



Let noble thoughts come to us from every side -Rigveda, I-89-i

# MBA NEWS

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## Principal's Message

"The principal is the rudder of the ship, steering, providing direction, leadership, guidance. The principal needs to allow people to be creative and grow."

– Baruti K. Kafele

Welcome to Bharatiya Vidya Bhavan Institute of Management Science (BIMS), Kolkata.

BIMS has grown tremendously over the last years and I am eager to make sure we continue to move forward. This year we will continue to provide a positive safe learning environment that motivates our students to push themselves to their greatest potential. In BIMS, we work hard to create an environment where all students can be successful academically and socially. I plan to work with parents, teachers, and community members to ensure that we intellectually challenge our students to become critical thinkers, inspire them to push past their fears, and teach them to support one another so that they can become leaders of their generation. It will be a great year!

Please feel free to contact me. I am open to hearing from you so that we make sure we are doing what's best for our students.

I look forward to another year of building positive relationships with the students and staff at BIMS.

Sincerely,

Prof(Dr) Ramakanta Patra

[principal@bimskol.org](mailto:principal@bimskol.org)



Activities of BIMS from July 2018 to September 2018



Independence day celebrations



Events at Bhavan's Institute of Management Science from January 2018 to March 2018



National Management Conference



Sir Ashutosh Memorial Lecture



Perception and buying preferences of natural food products among consumers & non-consumers of Krishnapur & ITS adjoining areas



BIMS Picnic

Results even semester 2018

## Activities of BIMS from July 2018 to September 2018

1. One Week Workshop on “Research Methods in Social Science Using SPSS & AMOS” in collaboration with SPSS, South Asia, was organized during 12-18 July, 2018, at our institutes' Campus. The resource persons for the workshop were : Prof. J K Das, Head, Deptt. of Commerce, UNIVERSITY OF CALCUTTA.



Dr.Asish Kr. Sana, Professor, Deptt. of Commerce, UNIVERSITY OF CALCUTTA.

Mr. Dhanonjoy Kumar, Associate Professor, Department of Management , Islamia University, Kushtia, Bangladesh.

Participants from different universities of West Bengal and other states and even from Bangladesh participated in the workshop.

## Batch Launching Program of BBA & MBA

A new session for the academic year 2018-19 was started on 26/7/2018 at the Bhavan's auditorium.

The chief guests for the function were :

Mr. Arnab Seth, Regional Head – HR, VIP Industries Limited; Mr. Dev Narayan Sarkar Associate Director - East Region and Export, Pepsico India Private Limited;

Mr. Debasish Biswas, Executive Chairman, Alpha Universal Group

Distinguished Guests, Director of Bharatiya Vidya Bhavan & Principal of BIMS, highlighted the responsibilities of the students during their journey at BIMS in such a way, so that they can be rest assured for best achievements of their management study and undergraduate course they will pursue.



**“KAWALI”** , a Musical Soiree, in association with SPICMACAY, was held at Bhavan's Auditorium on 14 August, 2018, at 2.00 pm – 3:30 pm.

Kawali Samrat - 'Chishti Brothers' alongwith 15 number of kawals group rendered most popular Kawali numbers and enthralled the audience.

## Independence day celebration

Independence day was celebrated on 15/08/2018 at the Institute premises in a joint effort by the BGKV school and BIMS . The National flag was hoisted followed by performance of patriotic songs by the students.



The E- Cell of BIMS organized a **Start-up talk** by Mr. Tamajit Mukherjee, Founder, Tailorkraft.com. Students of BIMS attended the session where the Guest explain the benefit on e-pell.



**Seminar on GST** was held on 1/9/2018. CMA MrityunjoyAcharjee, Associate Vice President, Balmer Lawrie & Co. was the guest speaker on the topic.All the students got the concept of application of GST at the time of purchasing & selling products in India and the pros & cons of its application.



## Fresher's Welcome Ceremony" 2018

The Freshers' welcome ceremony for the new batch was held on 08<sup>th</sup> September at the Institute auditorium. After day long performances by the students of all the years of BIMS, the most loved event "Mr. & Miss BIMS" and "BBA student of the year" was held . Banhi Biswas and Aniruddha Ghosh were declared Miss & Mr. BIMS respectively and Soujas Mallik was the BBA Face of the year.

## A session on "CAREER GUIDANCE" was held on 11/9/2018.



Dr. A K Sengupta, Ex. Directors of S P Jain Institute of Management & Research, Mumbai & SIES Institute of Management, Mumbai addressed the students. He explain very nicely the meaning of employment and employability .

