

PLACEMENT BROCHURE | 2018-19

Master of Business Administration (Day)

IISWBM

"Our graduates nurture and build companies"



IISWBM

Indian Institute of Social Welfare and Business Management



Estd. 1953

INDIAN INSTITUTE OF SOCIAL WELFARE & BUSINESS MANAGEMENT

Master of Business Administration (Day)

PLACEMENT BROCHURE

2018-19



IISWBM

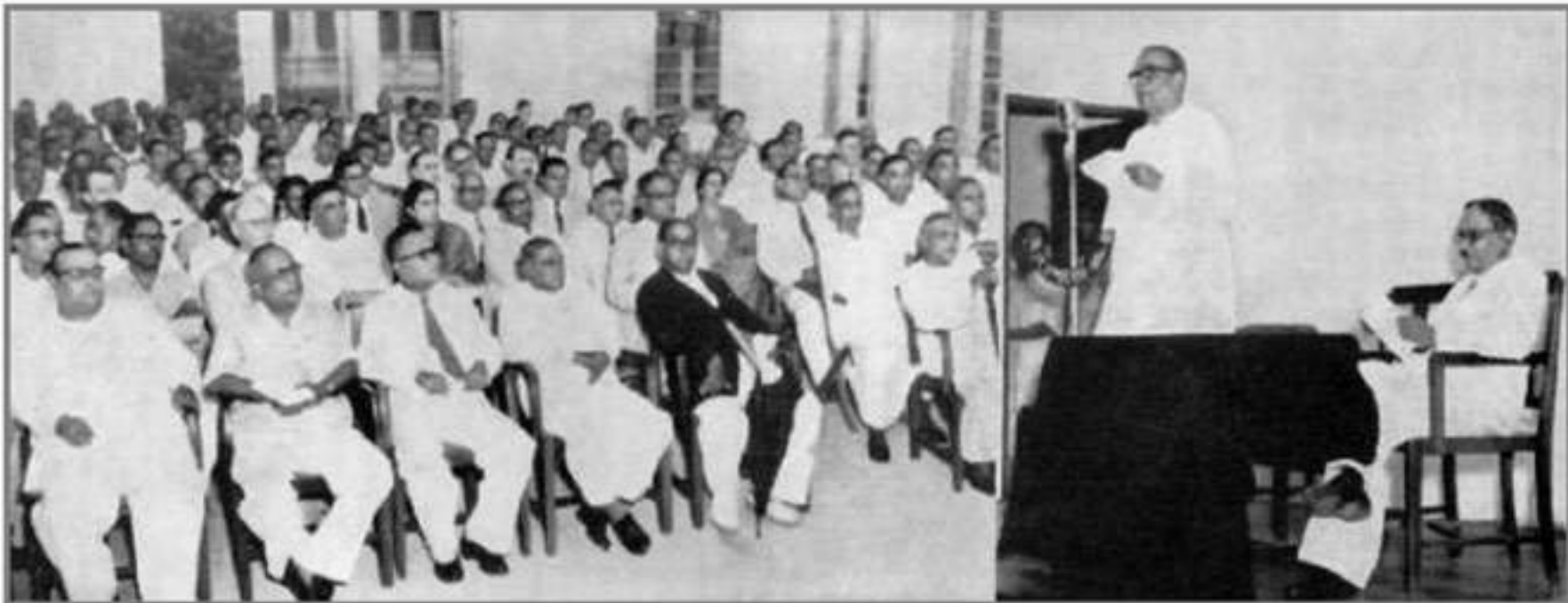
INDIAN INSTITUTE OF SOCIAL WELFARE & BUSINESS MANAGEMENT

Our graduates nurture and build companies

The Foundation



*Pandit Jawaharlal Nehru
laying the Foundation Stone of
the Academic Block-1958*



*Inauguration of the first Business Management course in India (PGDBM) on 5th July, 1954
(Dr. B. C. Roy addressing the gathering : Dr. J. C. Ghosh, Vice-chancellor of University of Calcutta, sitting)*



*Dr. B. C. Roy, Visionary Chief
Minister of West Bengal &
the Founder President BOG-IISWBM*



*Professor D. K. Sanyal
the Founder Director*



*Profulla Chandra Sen, the then Chief Minister
of West Bengal & President BOG-IISWBM
From 1963-64 to till his death
(i.e. 25th September 1990)*

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From the Director's Desk

Greetings! The placement season is an intrinsic part of the cultural landscape of IISWBM. The MBA placement brochure is a treasured publication. I liken it to the final and high notes of a soprano. The process of recruitment combines the classical elements of Shakespeare as well as the chameleon hues of a Fyodor Dostoevsky. It melds hope, professional skills, and academic excellence with that iridescent science of management. A good placement changes a life. The profiles of the MBA students published herein represent useful perspectives. Last year, the placement record at IISWBM for MBA graduates was excellent and impressive. I wish the MBA students all the best for the new season. Our MBA students, replete with hermeneutic and heuristic minds, champions of change and new thought processes but with a conscience, are ready to face the world now. Recruiters are familiar with the historical goodwill and contemporaneous progress of IISWBM. Students are our most precious asset at IISWBM. Throughout the duration of their MBA course, they breathe life into the institution. They respect their peers, though they are rivals. Recruiters return to IISWBM year after year to pick the best from the best. Let me tell you, failures in some stages, are only a step forward towards success. I am very happy to see the bright faces of the future corporate in the MBA Brochure. I must say, I am most impressed on reading about their academic achievements and myriad interests. I welcome our recruiters to convene and conduct the selection process in a holistic manner. I look forward to a most successful placement season.

Professor Dr. Rajagopal Dhar Chakraborti
Director, IISWBM



Message from the HoD of MBA (Day)

IISWBM builds leaders through holistic, transformative and innovative education and training. The two-year full time Master in Business Administration (MBA) degree program has all the salient features of a world class management education – helping students acquire relevant managerial, analytical, functional and leadership skills. Students are trained to develop decision making and problem solving skills using appropriate course content and teaching and learning methods. Our thrust on having a diverse cross-section of students reveals the latest class over 30% female students. On an average, 20% students come with an Industry background making the classrooms more diverse and vibrant. IISWBM has a pool of committed 100 + faculty members, including visiting faculty, who are actively engaged in policy formulation, research, case writing and consulting. The Institute is well known for excellence in research, values and diversity.

Our young managers undertake their transformational journey not just through the curriculum but also through various clubs focusing on diverse areas of interest. Our aim is to engage students in meaningful activities that enrich their learning and enhance the quality of life for others in our local, national and international communities. To make our students 'Industry ready', we impart training on soft skills and foreign languages; we conduct industry visits and bring in Industry experts to provide them industry exposure.

Your esteemed organization is one such organization, IISWBM would like to be associated with. It's my pleasure to place before you a plethora of 'Industry ready' motivated individuals who can serve your organization.

We welcome you to be a part and parcel of our Institute to accomplish the mission and vision.

Prof. (Dr.) Chinmoy Jana
HoD, MBA (Day)

MILESTONES

1953

IISWBM – India’s first management institute is constituted on 25th April by a resolution passed by the Senate of the University of Calcutta, with the then Chief Minister Dr B.C. Roy as the President and Prof Dr D.K. Sanyal as founder-director.

1954

The institute – for the first time in the country – introduces a PG Diploma in Business Management with affiliation to the University of Calcutta. This very year, the institute is selected by AICTE as a centre for course in business management.

1958

Pandit Jawaharlal Nehru lays the foundation stone of the New Academic Block.

1976

MBA programme affiliated to the University of Calcutta is introduced.

1997

Centre for Research in Materials Management (CRIMM), is set up in collaboration with the Indian Institute of Materials Management, Mumbai. CRIMM is the first organisation of its kind in Asia-Pacific.

2002

MHRM programme affiliated to the University of Calcutta is introduced.

2003

The institute celebrates its Golden Jubilee and the Government of India releases a commemorative stamp on IISWBM to mark 50 years of management education in India. The National Board of Accreditation (NBA) accredits MBA and PGDBM programmes.

2013

The institute celebrates its Diamond Jubilee by laying the foundation stone of its second state-of-the art residential campus at Rajarhat, Kolkata.

