjee - 2.Dr. A K Dasbiswas - 3.Mr. Biswarup Chatterjee	MARKETING
- 1.Dr. R K Patra - 2.Mr. Amitava Guha - 3.Mr. A C Majumdar	H.R.
- 1.Dr. shantanu Chakraborty - 2.CMA(Dr.) Jharna Dutta	FINANCE
- 1.Dr. Debojoy Chanda - 2.Mrs. Swati Basu	ENGLISH LANGUAGE
1.Dr. Anupama Chanda Mitra	QT / OR
1.Mrs. Semanti Debroy Sen	ECONOMICS
1.DR. Indrajit Sinha	SYSTEMS

Permanent Faculty	<ol style="list-style-type: none"> 1. Dr. R K Patra 2. Dr.Sujit Mukherjee 3. Dr.Indrajit Sinha 4. Mr.Amitava Guha 5. Mr Anindya C Majumdar 6. Mrs.Semanti Debroy Sen 7. Dr.Shantanu Chakraborty 8. Mrs.Swati Basu 9. CMA(Dr).Jharna Dutta 10. Dr. Anupama Chanda Mitra 11. Mr. Biswarup Chatterjee 12. Dr. Debojoy Chanda
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Adjunct Faculty	Dr. A K Dasbiswas
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Permanent Faculty Student Ratio	1 : 15
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Number of faculty employed & left during the last three years	Employed	Left
	04	0

PRINCIPAL



1) Name : **Dr Ramakanta Patra**

2) Date of Birth : 2nd January 1958

3) Unique ID : 1-3272457558

4) Educational Qualification : PhD,
MA, MPM
BA,LLB

5) Work Experience :

Teaching : 32 years +

Industry : 12 years

6) Area of Specialization : HR/OB

7) Courses taught :

At the UG degree level : HR MANAGEMENT, LABOUR LAW,
IR,PPM, ETHICS, SOCIAL RESEARCH METHODS

At the PG degree level : ALL HR SUBJECTS, LABOUR LAW,
IR,PPM, ETHICS, SOCIAL RESEARCH METHODS, INDIAN VALUE AND
ETHOS, MIS, ENVIRONMENTAL SYSTEM, BUSINESS COMMUNICATION.

8) Research Guidance : At Master's level : Approx. 335 nos.
At PhD level : 6

9) Projects carried out : 3

10) Patents : 1

11) Technology transfer : NA

12) Research Publication : MORE THAN 50

ASSOCIATE DEAN OF STUDIES



Name : **Dr Sujit Mukherjee**

1. Date of Birth : 2nd January 1960
2. Unique ID : 1-450022181
3. Educational Qualification :
 - BE (Jadavpur Univ),
 - i. MBA (Cal Univ),
 - ii. M.Phil (Management) from WBUT
 - iii. PhD (Management) from WBUT
4. Work Experience :
 - i. Teaching : 18 years +
 - ii. Industry : 15 years
5. Area of Specialization : Management & Marketing
6. Courses taught :
 - a. At the UG degree level : Principles of Management
 - i. Marketing Management
 - ii. Production Management
 - b. At the PG degree level : Marketing Management
 - i. Operations Management
 - ii. Marketing Research
 - iii. Sales & Distribution Management
 - iv. Consumer Behaviour
7. Research Guidance :
 - At Master's level : Approx. 650 nos.
 - i. At PhD level : 5
8. Projects carried out :
 - One Consultancy Project on behalf of Nature , Environment & Wildlife Society (NEWS), an NGO, Value : Rs 1.5 lacs approx.
9. Patents : Nil
10. Technology transfer : NA
11. Research Publication :
 - Please refer Annexures enclosed

ASSOCIATE PROFESSOR



1. Name: SHANTANU CHAKRABORTY
2. DOB: 21/12/1972
3. Unique id : 1-1424097454
4. Education qualifications: M.Com., Ph.D., NET(UGC)
5. Work experience
 - ✚ Teaching: : 15 Yrs.
 - ✚ Research: 5 Yrs.
 - ✚ Industry: 1 Year
 - ✚ Others
6. Area of specialisation: Accounting & Finance
7. Course taught at diploma / post diploma / under graduate / post graduate / post graduate diploma level : post graduate
8. Research guidance
 - ✚ No. of papers published in national / international journals / conferences : 14
 - ✚ Master: 20
 - ✚ Ph.d : 5 (pursuing)
9. Projects carried out: NIL
10. Patents: NIL
11. Technology transfer : NIL
12. Research publication : 5