## A Yoga session&launching of Marketing club was held on 22<sup>nd</sup> September

In the Yoga session , students were introduced to practices of yoga and different asanas. In the Marketing club, a new concept was floated and the objectives and activities of the club were related to the students of Marketing specialization. Some ex-students also participated in the club launching.



### Workshop on "Data Analytics was held on 29<sup>th</sup> September, 2018

Mr. Angshuman Bhattacharya, Founder, SIBIA Analytics & Consulting Services Pvt.Ltd, Mr.Sourajit Bhattacharya, & Miss Tania Chakraborty, Analytic Consultant, NIVT introduced the students to a new concept in research which is data analytics and how it is applied in management decisions.

### Educational-cum-industrial tour 2018 to Vishakhapatnam, Andhra Pradesh

An educational-cum-industrial tour was conducted for the final year students of MBA by Bharatiya Vidya Bhavan Institute of Management Science, Kolkata to Vishakhapatnam , Andhra Pradesh. The journey commenced on 28 March 2018 from Kolkata via Train route (AC Three tier). 38 students participated in the educational-cum-industrial tour. The objective of this tour was to give industrial exposure of the Real workstations, plants, machines and systems and acquaint students with interesting facts and newer technologies. The students visited Harmony Food Private Limited, on FSSC 22000 organization where they witnessed BUHLER flour mill equipped with modern state-of-art equipment with improved extractions, higher plant efficiency and lower power consumption. The students also visited Hindustan Shipyard limited, Vishakhapatnam the nation's premier shipbuilding organization where they witnessed and learnt about ship production process, ship repairs , submarine construction and refits as well as design and construction of sophisticated state-of-the-art offshore and onshore structures. The tour also organized local sight-seeing and fun activities. The educational tour was conducted under the coordination of Prof Biswarup Chatterjee, Prof Swati Basu and the training and Placement Officers MrNemai Chakraborty and MsSayori Poddar. The extreme hard work and cooperation of all the student coordinators added to the success of the tour.



Events at Bhavan's Institute of Management Science from January 2018 to March 2018

### DIGITAL MARKETING CAREER

20 Jan.2018

Mr. Amar Krishna Jha - Digital Marketing Consultant, Trainer & Growth Hacking Expert delivered a lecture on the importance of digital marketing in current business scenario.The Session was attended by the students and faculty members under the leadership of the Principal, Dr. R K Patra.

### WORKSHOP ON – Finance for Non- Finance Professionals



A workshop was held at BIMS Kolkata, on 11<sup>th</sup> and 12<sup>th</sup> January 2019, in collaboration with 'The Institute of Cost Accountants of India'. The programme was inaugurated by CMA. (Dr.) D. P.Nandy of ICAI , CMA. CA. Anirban Mukhopadhyay, Finance & IT consultant, U.K. Dr. G.V.Subramanian, Director, BVB, Kolkata and Dr. R.K.Patra, Principal, BIMS. Non-

finance professionals across all functional areas from industry, faculty members of Undergraduate & Management colleges and MBA/PGDM students participated in the programme.

The objective of the workshop was to provide an overview of finance as well as an appreciation of how their work directly impact the financial goals of the organization. The programme was conducted under the co-ordination of CMA. (Dr.) Jharna Dutta, Dr. Anupama Chanda Mitra and Prof. Semanti Debroy Sen.

### SARASWATI PUJA

All student, staff & faculty members participated in the worship of the Goddess of learning & arts at the Bhavan's campus. They prayed to the Goddess with flowers. Later bhog was served to all in the afternoon.

### GUEST INTERACTION

Mr. Basumitra Choudhuri, Mumbai, an Experienced Professional in the field of MARKETING & SALES, interacted with the MBA 2nd Sem students on 16/2/18. He delivered a lecture on the essentials of sales & marketing.

### NATIONAL MANAGEMENT CONFERENCE



A National level Management Conference on the theme "GLOBAL STRATEGY FOR SELF SUFFICIENCY" was held at BIMS on 23<sup>rd</sup> & 24<sup>th</sup> of March in Association with the Association of Indian Management Schools

(AIMS). The Chief Guest for the inaugural ceremony was Dr. Saikat Maitra, VC, MAKAUT; Rev. Dr. J. Felix Raj SJ, VC, St. Xavier's University; Dr. R C Bhattacharya, Chairman, AIMS, West Bengal Chapter. Also present on the dais were Justice (Retd) Shri Chittatosh Mookerjee, Chairman, BVB, Kolkata, Shri Prasun Mukherjee, Executive Vice-Chairman, BVB, Kolkata; Dr. G.V. Subramanian, Director, BVB, Kolkata; Dr. R.K. Patra, Principal, BIMS and the Conference Director, Dr. S. Mukherjee, Associate Dean of Studies and the convener of the conference.