2014

MSW and M. Phil courses are introduced. IISWBM becomes recipient of the prestigious National Education Leadership Award for outstanding contribution to Management Education from the ABP Group. The institute is also ranked among the top 6 B-Schools in the Eastern Region by the Times B-School Survey.

2015

PhD programme is introduced.

ABOUT THE INSTITUTE

India's first B-School, Indian institute of Social Welfare and Business Management (IISWBM), is a name that weighs abundant in legacy. From the choicest alumni bandwagon to the grandeur of the building stature at the educational hub of Kolkata, the institute is stately in ways more than one. It was constituted on 25 April 1953 by a resolution passed by the Senate of the University of Calcutta. This was the culmination of the joint initiative taken by the University of Calcutta, Government of West Bengal, Government of India and the captains of industry in India to set up for the first time a management education institute in India, a concept alien to many in the educational fraternity at that time.

The Institute has successfully crossed its Diamond Jubilee Year, signifying over 60 years of an eventful journey in management education in India. IISWBM was thus established by Dr. B. C. Roy, the then Chief Minister of West Bengal as its Founder-President and Prof. D. K. Sanyal as the founder Director. Government of India, Department of Posts in recognition of 50 years of glorious existence of the first B-school in the country, released a Commemorative Postage Stamp on IISWBM, on 25 April 2004 in New Delhi.

The Institute stands firm on its three pillars:

1. Quality : Faculty that consistently ranks highest amongst premier B-Schools in terms of intellectual capital
2. Learning Environment : the faculty members are dedicated to the development of its students and the institute and regularly engage themselves in research and project work. Several faculty members have won prestigious award over the years
3. Successful Alumni spread across the globe : IISWBM has tested the seasons of time to raise itself as a respectable brand name that generates overwhelming response even today





DIRECTOR

Prof. (Dr.) Rajagopal Dhar Chakraborti, MA, M.Sc, Ph.D

HEAD - MBA (Day)

Prof. (Dr.) Chinmoy Jana, Ph.D.

DEAN

Prof. (Dr.) Soma Roychowdhury, M.Sc (Stat), Ph.D

PROFESSORS

Dr. Madhumita Mohanty, MA, M.Phil, Ph.D. (IIT, KGP), Head- MHRM

Dr. B. K. Choudhury, B.E, Ph.D.

Dr. P.K. Sikdar, M.Sc (Cal), ICZM Dip. (UK), Ph.D (Cal), F.G.M.S., F.G.S.(Ind), MMGI

Dr. Sudeepa Banerjee, MBA, Ph.D, Head-Computer & Media Management

Dr. Sumati Ray, M.Sc, MBA, Ph.D

Dr. S.K. Mallick, B.Com (Hons.), C.A., Ph.D (NYU), Convenor- M-Phil/ Ph.D

Dr. Tanima Ray, M.A. (CU), RTP (CSSSC), Ph.D (CU), PGDBM (IIM, Calcutta)

ASSOCIATE PROFESSORS

Dr. Anupam Ghosh, M.Com, M.Phil, PGTLM, Ph.D

Dr. Archana Sharma, MBA, Ph.D

Dr. Dipa Mitra, Ph.D (University of Calcutta)

Dr. Dulali Nag, M.A., Ph.D (US), Head-MSW

Dr. Gairik Das, ME, MBA (UK), Ph.D, Head-MRM

Dr. Jayanti De, M.A., M.Phil., Ph.D

Dr. Jhumur Biswas, M.Sc., M.Tech, Ph.D, Head-MBA (PS)

Dr. Sarbani Mitra, B.Ed. PGDMEnvM, PGDSA, MBA, Ph.D, Head- Fire Management

Dr. Madhab Milan Ghosh, M.Com, Ph.D

ASSISTANT PROFESSOR

Mr. Ankan Banerjee, M.A., PGDSM
Mr. Arindam Dutta, B.E., M.Tech
Mr. Buddhadip Mukherjee, MPMIR (Psychology, BHU), DSW (CU), CoA (Mind Mapping), PDC (Singapore)
Ms. Malini Nandi Majumdar, MBA, Ph.D
Mr. Manjit Sarkar, MBA (BU), FDPM (IIMK), UGC-NET
Ms. Piyali Sengupta, M.Sc, PGDEM
Mr. Sandip Ghosh, M.A., LL.B, MBA
Dr. Sanghamitra Sen, MBBS, DLO, PGDHM, MBA
Dr. Sikharini Majumder, M.A., Ph.D (USA)
Dr. Sohini Banerjee, LL.B (Hons), LL.M (University of Cambridge, UK)
Ms. Sona Banerjee, MA (Education), PGD Mass Communication (JU), CELTA/RSA (Cambridge University)
Mr. Subhasis Ray, M.Stat, M.Tech (Comp Sc.)
Dr. Surajit Chakraborty, M.Sc., Ph.D
Dr. Soubarna Pal, M.Sc (Cardiff University, UK) Ph.D (Cardiff University, UK)

RESEARCH FELLOW AND TEACHING ASSISTANT

Ms. Sreeja Banerjee, MBA (WBUT)

GUEST FACULTY

Mr. Saibal Chatterjee, PGDM (IIM Ahmedabad)
Mr. D.N. Chakravarti, BE, FCE, FWMM
Dr. Kamal Mukherjee, BE (Cal), PG Dip. (Industrial Engg.), MBA (XLRI, Jamshedpur; Fellow (XLRI)
Dr. Anupam Karmakar, M.Com, Ph.D
Mr. Subrata Biswas, M.A. (Econ), PGDMM, MBA (Finance) A.C.I.I. (London)
Mr. Himadri Sekhar Ghosh, M.Stat (ISI), PGD (ISI)
Mr. Ashish Mitra, CA
Mr. Mukul Mitra, MBA, Ph.D, CAIIB, CPFA
Mr. Sanjay Das, BE, MBA
Mr. Sujit Sen, B.Sc, LLS, MBA, ACS LLM, PGDM, Ph.D (Law, Cal)
Prof. S. C. Basu, MA (PMIR) TISS
Dr. Kumkum Mukherjee, M.Sc, Ph.D (CU)
Mrs. Sujata Saha, MBA (IISWBM), FCA (ICAI)
Dr. Amit Kundu, Ph.D
Mr. Asutosh Kar, M.Sc
Prof. Arup Chowdhury, Ph.D
Dr. Santanu Chakraborty, Ph.D
Dr. A. Saha, B.Tech, PGDM (IIMC)

(This is not an exhaustive list)



INFRASTRUCTURE

CENTRAL LIBRARY

LANGUAGE LAB

STUDENT ACTIVITY CENTRE

HOSTEL

IT SETUP

GYMNASIUM



The campus is equipped with latest facilities and amenities that enable the students to make the best of both work and play, resulting in a wholesome development of the future managers. Academic progress goes hand in hand with digital progress, with the experienced faculty of the institute encouraging adoption of cloud-based solutions for distribution of study materials and notes for classes.

In addition to this, the Institute has several structural infrastructure facilities to offer:

Central Library

- Has over 51,000 books
- Houses electronic library with over 1000 CD-ROM databases
- Vast Collection of E-books and E-Journals sourced from around the globe, accessible to the students using the IISWBM Intranet.

Language Lab

- Web Assisted Language Laboratory
- Aimed at supporting students' language learning process and improving communication skills.
- Makes use of technology advancements in digital multimedia control
- Helps students to perfect their diction

Student Activity Centre

- Student Haven for exchanging ideas, playing games and relaxing during leisure
- Equipped with indoor game facilities

Hostel

- 11,000 square feet girls hostel and four-storied boys hostel are adjacent to the academic block
- Facilities include furnished rooms with bathrooms, kitchen, dining hall and common living area
- Amenities include LCD Tv, microwave oven, refrigerator, water purifier, ironing table, etc.
- Recreational facilities in the form of indoor games are provided
- The hostels have round the clock professional security

IT Setup

- 4mbps leased line service internet connection
- ISDN, VSAT and TCP-IP connectivity are also available
- 36 Computer Terminals installed with the latest in software and digital security measures
- Wi-Fi connectivity available throughout the campus, enabling students to connect to online academic resources on the go

Gymnasium

- Fully Equipped Multigym with Gym Trainer
- Treadmills, Butterflies, Cycles and only some of the equipment to keep students fit

THE IISWBM EDGE

Intellectual Capital

The faculty at IISWBM has been ranked at par with FMS, IIMs, MDI, XLRI and SP Jain Institute of Management and Research as per the Business Standard Best B-School Survey.