ASSOCIATE PROFESSOR



1. Name AMITAVA GUHA
2. DOB : 01/10/1955
3. Unique id : 1-450022159
4. Education qualifications : PGDM(XLRI), BSC(ENGG) ELECTRICAL.
5. Work experience : 39
6. Teaching : 19
7. Research : 7
8. Industry : 21
9. Others
10. Area of specialisation
11. Course taught at diploma / post diploma / under graduate / post graduate / post graduate diploma level : OB, HRM, OD, HRP, HRD, Materials Mgmt, Operations Mgmt
12. Research guidance
13. No. of papers published in national / international journals / conferences
14. Master : 182
15. Ph.d
16. Projects carried out
17. Patents
18. Technology transfer
19. Research publication

ASSISTANT PROFESSOR



1. Name: DR. INDRAJIT SINHA
2. Date of Birth : 14/04/1962
3. Unique Id: 1-450022155

4. Education Qualification :

EXAM	BOARD/UNIVERSITY	MARKS	CLASS
AISSE	CBSE	63.4%	1ST
AISSC	CBSE	69.4%	1ST
B.TECH 1ST(HONS) (ELECTRONICS)	NIT(REC) CALICUT	76.3%(HONS.)	
MBA (Marketing)	IISWBM (CALCUTTA UNIVER.)	64.0%	1ST
M.PHIL(Management)	WBUT	81%	1ST
PhD (Management)	WBUT	Awarded	

5. Work Experience :

Teaching: 14 YRS.

Organisation worked/working	Dept.	From	To
BIMS	Teaching	2005	Till date

Research:

Organisation worked/working	Dept.	From	To
BIMS	Research	2007	Till date

Industry : 20 YEARS.

PHILIPS

Nelco (TATA Enterprise)

Calcutta Stock Exchange

BPL

BNK e Solution

Others: NIL

6. Area Of Specialisation : MARKETING, SYSTEM

7. Courses Taught : SERVICE MARKETING, ADVERTISING & SALES PROMOTION, INTERNATIONAL MARKETING, MARKETING, MIS, DATABASE , SOFTWARE PROJECT MANAGEMENT, STRATEGIC MANAGEMENT.

8. Research Guidance

No. of Paper Published : 21

Masters : 52

PhD: 05

9. Project Carried Out: 01

10. Patent: NIL

11. Technology Transfer: NIL

12. Research Publication: 15

ASSISTANT PROFESSOR



1. Name SEMANTI DEBROY SEN
2. DOB 25/07/1972
3. Unique id : 1-450022173
4. Education qualifications M.Sc, PhD (Pursuing)
5. Work experience
6. Teaching 22 years
7. Research 3 years
8. Industry
9. Others
10. Area of specialisation ECONOMICS, FINANCE
11. Course taught at diploma / post diploma / under graduate / post graduate / post graduate diploma level (A) UNDERGRADUATE : 3 COURSES
 1. (MICRO ECONOMICS, MACROECONOMICS, MANAGERIAL ECONOMICS)ii. (B) POST GRADUATE : 4 COURSES
 1. (MANAGERIAL ECONOMICS, INDIAN ECONOMY & POLICY, INTERNATIONAL FINANCE, FINANCIAL INSTITUTES & MARKETS)
12. Research guidance
13. No. of papers published in national / international journals / conferences
 - a. 1 (IN BIMS JOURNAL)
14. Master
15. Ph.d
16. Projects carried out
17. Patents
18. Technology transfer
19. Research publication

ASSISTANT PROFESSOR



- 1) Name Dr. Anupama Chanda Mitra
- 2) DOB 01 Jun 1981
- 3) Unique id 1-3582702434
- 4) Education qualifications PhD in Engineering from Jadavpur University, M.Phil Operational Research from Delhi University, MSc in Applied Operational Research from Delhi University, BSc. Electronics (H) from Delhi University
- 5) Work experience
- 6) Teaching 10 yrs
- 7) Research
- 8) Industry 10 months
- 9) Others
- 10) Area of specialisation: Operations Research & Statistics
- 11) Course taught at diploma / post diploma / under graduate / post graduate / post graduate diploma level
- 12) Undergraduate- Basics of Mathematics, Fundamental of Statistics, Advanced Mathematics and Statistics, Social Research Methodology.
- 13) Post graduate- Operations Research, Quantitative Techniques
- 14) Research guidance


- 15) No. of papers published in national / international journals / conferences NA
- 16) Master Faculty guide for MBA 3rd semester (6 students)
- 17) Ph.d NA
- 18) Projects carried out NA
- 19) Patents NA
- 20) Technology transfer NA
- 21) Research publication
- 22) Chanda, A., Sarkar, B., and Mukherjee, R.N., "Performance evaluation of Management Faculty using a hybrid model of Logic – AHP" Springer Proceedings in Mathematics and Statistics, Vol no 225-365-375, ISSN 2194-1017 (electronic), 2018.