The speakers for the 1<sup>st</sup> Plenary session were :

Dr. K B L Srivastava HOD, Humanities and Social Science Deptt., IIT Kharagpur, Dr. Santanu Roy Director, Future Group, Dr. Gautam Dutta HOD, International Business, IIFT Dr. E.V.R. Raju, Deputy General Manager/HOD (Env), BCCL, Subsidiary of Coal India Speakers for 2<sup>nd</sup> plenary session were : Dr. Tapan Panda, VC, OP Jindal University, CMA Arup Shankar Bagchi Director, ICWAI Dr. Kartick Chandra Paul HOD, Commerce Deptt. ADAMAS UNIVERSITY Shri Dev Narayan Sarkar Regional Director, PEPSICO.

In the 7 technical sessions that were held on the two days about 40 papers were presented on different issues related to self sufficiency.

In the valedictory session, the Chief Guest was Prof (Dr.) Dhruvajyoti Chattopadhyay, VC, Amity University, Kolkata, who distributed the certificates to the participants.

All the faculty members and the students put in untiring efforts to make the conference a grand success.

### Teachers' day

Teachers' day was celebrated by the students of BIMS on 5<sup>th</sup> September at the Institute auditorium. Students organised some cultural events and then held a game for the faculty members. A talented group of singers namely Xavier's Alumni performed in the event it was an enjoyable day for both the faculty and the students.



### SIR ASHUTOSH MEMORIAL LECTURE

Sir Ashutosh Mukherjee Memorial lecture was held at Ramkrishna Mission Institute of Culture, Golpark. DR. Bibek Debroy, chief Economic Advisor in the Ministry of Finance was the chief guest on the occasion. He delivered the lecture on "the role of governance in itihās-purānas with reference to Indian mythology". All the faculty members of BIMS attended the lecture.



### How the rise in crude oil price will affect Indian economy

#### MS. Semanti DebRoy Sen

Asst. Professor, BIMS

Every \$10 per barrel rise in the price will worsen India's fiscal balance by 0.1% and current account balance by 0.4% of GDP.

#### Import bill

India, world's third-largest importer of oil after US and China, imports about 1,575 million barrels of crude oil on an annualised basis and a dollar increase in oil prices would increase the import bill by roughly \$1.6 billion (Rs 10,000 crore). The same is also the impact when currency exchange rate fluctuates by Re 1 per US dollar.

#### Fiscal math

Chief Economist Adviser to the government Arvind Subramanian too has said every \$10 per barrel rise in oil price brings down GDP growth by around 0.2-0.3 percentage points and worsens the CAD (Current Account Deficit) by about \$9-10 billion dollars.

#### Inflation concerns

The economy is affected as rise in inflation due to higher fuel prices could lower real disposable incomes of households and therefore hurt consumer discretionary demand.

Dr VK Vijayakumar, Chief Investment Strategist at Geojit Financial Services said crude has risen by more than \$10 a barrel since April 2018. RBI had assumed a rate of \$68 for 2018 but Brent crude is now hovering around \$80. Every \$10 rise in crude prices raises India's inflation by 10 bps.

#### Fuel prices

Fuel prices primarily of petrol and diesel have been deregulated and are linked to the international crude oil prices. With oil marketing companies raising petrol, diesel prices on a daily basis after the announcement of Karnataka Poll results, now there are more chances that oil marketing companies (OMCs) will have to raise prices of petrol and diesel on a daily basis. They are estimated to have lost about Rs 500 crore on absorbing higher costs resulting from the spike in international oil rates and fall in rupee against the US dollar.

"Our computation suggests that downstream oil marketing companies (OMCs) are required to increase retail prices of diesel by a steep Rs 3.5-4 a litre and petrol by Rs 4-4.55 per litre in the coming weeks to earn normative gross marketing margins of Rs 2.7/litre," Kotak Institutional Equities said in a report.

The increase is based on assumption that global price of diesel and petrol and Rupee-US Dollar exchange rate will hitherto remain stable.

Last week, ICICI Securities had said auto fuel net marketing margins were weak at Rs 0.31 a

litre due to no price hike after April 24. Now, with brent crude oil prices at \$80 per barrel, the need to compensate marketing margins of OMCs by raising price of the fuels has increased more than ever before.

### Corporate profit margins

There are several industries and companies which use crude oil and its by-products as raw material for their final products.