Students

Students are chosen after a rigorous admission process – having to first appear for the Common Admission Test (CAT), and subsequently at the GD-PI, following which the candidates found eligible are offered admission, for a course curriculum comprising 32 papers spread over four dynamic semesters and supplemented by 8 weeks of summer internship for industry exposure – all to ensure that recruiters get only the best talent in conformity with their organisational values.

Ranking

IISWBM has consistently maintained its position as one of the premier B-schools in India, always appearing among the top 40 institutions in various B-school rankings such as the Economic Times B-school ranking 2018 (Rank 37), Business Today B-school Ranking 2016 (Rank 40) and Business Today B-school Ranking 2014 (Rank 34). In addition to these, it has also been awarded the 23rd position (Public Category) by Business World in 2017, as well as 7th position and 3rd position in the Eastern region and West Bengal, respectively.

Seminars

Weekly seminars are conducted by the institute for the benefit of the students, where the speakers are distinguished industry professionals from reputed companies such as Google, Tata Consultancy Services and Kotak Finance, as well as from eminent leaders from the world of social welfare to give the students a wholesome and enriching experience.

Rich Alumni Base

A network built over 65 years that continues to expand and enrich even today. As the students walk out of IISWBM, they input their learning into the best practices and as the journey continues, they look back upon their alma mater as the reason for their success while the institute looks up to them as the reason for its pride and glory.

Curriculum

Theoretical education takes a backseat as the students are treated to a curriculum designed to inculcate the best industry practices in them. Anyone can know facts, but it is important to have opinions. Since, it is the job of managers to decide, the curriculum is designed mostly around activities and case studies which encourage the students to think like business leaders.

Soft Skills and GD Sessions

The institute has a dedicated soft skills lab which enables the students to develop their personality and upgrade their communication and presentation skills, which are further honed by weekly group discussion sessions that allow students to identify their individual problem areas and carry out consequent improvement.

ABOUT MBA

"The surest way not to fail is to be determined to succeed" - **Richard Brinsley Sheridan**

This adage would be an apt synopsis to the character of the MBA (Day) 2017-19 batch of IISWBM. The fire to succeed burns in one and all as they set to conquer the bastions of the corporate fortress.

One glaring characteristic of the batch is its diversity with young minds from different walks of life. The result is an even wider variety of ideas and viewpoints flowing into every discussion. Such an eclectic blend of minds to be moulded to suit the corporate world requires the hands of experienced faculty from the field of academia and industry. Fortunately, IISWBM has just the right match.

Our endeavour is to create an environment where everyone can learn from their differences, make individual as well as the group's potential maximum and contribute to our vision of a business school of diverse dimensions.

In order to meet the growing demand for efficient & job ready management trainees, numerous institutions have started awarding management degrees in our country. The changed scenario and competition, however, has not altered the status of IISWBM. It continues to depict a commendable and reliable image, which reflects in our graduates who nurture and build companies.



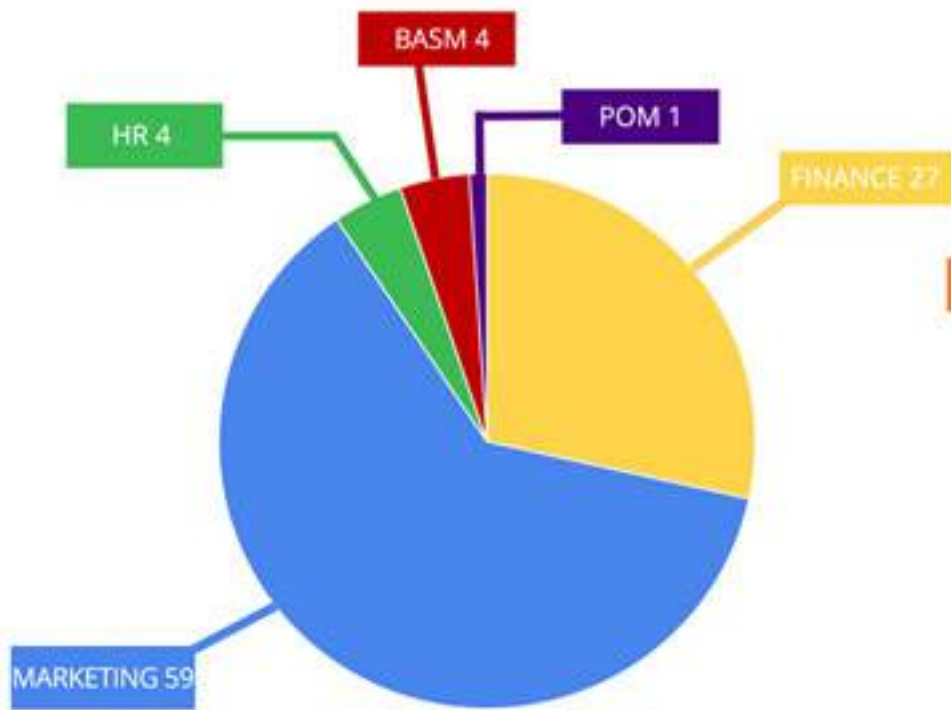
MBA (Day)



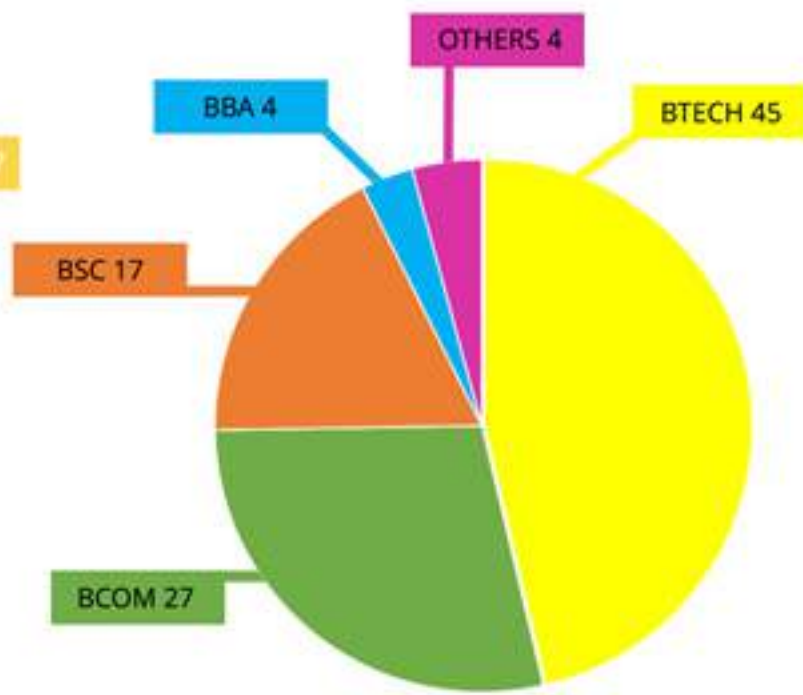
Batch 2017-19

BATCH DIVERSITY

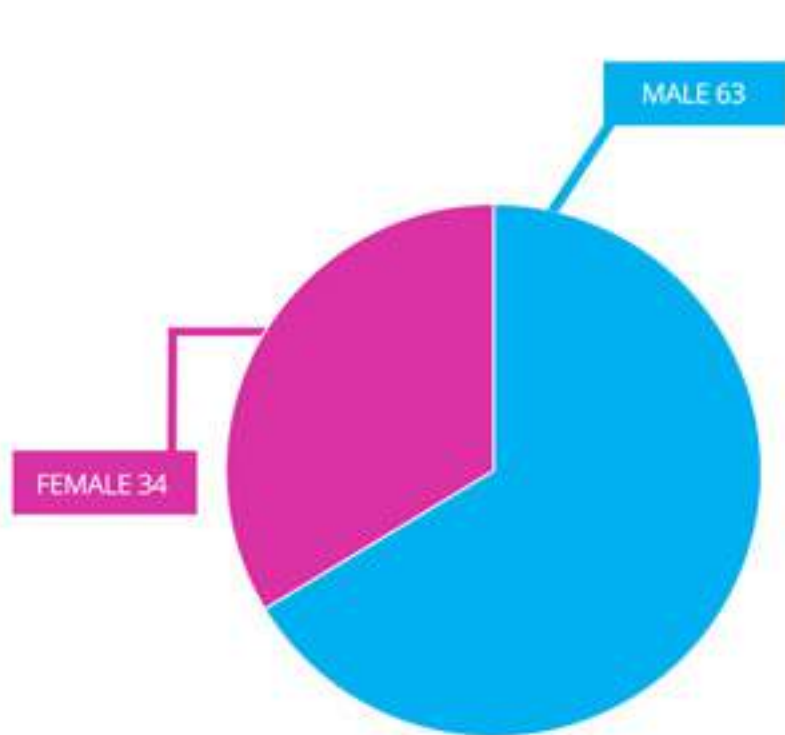
Out of a total strength of 95 students, 62% have opted for Marketing, 27% in Finance, 4% in HR and 4% in Systems & Business Analytics 1% in Production and Operation Management. Female candidates account for 35% of the batch.



