

DEPARTMENT OF BUSINESS ADMINISTRATION

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HOD COMMUNIQUE



Dr. Prasanta Guha
HOD | MBA | FIEM

From Celebration to Strategy: The Management Essence of Festivals

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As the vibrant colours of Durga Puja and Diwali fill our surroundings with joy and togetherness, we are reminded that festivals are not just celebrations of faith—they are also living lessons in management, leadership, and economic vitality.

The grandeur of Durga Puja in Bengal and Diwali across India beautifully demonstrate how culture and commerce intertwine. From artisans crafting idols and decorators designing pandals to entrepreneurs managing event logistics and brands launching festive campaigns, every sphere thrives through coordination, innovation, and strategic thinking. This festive period energizes the “fun economy”—where emotions, experiences, and entertainment drive market demand. It is a perfect example of how consumer behaviour, supply chain efficiency, and service excellence create value and employment on a massive scale.

For students of Business Administration, these festivals are open classrooms. Managing a community puja or organizing a Diwali event involves teamwork, budgeting, time management, stakeholder coordination, and leadership under pressure—the very principles we teach in management. Observing how businesses adapt to festive demand cycles also offers insights into marketing, financial planning, and customer relationship management.

Festivals thus become a blend of learning and leading. They remind us that effective leadership is rooted in empathy, collaboration, and shared joy. As lights of Diwali dispel darkness and Durga Puja celebrates the triumph of good over evil, they inspire us to lead with optimism, integrity, and purpose.

Let this festive season be a time for reflection, renewal, and learning—where celebration meets strategy and joy meets growth. ”

Student Achievements



Sagnik Chakraborty

Sagnik Chakraborty of MBA 2nd year presented a research paper at the *12th International Research Symposium* (Faculty of Management Science, Prince Songkla University, Thailand) under the guidance of **Prof. Soumi Majumder** on October 28, 2025. The Paper is titled '*Application of Natural Language Processing in Human Resource Management*'.

Indranil Saha of MBA 1st year completed **Certification** on *AI and ChatGPT Tools, Data Science and Financial Statement Analysis*.



Indranil Saha

Workshop



A computer grooming workshop was conducted on Advance Excel for MBA Sem 3 students on Oct 30, 2025. This would help the students with:

- Enhanced data-analysis & decision-making capabilities
- Improved efficiency, productivity & automation
- Better career opportunities, employability and earning potential



A Mini Project presentation was conducted for BBA Sem 1 students on Oct 31, 2025. Learnings of students from this are:

- Improved Communication Skills
- Confidence & Self-Esteem
- Critical Thinking & Deep Understanding

Faculty Recognitions



Prof. Soumi Majumder

Prof. Soumi Majumder was awarded the ‘**Certificate of Reviewing**’ in a reputed Elsevier Journal named ‘*Acta Psychologica*’, for reviewing one paper.

A great accolade of **Prof. (Dr.) Biswajit Roy**, since his first research scholar, Mr. Krishnendu Bhattacharya, has been awarded with the prestigious **Ph.D. degree** in Business Management from the University of Calcutta. The title of the research was: "*A Study on Unfulfilled Needs, Wants and Desires Impacting Purchase Behaviour of Consumers Pertaining to Baluchari Saree of West Bengal*".



Dr. Biswajit Roy



Dr. Prasanta Guha



Prof. Deepa Saha
Sarkar

Prof. (Dr.) Prasanta Guha and Prof. Deepa Saha Sarkar meticulously wrote a promotional article under ‘*Campus Talk*’ in **Business Standard newspaper**. The write-up was about two seminars held in the institute. One was organized by the department of Business Administration and the other was organized by the Department of Basic Science and Humanities.

Student Induction Program

Students of the BBA-Semester 1 participated in the 'Student Induction Program – Phase IV' on October 9, 2025.



STUDENT INDUCTION PROGRAMME 2025
 Future Institute of Engineering and Management
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VICE PRINCIPAL & TRAINING PLACEMENT OFFICER

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Organised By : Department of Basic Science and Humanities
FIEM Main Auditorium | PHASE IV- 9TH OCTOBER 2025
 Time : 10:30 A.M

Future

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THANK YOU

Editor

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MBA|3rd Sem (2024-25)

Editor

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