Companies dealing in tyres, plastics, chemicals, fertilizers, wax industries, refining, airline, paints, footwear, lubricants, cement, logistics and construction materials for whom crude or its derivatives are major inputs/costs will take a hit on their margins in case of high oil prices.

VK Vijayakumar, chief investment strategist at Geojit Financial Services said, "Crude at \$80 is bad news for rate-sensitive stocks since inflation and interest rates are likely to go up. The PSU oil marketing companies also will be negatively impacted while ONGC will be a beneficiary. Paint and aviation sectors also will be adversely impacted."

Further high crude oil prices lead to lower corporate profit margins due to rising input costs and accordingly impact investment,

### PERCEPTION AND BUYING PREFERENCES OF NATURAL FOOD PRODUCTS AMONG CONSUMERS & NON-CONSUMERS OF KRISHNAPUR & ITS ADJOINING AREAS.

**By Dr. Sujit Mukherjee**  
Associate dean of Studies



BIMS was awarded an exciting Consultancy Project by a reputed NGO called Nature Environment and Wildlife Society (NEWS). One of their thrust areas is the upliftment of organic farmers in the areas of Sunderbans, the world's largest mangrove forest. The major objective of the project was to advise NEWS about the state of awareness and likelihood of acceptance of farm products produced without the use of synthetic chemicals, fertilizers, pesticides and antibiotics by prospective buyers residing in certain pockets of the Kolkata market. On behalf of BIMS, the project was handled by

**Dr Sujit Mukherjee,**

Associate Dean and assisted by

**Dr Indrajit Sinha,**

Assistant Professor.

The concept paper, research proposal, research methodology, the data collection instrument (questionnaire) and the data analysis plan were designed by **Dr Mukherjee**. The field survey was organized by **Dr Mukherjee & Dr. Sinha** with the help of our MBA & BBA students. The field survey was done by the students in Kestopur and SaltLake areas where around 400 respondents were contacted at their homes. The raw data collected was analyzed to gain in sights about the prospective buyer's mind. The database was developed by some of the students and **Ron Pradhan** (student of MBA 2<sup>nd</sup> year) took leading role in the data analysis and presentation. A comprehensive report was prepared using statistical analysis and same was presented to the client (NEWS). The final report was accepted and appreciated by NEWS. The students got an opportunity to apply the concepts of Marketing & field research in the course of this project.

## Results even semester 2018

These are the student toppers of the even semester exams 2018



MBA 2<sup>nd</sup> Semester  
**Gargi Sarkar**



BBA 2<sup>nd</sup> semester  
**Subham Jaiswal**



BBA 4<sup>th</sup> semester  
**Shreyashi Ghosh**



BBA 4<sup>th</sup> semester  
**Sritama Sett**

### **Ms. Swati Basu,** Assistant Professor, BIMS

Shree Ram Chandra Mission in collaboration with UNIC for India-Bhutan and Heartfulness Education Trust organizes All India Essay Writing Competition every year. Students across the states of India participate under two categories: Category I (Level 9-12) and Category II (UG/PG) in various languages.

2018 wasn't an exception. Students from BBA/MBA programmes of Bharatiya Vidya Bhavan Institute of Management Science, Kolkata participated in the competition in Category II in three mediums – English, Bengali, Hindi. We feel happy to share that two of our students from BBA- third year – Anindita Pramanick and Shrayita Halder are the State Level Winners (Eastern) in the All India Essay Writing Competition and have been listed third and fourth position respectively, in UG/PG category in Bengali as published in the Organization website. The event was

coordinated by Prof. Swati Basu for Bharatiya Vidya Bhavan Institute of Management Science, Kolkata. We wish them success in future endeavors.

## BIMS Picnic

The Institute organised a picnic for all staff members along with their family on 29th January 2019. The venue chosen was the picturesque resort of "Sonar Bangla" located on the banks of Rupnarayan river at Kolaghat. A bus left the institute premises at 9 pm with 30 members. Most of the faculty and staff members joined the picnic with their family members. The group reached the spot at 11.30 am and everyone was delighted by the beauty of the spot. People enjoyed the lush garden, the sprawling swimming pool, and the sumptuous food. The whole day was spent in games, chatting and swimming. Finally after an enjoyable day, the group started the journey back at 5 pm in the evening.



## TOP PLACEMENT RECORD

Recruiters	Students Selected	Specialization	Package	Profile
Oyo Rooms	Tina Ray	Mktng	9	BDM
Oyo Rooms	Aishwarya Dey	Mktng	9	BDM
Oyo Rooms	Souvik K Siva	Mktng	9	BDM
Zomato	Srijana Ray	Mktng	6.57	Account Manager
Capital First	Arnab Saha	Fin	5.2	MT