SPECIALIZATION



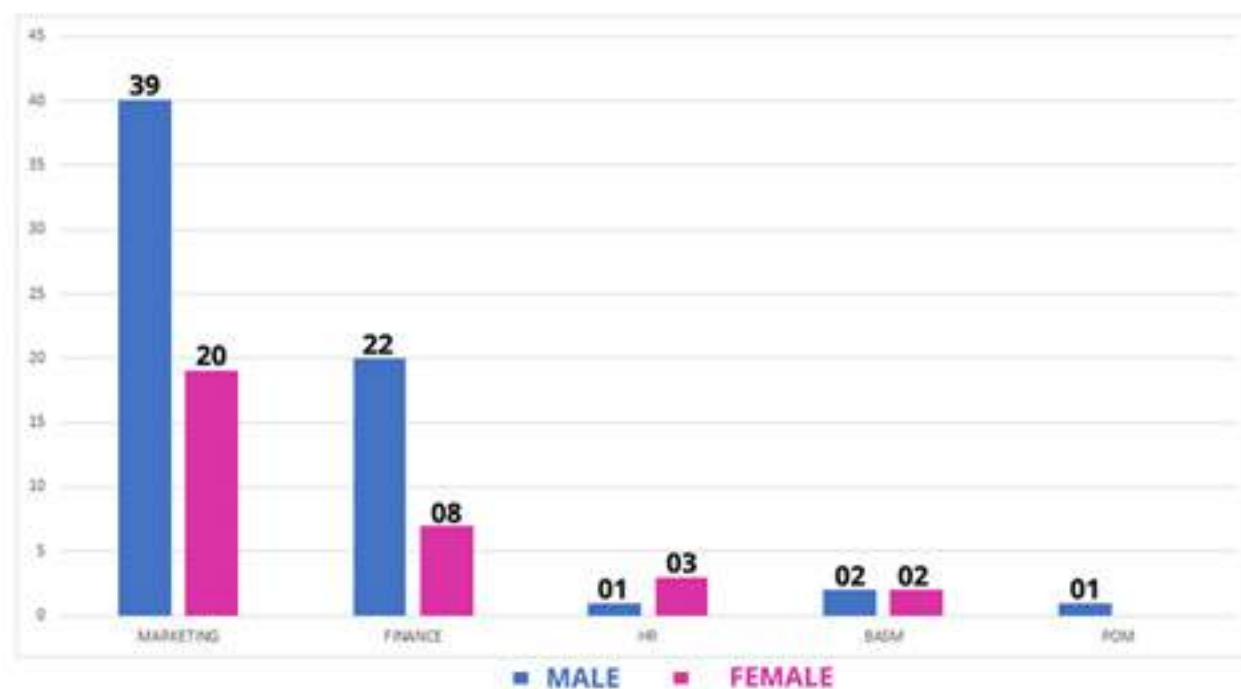
EDUCATIONAL BACKGROUND



GENDER CLASSIFICATION



WORK EXPERIENCE



CURRICULUM

Common Papers

Semester I	
Paper Code	Paper Name
C1	Business Statistics
C2	Financial and Management Accounting
C3	Human Resource Management
C4	Management Information System
C5	Management Process and Principles
C6	Managerial Economics
C7	Marketing Management
C8	Organizational Behaviour
C9	Production and Operations Management

Semester II	
Paper Code	Paper Name
C10	Corporate Environment and Business Legislation
C11	Financial Management
C12	Industrial Relations and Labour Laws
C13	Information Systems Management
C14	International Business Environment
C15	Management Science
C16	Organizational Effectiveness, Development and Change
C17	Research Methodology
C18	Strategic Management

Semester III	
Paper Code	Paper Name
C19	Advanced Marketing Research
C20	Data Analytics
C21	Project Management

Semester IV	
Paper Code	Paper Name
C22	Advanced Strategic Management
C23	Financial Analysis of Projects
C24	Project
C25	Dissertation
C26	Viva Voce

Specialisation Papers

Finance (Any Six)

Paper Code	Paper Name
F27	Commercial Banking
F28	Corporate Finance
F29	Corporate Taxation
F30	Financial Engineering
F31	Financial Markets, Institutions and Services
F32	International Finance
F33	Portfolio and Investment Management
F34	Risk and Insurance Management
F35	Social Finance and Impact Investing

Marketing (Any Six)

Paper Code	Paper Name
M27	Advertising and Brand Management
M28	Consumer Behaviour
M29	Digital Marketing and E-tailing
M30	International Marketing
M31	Marketing Decision Models and Analytics
M32	Rural Marketing
M33	Sales Marketing
M34	Sales Promotion and Distribution Management
M35	Service Marketing

Human Resource (Any Six)

Paper Code	Paper Name
H27	Compensation Management
H28	Human Resource Development
H29	Human Resource Information Systems
H30	Human Resource Planning
H31	International Human Resource Management
H32	Legal Framework Governing Human Resource Relations
H33	Management of Employee Relations
H34	Managing Interpersonal and Group Processes
H35	Measurement Tools and Techniques in Human Resource Management

Buisness Analytics & Systems Management (Any Six)

Paper Code	Paper Name
B27	Advanced Statistical Techniques
B28	Advances in Analytics
B29	Analytics in Industries using R/SPSS
B30	Business Intelligence and Data Warehousing
B31	Customer Relationship Management
B32	Data Mining and Business Analytics
B33	Database Management Systems
B34	Enterprise Resource Planning
B35	Supply Chain Management

Production & Operation Management (Any Six)

Paper Code	Paper Name
P27	Advanced Operations Research
P28	Advanced Process Planning and Scheduling
P29	Computer Integrated Manufacturing
P30	Enterprise Resource Planning
P31	Lean Manufacturing and Mass Customization
P32	Production and Operations Management Strategy in a Global Environment
P33	Six Sigma in Quality Management
P34	Supply Chain Management
P35	World Class Manufacturing

FINANCE

WITH WORK EXPERIENCE



Aritra Paul

01.08.1994

B. Com from Vivekananda College under CU
Worked at **Paul Engineering Works** for **20 months**
Interned at **WBSEDCL** on "How Power Sector has Adapted to Reforms with Special Focus on WBSEDCL"



Rajdeep Dutta

17.09.1989

B.Com from Umesh Chandra College under CU
CA Intermediate from ICAI
Worked at **Testing research Engineering and Technological Services** for **36 months**
Interned at **Allahabad Bank** on "Analysis of Stressed Assets & Non Performing Assets in Birati Branch"



Rinmoy Talukdar

05.08.1992

B.Com from Heramba Chandra College under CU
Worked at **TCS** for **23 months**
Interned at **WBSEDCL** on "Achievement Efficiency"



Souvik Patra

16.11.1994

B.Com from City College under CU
Worked at **People's Medi-Treat Pvt. Ltd.** for **13 months**
Interned at **WBSEDCL** on "Achievement Efficiency at WBSEDCL Uluberia Division"

WITH WORK EXPERIENCE



Sreemayee Ghosh

18.12.1983

B.Tech (Electronics and Communication) from Heritage Institute of Technology under WBUT

Worked at **Hewlett Packard, Oracle, Ness Technologies & Quintiles Pvt. Ltd.** for **74 months**

Interned at **IOCL** on "Evaluation of Gender Sensitization Training Program w.r.t ROI of the Company"