Chanda, A., Sarkar, B., and Mukherjee, R.N., "Alternative Modeling Schemes for Propositional Calculus Problems" KKV Engineering Journal, Thailand July-September 2016; vol. 43 (3): 153-155.

Chanda, A., Sarkar, B., and Mukherjee, R.N., "Logical Deduction for an Integer Programming Problem and Integer Programming (IP) Formulation for a Logical Problem", International Journal of Operational Research Nepal Volume 4, Issue 1, (2015) 33-40.

iv) Paper presented titled “Performance evaluation of Management Faculty using a hybrid model of Logic – AHP” at an International Conference on Frontiers in Optimization: Theory and Applications (FOTA – 2016) held during Nov 24-26, 2016 at Heritage Institute of Technology, Kolkata, India.

v) Paper presented titled “An Inference problem in Propositional Logic” at an International Conference on Operations Research applications in Engineering and Management (ICOREM), Trichy, May 27-29, 2009.

1. Name : CMA. (Dr.) Jharna Dutta 
2. Date of Birth: 30/07/1966
3. Unique id 1-3273034045
4. Educational Qualification: Ph,D , FCMA, MBA (Finance)
5. Work Experience:
- ✚ Teaching: 14 years
 - ✚ Research: 10 years
 - ✚ Industry: 10 Years
 - ✚ Other: Fellowship of The Institute of Cost Accountants of India (ICAI)
6. Area of Specialization: Finance and Accounts
7. Courses taught at:
- (A) Post Graduate Level (in MBA): Corporate Taxation & Tax Planning, Corporate Finance, Derivatives & Risk Management, Management Accounting, International Finance, Financial Institutes & Markets, Security Analysis & Portfolio Management, Fundamentals of Accounting, Financial Management. Financial Reporting, Statements and Analysis.
- (B) Under Graduate Level: (in BBA) Financial Management (I, II, & III),

Financial Accounting,

(C) Under Graduate Level: (in B. Tech.)

Industrial Management, Financial Management & Accounts, Accounts & Economics, Economics for Engineers, Project Management, Principles of Management.

8. Research Guidance:

✚ No. of papers published in

National /International Journals	12
/Conferences	50
✚ Master	Nil
✚ Ph. D. :	Nil

9. Project carried out: Nil

10. Patents : Nil

11. Technology transfer Nil

12. Research publication 3

ASSISTANT PROFESSOR



- 1) Name- Biswarup Chatterjee
- 2) DOB- 22/08/1982
- 3) Unique id-1-3580074737
- 4) Education qualifications-PGDM (Equiv. to MBA by AIU), PhD (pursuing), M.Sc.
 - i. (Psychology)
- 5) Work experience
- 6) Teaching-7 years
- 7) Research- 4 years (academic research)
- 8) Industry- 2 years
- 9) Others
- 10) Area of specialisation-Marketing & Finance
- 11) Course taught at diploma / post diploma / under graduate / post graduate / post graduate diploma level-
 1. Marketing Management – UG & PG Level
 - i. 2. Advertising – UG Level
4. International Marketing- PG Level
5. Entrepreneurship – PG Level
6. Business Communication – PG level
7. Sales Management – PG level.
8. Psychology- UG level
- 12) Research guidance
- 13) No. of papers published in national / international journals / conferences
 1. National Journal- 7
 2. International Journal – 2
 3. Conference proceedings- 3 (National), 2 (International)
- 14) Master – 10 students SIP
- 15) Ph.D.- NA
- 16) Projects carried out – 5 (Mainly academic and extra – curricular)
- 17) Patents-NA
- 18) Technology transfer -NA
- 19) Research publication –
 - i. National Journal – 7
 - ii. Intl. Journal- 2
 - iii. Proceedings – 3 (National), 2 (Intl.)
 - iv. Book Chapter – 3

ASSISTANT PROFESSOR

Name of the Faculty: Swati Basu



Serial #	Description	Remarks
1.	Name	Swati Basu
2.	Date of Birth	3 February 1977
3.	Unique I.D	1-3274039518
4.	Educational Qualification	MA [ELT], MA [Eng. Lit], PGDTE, PGCTE, PGDELT, B. Ed. MA [Education] – Pursuing
5.	Work Experience	
	5.1 Teaching	13 Years
	5.2 Research	-----
	5.3 Industry	6 months
6.	Area of Specialization	ELT (English Language Teaching)
7.	Courses Taught At :	
	Diploma Level	Yes
	Post Diploma Level	No
	UG Level	Yes
	PG Level	Yes
	Post Graduate Diploma Level	Yes
8.	Research Guidance	
	No. of Papers Published	-----
	Master	20 (Summer Internship Project for MBA learners)
	PhD	-----
9.	Project Carried Out	International Project - 1
10.	Patents	-----
11.	Technology Transfer	