Sudeshna Dutta

18.04.1991

B.Tech (Electronics and Telecommunication) from KIIT University

Worked at **TCS** for **45 months**

Interned at **SBI** on "Geo-mapping of SBI in Indian Market"



Atin Kumar Ghosh

24.04.1994

B.Tech (Civil) from Haldia Institute of Technology under MAKAUT

Worked at **SGS India Pvt. Ltd.** for **7 months**

Interned at **UBI** on "MSME Advances in UBI"

FRESHERS



Anindya Banerjee

09.09.1994

B.Com from Heramba Chandra College under CU
Interned at **Bank of India** on "Analysis of Non-Performing Assets"



Arnab Ghosh

14.11.1993

B.Com from Bhawanipur Education Society College under CU
Interned at **UBI** on "NPA Management"



Debatosh Goswami

23.10.1994

B.Com from City College Of Commerce And Business Administration under CU
Interned at **PwC** on "Tax Implications of Tax Deducted at Source with Case Law Analysis"



Deepto Bhattacharya

11.02.1993

M.Com from CU
Interned at **WBSEDCL** on "Development of Financial Model and Long Term Feasibility Analysis of 50MW Solar Power Project in Salt Lake City"

FRESHERS



Jainesh Jain

19.04.1995

B.Com from Bidhan Chandra College under CU
Interned at **Mendine Pharmaceuticals Pvt. Ltd.** on "Customer Categorization on the Basis of Credit Profile"



Madhurima Patra

19.08.1993

B.Sc (Chemistry) from New Alipore College under CU
Interned at **Bank of Baroda** on "New Areas of Customer Centric Initiatives for Retail Customers with Special Reference to Retail Loans"



Prakash Deep Deka

25.01.1994

B.Com (Marketing) from St. Xavier's College under CU
Interned at **Emami Agrotech Limited** on "Claims Management and Customer Master Upgradation"



Vishal Ganguly

29.05.1995

B.Tech (Civil) from Heritage Institute of Technology under MAKAUT
Interned at **IMRB** on "Branded Forecast (Cigarettes) for a Specific Market"

FRESHERS



Pratyusha Ghosh

02.07.1994

B.Tech (Electrical & Electronics Engineering) from Swami Vivekananda Institute of Science & Technology under MAKAUT
Interned at **IMRB** on "THP in S. Korea"



Sagnik Samanta

27.07.1993

B.Tech (Electronics and Communication Engineering) from Techno India College of Technology under MAKAUT
Interned at **UBI** on "Analysis of Bank's Retail Credit Products"



Saikat Chaudhuri

25.06.1995

B.Com from St. Xavier's College
Interned at **AXIS Security Ltd** on "Analysis of NDPMS and Equity Research"



Samrat Deb

29.11.1994

B.Com from Prafulla Chandra College under CU
Interned at **WBSEDCL** on "Achievement Efficiency"

FRESHERS



Saswata Dey

01.07.1994

B.Com from Seth Anandaram Jaipuria College under CU
Interned at **Blue Star Ltd.** on "Analysis of Financial Statements of Blue Star Ltd"



Shrestha Gupta

09.04.1995

B.Com from Maharaja Srischandra College under CU
Interned at **Mahindra AMC** on "Channel Management of Mahindra Mutual Fund and Analysing Preferences of the Investors for Investment in Mutual Fund"



Sohini Nath

08.11.1993

B.Tech (Electrical) from IEM under MAKAUT
Interned at **Allahabad Bank** on "Analysis of Financial Statements of Allahabad Bank in and its Application in Banking"



Somnath Sinha

26.07.1993

B.Sc (Zoology) from New Alipore College under CU
Interned at **Bank of India** on "NPA Analysis and Management."

FRESHERS



Soumi Chakraborty

29.03.1995

B.Com from Shri Shikshayatan College under CU
Interned at **Bank of India** on "Quality Advance Measures in Retail Banking"



Suryadeep Chowdhury

13.02.1995

B.Com from The Bhawanipur Education Society College under CU
Interned at **WBSEDCL** on "Financial Statements Analysis of WBSEDCL"



Swarnavo Chakraborty

24.06.1994

B.Com from Heramba Chandra College under CU
Interned at **UBI** on "Non-Performing Assets and Credit Appraisal"



Treesha Sarkar

23.07.1991

M.Sc (Economics) from Indira Gandhi Institute of Development Research
Interned at **Bank of Baroda** on "Study and Analysis of Retail Loan Factories in the Growth of Bank's Total Retail Loan Book"

MARKETING

WITH WORK EXPERIENCE



Abhijit Hait

18.01.1990

B.Tech (Pharmaceutical & Fine Chemical Technology) from Rajabazar Science College under CU

Worked at **Cipla Pvt. Ltd.** for **21 months**

Interned at **Amul** on "Introduction and Promotion of New Products as Well as the Existing Ones"



Abhishek Chatterjee

11.08.1986

M.Sc (Applied Geology) from Ballugunge Science College under CU

Worked at **West Bengal Mineral Development & Trading Corporation Ltd.** for **40 months**

Interned at **Haldia Petrochemicals Ltd.** on "Demand and Supply Analysis (Import Analysis and Competitor's Analysis) of HDPE Pipes (PE100)"



Ahan Roy

25.02.1993

B.Tech (Electronics and Communication) from B.P Poddar Institute of Management and Technology under MAKAUT

Worked at **Cognizant Technology Solutions** for **12 months**

Interned at **Berger Paints India Pvt. Ltd.** on "Competition Painter & Contractor Tracking Analysis & Tie-Ups & Consumer Feedback on Role of Digital Marketing with Reference to Paint Industry"



Ajeya Basu

24.03.1993

B.Tech (Chemical) from Heritage Institute of Technology under MAKAUT

Worked at **Tech Mahindra and Enviro Group** for **19 months**

Interned at **Haldia Petrochemicals Ltd.** on "Estimation of Sector wise HPL Sale of Impact Co Polymer (ICP) . (Base Year 2017/18) and Import Analysis"

WITH WORK EXPERIENCE



Ankita Banerjee

08.06.1991

B.Tech (Applied Electronics and Instrumentation) from Asansol Engineering College under MAKAUT

Worked at **TCS** for **36 months**

Interned at **Anmol Feeds** on "Analysing Technical Feasibility and Strategizing Digital Marketing for eParivhan"



Arka Chatterjee

10.03.1994

B.Tech (Electrical) from Future Institute of Engineering and Management under MAKAUT

Worked at **CTS** for **23 months**

Interned at **IMRB** on "Macro-Economic Modelling"



Chirag Kejriwal

11.04.1993

B.Com from Bhawanipore Education Society College under CU

Worked at **Surya Packwell** for **27 months**

Interned at **Lux Cozi** on "Sale Comparison with that of Other Brands"



Debadrito Saha

15.08.1991

B.Tech (Electronics and Communication) from Heritage Institute of Technology under MAKAUT

Worked at **Capgemini** for **30 months**

Interned at **Amul** on "Introduction of New Product in the Market, Promotion of Existing Products."

WITH WORK EXPERIENCE



Diptarghya Majumder

15.08.1993

B.Tech (Biotechnology) from NIT, Durgapur

Worked at **TCS** for **22 months**

Interned at **IMRB** on "Product Pulse Checking of VFM Segment for Factory Manufactured Cigarettes in Malaysia"



Kingshuk Ghosh Dastidar

26.08.1993

B.Tech (Mechanical) from Bengal College of Engineering and Technology under MAKAUT

Worked at **M/s Ind-Aust Maritime Pvt. Ltd.** for **18 months**

Interned at **ITC Ltd.** on "Numeric Increase in Distribution and Specific Category Handler Drive"



Manmohan Damani

22.11.1989

B.Tech (Automobile) from MCKV Institute of Engineering under MAKAUT

Worked at **Asia Motorworks** for **34 months**

Interned at **Amul** on "Market Development of Amul Fresh Products"



Neha Kansal

01.12.1992

B.Tech (Electronics and Communication) from MCKV Institute of Engineering under MAKAUT

Worked at **TCS** for **19 months**

Interned at **IMRB** on "Branded Product Testing"

WITH WORK EXPERIENCE



Samudranil Sengupta

05.09.1993

B.Tech (Civil) from Netaji Subhash Engineering College under MAKAUT

Worked at **Boston Solutions Consultancy** for **8 months**

Interned at **Big Basket** on "Analysis of e-grocery Market in Kolkata with Reference to Big Basket & Designing Marketing Activities to Reach Target Customer"



Sebabrata Kundu

17.05.1991

B.Tech (Electrical) from Haldia Institute of Technology under MAKAUT

Worked at **TIL Ltd.** for **58 months**

Interned at **Berger Paints** on "Exploring New Business Opportunities by Analyzing Competition Contractors and A Study on Consumer Buying Behaviour towards Decorative Paint Brands"



Sinjona Mitra

23.03.1991

B.Tech (Electronics and Communication) from Techno Global under MAKAUT

Worked at **Zephyr, Link Quest Telecom Ltd.** and **Manpower Services India Pvt. Ltd.** for **36 months**

Interned at **Outlook India** on "Existing Customer Satisfaction Towards Service Provided and New Customer Preferences According to Different Professions."