12.	Research Publication
	National - 5 International - 4 Book Editing - 1 Audio-Visual Publication - 5 Under Publication Proceedings - 1 Audio-Visual Publication (In Pipeline) - 5

ASSISTANT PROFESSOR



1. Name SRI ANINDYA CHANDRA MAJUMDAR
2. DOB 12/10/1955
3. Unique Id : 1-450098707
4. Education qualifications MBA, BCOM(H),LLB
5. Work experience
6. Teaching 18 years
7. Research 0 years
8. Industry 32 years
9. Others
10. Area of specialisation HR, LAW
11. Course taught at diploma / post diploma / under graduate / post graduate / post graduate diploma level
 - (A) UNDERGRADUATE :
 1. HR MANAGEMENT,
 - ii. (B) POST GRADUATE :
 1. HR MANAGEMENT, PROJECT MANAGEMENT AND ENTREPRENEURSHIP DEVELOPMENT, INDUSTRIAL RELATION
12. Research guidance
13. No. of papers published in national / international journals / conferences
14. Master
15. Ph.d
16. Projects carried out
17. Patents
18. Technology transfer

Research publication

1. Name: Dr. Debojoy Chanda
2. DOB: 09/06/1983
3. Unique id: L9709093 (passport)
4. Education qualifications: Ph.D. in English
5. Work experience



Teaching: 1. Teaching Assistant at the University of Illinois at Urbana-Champaign: 2009-2017; 2. Assistant Professor of Business Communication at BIMS: 2018-2019; 3. Visiting Assistant Professor of Business Communication at IIM, Sirmaur: 2018-2019.

Research: Doctoral dissertation completed and submitted in 2018; journal articles published in international peer-reviewed journals; talks (invited and otherwise) delivered at multiple national and international academic venues.

Industry: None.

6. Area of specialisation: Critical race theory; literary studies; postcolonial literature; business communication.
7. Course taught at diploma / post diploma / under graduate / post graduate / post graduate diploma level: British Literature 1800 to the Present; Introduction to the Study of Literature; Introduction to Fiction; Writing and Research; Principles of Business Communication; English and Business Communication; Written Executive Communication; Communication and Business Etiquettes.
8. Research guidance: None.

No. of papers published in national / international journals / conferences: Five peer-reviewed articles published in international peer-reviewed journals and websites; one article forthcoming in a national conference-proceedings volume; seven invited national and international conference talks; sixteen national and international conference talks.

Master: First M.A. in English: 2007; Second M.A. in English: 2011.

Ph.D.: English (submitted in 2018).

9. Projects carried out: None.
10. Patents: None.
11. Technology transfer: None.
12. Research publication: 1. "“All Races are Mixed Races:” Of Anglo-Indians and British Aryans." International Journal of Anglo-Indian Studies. (2018). ISSN: 1327-1652.
2. "Outside in the Stereotype: Anglo-Indians' Passage from Community to Singularity." South Asian Review. 35.3. (2014): 41-59. Special Issue; Ed. Madhurima Chakraborty and Umme-al Wazedi. ISSN: 0038-2841.
3. "Is the Postcolonial Also the Post-Revolutionary?": A Response to Christopher Taylor's Talk "Empire and the End of the Postcolonial." Kritik (October 2016). Refereed.
4. "Classicism in T. S. Eliot's "The Waste Land."" Modern American

Poetry Site. Ed. Cary Nelson & Bartholomew Brinkman. (University of Illinois at Urbana-Champaign, 2010; reposted 2015).

5. "Castration and the Law in Langston Hughes' "Justice." Modern American Poetry Site. Ed. Cary Nelson & Bartholomew Brinkman. (University of Illinois at Urbana-Champaign, 2010; reposted 2015).

6. "Anglo-Indians Qua Variable Populations: Cedric Dover and the Vacuity of Race." Conference Proceedings of Anglo-Indian Research Studies Workshop Conducted on December 21, 2018. Ed. Robyn Andrews, Brent Otto Howitz, and Selvyn Jussy. To be published possibly by Calcutta University Press, circa 2019.

ADJUNCT FACULTY



1. Name: Prof (Dr) A K Dasbiswas
2. DOB: 03/11/1943
3. Unique id
4. Education qualifications: M Sc (Pharma) PhD (Mgt)
5. Work experience
6. Teaching :22 years
7. Research
8. Industry: 30 years
9. Others
10. Area of specialisation: Marketing , Strategy
11. Course taught at diploma / post diploma / under graduate / post graduate / post graduate diploma level: Marketing , Consumer Behaviour, Business Marketing , Services Marketing, Marketing Strategy, Business Strategy, Indian Ethos and Ethics, Health care Management, Environment Management
12. Research guidance
13. No. of papers published in national / international journals / conferences : more than 20
14. Master
15. Ph.D: 8
16. Projects carried out: 5
17. Patents
18. Technology transfer
19. Research publication

ANNEXURE A

Papers Published in Journals

Sl. No.	Paper Title, Journal Name, ISSN/ISBN No.	National/ International	Main Author/ Co-author
1	"Forecasting Individual Choice & the impact of Opinion Exchange : A Business School perspective", International Journal on Business and Information (ISSN : 1729-9322)	International	Main Author
2	"Acceptance of Technology, Related Factors in use of Off Branch E- Banking: An Indian Case Study", International Journal on Business and Information (ISSN : 1729-9322)	International	Co-author
3	'Young Consumers' consumption behavior towards leather accessories –An implication of Sheth-Newman-Gross Model', pp. 157-166, Kindler, Vol. XVII Number 1, ISSN 0973-0486	National	Co-author

Annexure : D (II)

Papers presented in Conferences, Seminars, Workshops, Symposia

<u>Sl. No.</u>	<u>Paper Title, Conference/Seminar/WS/Symposia Details</u>	<u>National/Regional /State/Local</u>
1	'Impact of Subliminal Message in print advertisements in consumer behavior - A brand case study', National Management Conference on Global Strategy for Self Sufficiency at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, 23-24 March, 2018	National
2	'Attitude of young male and female consumers toward domestic and international fashion apparel brands – an implication of Fishbein's model', National Management Conference on Global Strategy for Self Sufficiency at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, 23-24 March, 2018	National
3	'A study on evaluating marketing strategies for selected home appliances in Kolkata', National Management Conference on Global Strategy for Self Sufficiency at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, 23-24 March, 2018	National
4	'A study on port of Kolkata for determining an effective Differential Port Pricing System', National Management Conference on Global Strategy for Self Sufficiency at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, 23-24 March, 2018	National
5	"Curbing Consumption by the Wealthy for Managing Environmental Impact: The Scenario and Road Ahead for Marketers", National Management Conference on Global Strategy for Self Sufficiency at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, 23-24 March, 2018	National

Annexure : B (II)

Full Papers in Conference Proceedings (National)

<u>Sl. No.</u>	<u>Paper Title, Conference Details</u>	<u>Author Main/Co-author</u>
1	'Impact of demographic factors on the determinants of purchase intention toward fashion apparels among College students', 9th Conference on Excellence in Research and Education (CERE 2018) at IIM Indore, May 3-6, 2018	Co-author
2	'Young Consumers' consumption behavior towards leather accessories –An implication of Sheth-Newman-Gross Model', National Conference on Contemporary Management Practices (NCCMP 2018) at Army Institute of Management, Kolkata, April 21, 2018	Co-author
3	"A study of young female consumers' buying behaviour towards branded apparel : A study in Eastern India", International Conference on "Disruptive Technology & Disruptive Innovation – A Renaissance in this Century", UEM Congress - 2017 at Bangkok on 16 – 18 August 2017	Co-author
4	'Impact of Subliminal Message in print advertisements in consumer behavior - A brand case study', National Management Conference on Global Strategy for Self Sufficiency at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, 23-24 March, 2018	Co-author
5	'Attitude of young male and female consumers toward domestic and international fashion apparel brands – an implication of Fishbein's model', National Management Conference on Global Strategy for Self Sufficiency at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, 23-24 March, 2018	Co-author
6	'A study on evaluating marketing strategies for selected home appliances in Kolkata', National Management Conference on Global Strategy for Self Sufficiency at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, 23-24 March, 2018	Co-author
7	'A study on port of Kolkata for determining an effective Differential Port Pricing System', National Management Conference on Global Strategy for Self Sufficiency at Bharatiya Vidya Bhavan Institute of Management Science, Kolkata, 23-24 March, 2018	Co-author
8	"Curbing Consumption by the Wealthy for Managing	Co-author

	Environmental Impact: The Scenario and Road Ahead for Marketers”, National Management Conference on Global Strategy for Self Sufficiency at Bharatiya Vidya Bhavan Institute of Management Science , Kolkata, 23-24 March, 2018	
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UPDATED ON 15TH MAY 2019.