Somen Singh

20.09.1992

BBA from George College of Management and Science under MAKAUT

Worked at **ICICI Prudential LIC. Ltd.** and **Improvement** for **28 months**

Interned at **Anmol Feeds** on "Digitising the Logistic Industry and Market Research for eParivahan Across Different Geographical Locations"

FRESHERS



Abhinaba Saha

26.09.1996

B.Com from Seth Anandram Jaipuria College under CU
Interned at **Money Roller** on "Equity Research"



Adrita Majumder

02.08.1993

B.Tech (Electronics and Communication) from Academy of Technology under MAKAUT
Interned at **Big Basket** on "Introducing New Categories to the Speciality Department of Big Basket Including B2B Tie-ups"



Anish Dutta Roy

01.09.1994

B.Com from Maulana Azad College under CU
Interned at **Titan Company Ltd.** on "Increasing New Buyer Contribution at Tanishq"



Anjan Chowdhury

07.07.1995

B.Tech (Mechanical) from Techno India College of Technology under MAKAUT
Interned at **Peerless Financial Products Distribution Ltd.** on "Life Business Potential Mapping of PFPDL Business Against Other Distributors and Principal Companies in the Same Market, with Special Focus on Product Mix and Distribution Channel"

FRESHERS



Ankita Dutta

29.12.1993

B.Sc (Economics) from Gokhale Memorial Girls' College under CU
Interned at **Anmol Feeds** on "Digitising the Logistics Ecosystem
and Business Development of eParivahan"



Ankita Talit

19.10.1994

B.Sc (Economics) from Lady Brabourne College under CU
Interned at **Kotak Mahindra Bank** on "Brand Alliances and its
Importance in Marketing"



Ankur Ghosh

31.07.1994

BBA from Techno India under MAKAUT
Interned at **Anmol Feeds** on "Analysing the Logistics Industry,
Business Development & Social Media Marketing of eParivahan"



Apratim Ghosh

25.11.1993

BMS (Advertisement and Pubic Relation) from George College
under MAKAUT
Interned at **Amul** on "Introduction and Promotion of New and
Existing Products"

FRESHERS



Aritra Basu

03.11.1994

B.Tech (Civil) from Techno India under MAKAUT
Interned at **IMRB** on "Nicotine Segmentation for South Korea"



Aritri Acharya

03.04.1993

B.Tech (Electronics and Communication) from Gargi Memorial Institute of Technology under MAKAUT
Interned at **Neo Metaliks Ltd.** on "Market Research on the Pig Iron Industry"



Arnab Kumar Biswas

04.04.1995

B.Sc (Mathematics) from Barrackpore Rastraguru Surendranath College under WBSU
Interned at **ITC Ltd.** on "Numeric Increase in Distribution and Specific Category Handler Drive"



Arunava Nag

25.09.1994

B.Com from Heramba Chandra College under CU
Interned at **ITC Ltd.** on "Increase in Numeric Distribution and Specific Category Handler Drive"

FRESHERS



Ashiya Firdous

24.04.1993

M.Sc (Zoology) from VU

Interned at **Tata Steel Processing and Distribution Limited** on "Repeat Customer Satisfaction Survey"



Atri Subhro Mitra

19.03.1992

M.Com from CU

Interned at **Amul** on "Introduction of New Product in the Market & Promotion of Existing Products"



Avanesht Shah

14.01.1996

B.Com (Marketing) from St. Xavier's College (Autonomous)

Interned at **Dabur India Limited** on "Benchmarking Direct Distribution Versus Competition & Exploring Avenues to Increase Coverage and Factors to leading Salesman Motivation and Resulting in Job Satisfaction "



Dipanwita Mukherjee

24.12.1994

M.Sc (Computer Science) from WBSU

Interned at **Zoomcar** on "BTL Marketing Activities & Business Expansion Including B2B Tie-Ups for Zoomcar in Kolkata"

FRESHERS



Joyita Saha

01.12.1994

M.Sc (Computer Science) from CU
Interned at **Reliance Jio** on "Market Development of Reliance Jio Products"



Kaustav Bardhan

13.02.1993

B.Com from Heramba Chandra College under CU
Interned at **Amul** on "Introduction of New Product in the Market & Promotion of Existing Products"



Kinka Mondal

22.06.1991

M.Sc (Food & Nutrition) from CU
Interned at **Outlook India** on "Study of Various Factors Influencing the Preference of Magazines Across Different Age Group & Generating Sales Through New Subscriptions of Outlook Magazines"



Mayukh Das

02.02.1995

B.Tech (Electronics and Communication) from Academy of Technology under MAKAUT
Interned at **ITC Ltd.** on "Numeric Increase in Distribution and Specific Category Handler Drive"

FRESHERS



Mohammed Osama

13.12.1991

B.Sc (Computer Engineering) from Zirve University, Gaziantep, Turkey

Interned at **IMRB** on "Comparative Evaluation of Client Capsule Cigarette Brand v/s Key Competition Brand"



Payel Bhattacharjee

18.11.1992

B.Tech (Electrical) from Adamas Institute of Technology under MAKAUT

Interned at **IMRB** on "Consumer Dissonance Regarding Capsule Cigarette"



Pratik Behera

13.07.1991

BCA from Trident Academy of Creative Technology under UTKAL University

Interned at **WBSEDCL** on "Analysis of AT&C Loss of WBSEDCL to Power Sector in India"



Pratyush Bhattacharyya

09.09.1994

B.Sc (Hotel Management) from IHM Kolkata under IGNOU

Interned at **IMRB** on "Potential of Low Cost Body Wash in South India"

FRESHERS



Rajarshi Das

09.01.1995

B.Tech (Mechanical) from Budge Budge Institute of Technology under MAKAUT
Interned at **Amul** on "Promotion and Market Penetration of Existing Products and Introduction of a New Product."



Rajashi Biswas

27.11.1995

B.Sc (Economics) from Serampore College under CU
Interned at **IDBI Federal** on "Consumer Buying Behaviour in Relation to Insurance Industry"



Rochishnu Ganguly

05.08.1994

B.Pharm from NSHM Knowledge Campus under MAKAUT
Interned at **Berger Paints** on "Competition Painter Tracking, Analysis and Onboarding & Digital Web Analysis of Berger Paints"



Sanchari Bhattacharya

23.10.1994

B.Sc (Economics) from Asutosh College under CU
Interned at **JD Jones** on "Market Research, Data Collection and Analysis and Converting Data to Leads for Overseas Market"

FRESHERS



Sankalpa Saha

20.09.1995

B.Tech (Applied Electronics and Instrumentation) from RCC Institute of Information Technology under MAKAUT
Interned at **Berger Paints** on "Competition Contractor- Painter Tracking, Analysis and on Boarding"



Shalini Barnwal

09.10.1993

BBA from Techno India under MAKAUT
Interned at **Haldia Petrochemical Ltd** on "Demand and Supply Analysis of Blow Molded Containers and State Wise Analysis of Govt Incentives"



Shreyas Kundu

04.03.1994

B.Tech (Electrical) from Heritage Institute of Technology under MAKAUT
Interned at **Haldia Petrochemicals Ltd.** on "Demand and Supply Analysis of BOPP and BOPET Films in Eastern India and Analysis of Imports"



Soumyojit Sen

14.01.1995

B.Tech (Electrical) from Dr. B. C. Roy Engineering College under MAKAUT
Interned at **Mendine Pharmaceutical** on "Market Survey and Way Forward Strategy Planning for GrowLy"

FRESHERS



Souvik Das

29.07.1996

B.Com from Surendranath College under CU
Interned at **Amul** on "Market Development of Amul Fresh Products"



Souvik Sur

24.11.1992

B.Tech (Electronics and Communication) from Supreme Knowledge Foundation Group of Institutions under MAKAUT
Interned at **Mendine Pharmaceutical** on "Modelling a Marketing Plan for Generic Retail Products"



Srijia Majumder

01.06.1995

BHM from Guru Nanak Institute of Technology under MAKAUT
Interned at **IMRB** on "Concept Testing for Naming Architecture of a Tobacco Company in One of its Key Markets"



Srithi Goel

09.02.1995

B.Com from Shri Shikshayatan College under CU
Interned at **Mahindra AMC** on "Identify the Investment Potential of Corporate Clients through Data Analyses, Meeting with Concern Persons and Product Discussion for Institutional Vertical of Mahindra Mutual Fund"

FRESHERS



Srutika Poddar

28.04.1992

B.Tech (Electronics and Communication) from IEM under MAKAUT

Interned at **Kotak Mahindra Bank** on "Innovative Branding and Importance of Brand Alliance in Banking"



Suraj Sanyal

05.08.1993

B.Tech (Electrical) from Narula Institute of Technology under MAKAUT

Interned at **TCS** on "Market Research on Curriculum of Design and Content Schools and Potential Problems and Benefits of Increasing Digitization in Design and Content Schools"



Swapnadip Mazumdar

01.12.1993

B.Tech (Electrical) from Asansol Engineering College under MAKAUT

Interned at **Mendine Pharmaceutical** on "Construction of a Strategic Business Unit on Healthcare BPO"



Uma Singha

22.03.1994

B.Tech (IT) from University of Kalyani

Interned at **TATA Steel Processing and Distribution Limited** on "Capturing Customer Feedback on Complaint Handling by TSPDL"

FRESHERS



Upal Roy

08.12.1992

B.Tech (Civil) from Seacom Engineering College under MAKAUT
Interned at **Amul** on "Introduction and Promotion of New Products"



Upasana Das

07.04.1995

B.Tech (Biotechnology) from Bengal Institute of Technology under MAKAUT
Interned at **Kotak Mahindra Bank** on "Importance of Brand Alliances in Banking"



Utathya Mukherjee

26.01.1996

B.Com (Marketing) from Heramba Chandra College under CU
Interned at **ITC Ltd.** on "Activation of ITC's Personnel Care Business in Healthcare Channel"

HUMAN RESOURCE

WITH WORK EXPERIENCE



Apsara Dasgupta

13.06.1994

B.Sc (Economics) from Christ University
Worked at **Trustklub Consulting Pvt. Ltd.** for **12 months**
Interned at **Berger Paints** on "Framing of Induction Process in Berger Paints India Limited"



Payelia Dasgupta

07.10.1994

B.Sc (Psychology) from Gokhale Memorial Girls' College under CU
Worked at **TCS** for **12 months**
Interned at **Khadim India Limited** on "Project on Job Evaluation"



Soumen Tarafdar

30.04.1988

BE (Mechanical) from Jadavpur University
Worked at **IOCL** for **95 months**
Interned at **IOCL** on "Analysis on Effectiveness of L&D in IOCL"



Subhasree Dey

04.09.1992

B.Tech (Computer Science) from Adamas Institute of Technology under WBUT
Worked at **TCS** for **32 months**
Interned at **WBSEDCL** on "Electrifying Human Connection in WBSEDCL"

**BUSINESS
ANALYTICS
&
SYSTEMS
MANAGEMENT**

WITH WORK EXPERIENCE



Suranjana Bandyopadhyay

09.02.1992

B.Tech (Computer Science) from Future Institute of Engineering and Management under WBUT

Worked at **Wipro** for **32 months**

Interned at **TCS** on "Study of Corporate Competitive Intelligence"



Trina Dutta

01.07.1991

B.Tech (Electronics and Communication) from Future Institute of Engineering and Management under WBUT

Worked at **Cognizant** for **36 months**

Interned at **IMRB** on "The Problems of Skill Gap Present in the Electronics Industry in India"

FRESHERS



Bikramjit Mukhopadhyay

08.04.1986

M.Com from St. Xavier's College under CU

CMA Intermediate from ICWAI

CA IPCC (Group 1) from ICAI

Interned at **Neo Metaliks Ltd.** on "Demand Forecasting in the Pig Iron Industry"



Sayantan Mondal

15.12.1994

B.Tech (Ceramic Engineering) from Govt College of Engineering and Ceramic Technology

Interned at **TCS** on "Trends and Evolution of the Life Science Market with Respect to IT"

**PRODUCTION
&
OPERATIONS
MANAGEMENT**

FRESHERS



Koustav Bose

07.04.1994

BE (Mechanical) from Bhilai Institute of Technology under Chhattisgarh Swami Vivekananda Technical University
Interned at **TCS** on "External Hiring Process for Tech Stack and Branding for the Same"

CLUBS & COMMITTEES

IISWBM has several student bodies on campus that mix academics with teamwork and leadership

ALUMNI COMMITTEE



PLACEMENT COMMITTEE



EDITORIAL & BROCHURE COMMITTEE



EVENTS COMMITTEE



SPORTS COMMITTEE



FINVESTEC

Finvestec, the finance club of IISWBM, is a career focused student committee with the primary objective of providing foothold to students pursuing careers in finance.



VERKOOP

It is the marketing club of IISWBM. The aim of the club is to bring the marketing world closer to the students by organizing activities like case studies, quizzes and interactions with the corporate world.



ABHISHARAN

The HR club of IISWBM goes by the motto: CONVERGE, CONSULT, CREATE. It strives to inculcate the basic human values required in future managers by means of various team building as well as individual activities.



RESONANCE

The Photography Club is the perfect repose for the romantics who prefer to view life through a 35mm lens. This club provides opportunities for students to hone their photography talent. The club also covers all the events taking place in the campus and organizes photo exhibitions.



IISWBM
of Social Welfare and Business Management

AND BUSINESS MANAGEMENT
PARADIGM 2017
"Bringing the 'Story' Back to their 'Spines'"
Media Partner



BEYOND THE CLASSROOM

INSIGHT
PARADIGM
MANAGEREAL
GURUKSHETRA
MAARG
KRIDA



INSIGHT

INSIGHT is our Annual Corporate Panel Discussion. It is a platform that enables the students to have a direct interaction with eminent corporate citizens, transcending classroom learning, enlightening young minds and expanding knowledge vista. The event involves panel discussions on the four streams of management, viz., Finance, Marketing, Production and Operations, and Human Resource, on a topic of current relevance for each stream. Each discussion culminates with a Question/Answer session between the audience and the panel members which are extremely enriching and also helps in strengthening ties between the Institute and the corporate houses.

PARADIGM

PARADIGM is the Annual Alumni Meet of MBA (Day) Department. It is a fun filled get together where the alumni of India's first B School relive their past moments and share their efforts and success stories with the young mind thereby benefiting them with their practical experiences and know-how pertinent to the context of Management discipline. It's a platform where students of current batch get an opportunity to interact with their seniors representing diverse corporate houses sharing the 'Success Mantra' and 'Challenges' of the corporate world thereby enhancing the Institute's name in the Business World.

MANAGEREAL

MANAGEREAL is an overture by the students of IISWBM. It is an initiative to extend learning beyond the classroom and put the knowledge, skills and attitude of tomorrow's manager's to test. In the age where change is the only constant phenomenon, it is imperative that we challenge our own limits and hence from 2009 we decided to take this event to the national arena. It is not a mere competition but a platform for B-School students from the length and breadth of the country to interact and share their ideas and views with an aim to polish and hone managerial skills.

GURUKSHETRA

The Alumni committee organises "GURU-KSHETRA". It is was an interactive session between some of the esteemed alumni of the institute and the first year MBA students. The session is arranged to help the new-comers choose their subject of specialization (Productions & Operations, Human Resource, Business Analytics, Marketing and Finance) and clear all their doubts regarding the contents of the subjects. The students also come to know about the present market scenario and the industrial requirements from alumni who have become pillars on their own. A write-up competition for the students was arranged. This year the topic was "The End of Power: From Boardrooms to Battlefields, why being incharge isn't what it used to be". Awards were presented to the winner and the runner-ups by Mr. Pratim Basu – an esteemed alumnus of IISWBM.

MAARG

A socio-marketing initiative, Maarg is also the annual event of the Marketing Club and the Finance Club. This year they hosted a full-day event of games and fun for the under privileged children from Children Welfare Association, Sarsuna. Events such as Magic Show and Greetings Card Competition were the highlights of the day.

KRIDA

It is the marquee sports event of IISWBM. The two days long event comprised of multiple sports for both men and women. The first day saw men vying for supremacy in Volleyball and Kabaddi, while the women locked horns in Throw-ball and Tug of War. The second day saw students from various departments of the college, as well as a team of IISWBM staffs, battle it out for glory in the BEAUTIFUL GAME.

E-CELL

'Sail away from the safe harbour. Catch the trade winds in your sails. Explore. Dream. Discover. - *Lydia Sweatt*

The Entrepreneurship Cell or E-cell of IISWBM was set-up to act as an incubator for budding entrepreneurs, those indefatigable souls who work out of garages and harbour ambitions of building on the guidance and experience of those who have walked this path before them.

The E-cell of IISWBM, a student organization dedicated towards promoting the spirit of Entrepreneurship, whose members diversify from all departments across IISWBM believes that Entrepreneurs are the major driving forces behind the Great Indian Development and Growth. We believe in breaking the inertia and filling one's heart with the joy of creating one's own. E-cell of IISWBM also has a great feather in its cap - its own campus company, for the students, by the students. The Campus company serves as a bridge between corporates' and their need for specialised workforce, for their short term projects. The company provides students of varied and specialised skill sets, opportunities to work in these projects and to build experience.

UMEED :

Umeed, as the name suggests, is an event intended to enrich the heart with hope. Umeed'17, conducted on 07th September' 2017, was an amalgamation of three events

- **Raising Smiles-** In the event Raising Smiles, we the members of E-cell, tried to do as much as possible for the ailing residents of Nirmal Hridaya, an organization founded by Mother Teresa. The presence of Social Entrepreneurs such as Miss Priyanka - A person who had a Sex change operation and teaches the world that the third gender can be more than Sex workers and beggars, and Miss Rangana Sengupta - who works with the less fortunate children of red light areas.
- **Bech-k-dikhao** - Through Bech-k-dikhao, the E-cell helped generate ideas for reusing and recycling waste. The best product have been taken up by the E-cell Campus Company.
- **Kha-e-jao-** Kha-e-jao, the heritage event of IISWBM, filled the heart of students, staffs and professors alike, with joy again this year, leaving them with filled tummies and happier selves.

Entreprerna :

Entreprerna, the annual E-summit of IISWBM, is a 2-day event hosted at IISWBM campus, Kolkata

The first day

- There was an array of start-ups, from different corners of the country, pitching in front of a panel of Venture Capitalists
- Biswadeep Das from the Brandshoot Ventures and Neeraj Krishna from the Kolkata Ventures graced our event with their insight and important inputs

The second day

- Chief Guest for the event - Mr. Amitabha Sinha Roy Chowdhury, the General Manager of ABP
- Mr. Ashok Purohit, the Chairman of ICSI, graced the event.
- Miss Ritabhari Chakroborty, Notable Performer in Indian Movies, shared her journey with us
- Mr. Sanjit Ghanti, CEO and Founder of Stylopay Ltd, shared a brief overview of card payment
- Mr. Rohaan Goswami, the COO of Y-Centre, did a fantabulous job in showing us the glimpses of how their company functions. It was a fun-filled and interactive session and the audience
- Mr. Sidhu, the lead singer of Cactus, talked about his journey from a doctor to a successful
- Mrs. Priyanka Mullick, One of the Directors of Balaram Mullick and Radharam Mullick, shared
- Finally to wrap up the event on a fun and a happy note we had Mr. Raouf Gangjee of the Kalkutta Comedians

The session 2017-2018 is the true going out year for the E-Cell. The ongoing actions of this year, with the inclusion of new members from all departments of IISWBM include:

- The launch of a "Campus Company" by the E-Cell, to provide services in Marketing, Finance,
- Helping start-up at least 2 home grown college companies from amongst the students, and
- Association with Calcutta Management Association and Head Start, to help promote
- Build an Entrepreneur Alumnus Database for IISWBM and connect.
- Collaborated with StepUp 360, a startup support unit of Women Innovation Entrepreneurship Foundation (WIEF).



GUEST SPEAKERS

Name	Designation	Organization	Topic
Partha Pratim Dutta	Project Director	Diagnostic & Wellness Centre, Kolkata	HR
Moumita Mitra	Head of HR dept.	M N Dastur	HR
Vivek Verma	Associate Director	TCG	HR
Chandrani Sen	Vice President - HR	HSBC	HR
Tridibesh Bandyopadhyay	Director & CEO	Inqube Ventures	HR
Kumar Shankar Roy	Financial Journalist	DNA, The Financial Chronicle	Finance
A.R. Banerjee	Finance Head	UB Group	Finance
Kalyan Bhattacharya	Retired as AGM	Allahbad Bank	Finance
Sameer Kr. Bhattacharya	Director	LSI Financial Services	Finance
Amar Nath Dhar	General Manager	SBI	Finance
Jimmy Tangree	Marketing Head	Friends FM	Marketing
Arthur Cardozo	Founder	Cardozone Communico	Marketing
Deb Kumar Dutta	Retired as DGM of SAIL	SAIL	Marketing
Suman Banerjee	Associate VP	ABP	Marketing
Partha Surelia	Director	Surelia Infosystems Private Limited	Systems
Atif Ahmed	Director & Professor	South Asian Management Technologies Foundation	Systems
Kanchan Mallick	Territory Account Manager	Micro Trends	Systems
Anindya Roy	Product Manager	TCS	Systems
Saushik Saha	Business Analyst	TCS	Systems
Pratim Basu	VP of Priority Banking	Kotak Mahindra Bank	Finance
Debroop Dutta	Regional Sales Head	Indiabulls Housing Finance	Marketing
Amitava Sain	Director	PWC	Analytics
Amlan Das	HR Head	Linde	HR
Rahul Saha	Global Industry Partner	TCS	Digital Transformation
Sayan Dutta	Senior Campaign Manager	Google	Digital Marketing

PARTIAL LIST OF ILLUSTRIOUS ALUMNI

Umesh Hota

President – HR
Ultra Tech Cement, 1990

Prabal Ganguly

VP- Supply Chain Management
Exide Industries Ltd., 1991

Dulles Krishnan

Head (Business Development)
Amazon Web Services, 1995

Sabyasachi Dasgupta

AGM
HDFC Limited, 1996

Pratik Banerjee

Country Manager - Solution
Alliance, Hewlett Packard
Enterprise, 1997

Samit Chakrabarti

VP
IMRB International, 1996

Kanian Chatterjee

Manager, Accenture Strategy
Infocomm Ltd, 2008

Navajit Mitra

VP, HSBC Private Bank,
2003

Harpreet Kaur

Domain Consultant
Infosys, 2012

Anindya Dhar

Sr. VP & Business Head
Tata Motor Finance, 1991

Sibaji Ganguly

Associate Director
Cognizant, 1999

Urvashi Kar

Group Consumer
Insights Manager
Marico Ltd., 2007

Amitava Sain

Director
PwC, 1992

Nidhi Kalra

Sr. Manager
Deloitte UK, 2007

Koushik Brahmachari

Reg. Retail & Marketing
Head, Samsung, 1996

Komal Parekh

AGM
ICICI Bank, 1997

Abhishek Bhattacharya

Associate Director –
Supply Chain
Pepsi Co., 2000

Shuvodip Banerjee

VP Marketing Services
ITC Ltd., 2002

Dr. Partha Chatterjee

Hon'ble Minister of Education
Government of W.B., 1979

Sabyasachi Bhattacharya

Chief – HR & IT, RP-
Sanjiv Goenka Group, 1991

Vinish Joshi

Head of Digital Marketing
& Content, DMGT, 1993

Sankar Sen

Sr. VP- Marketing & Sales
Intas, 1998

Rana B

President- Healthcare
Business, Emami Ltd., 1995

Anindya Gupta

Director- Data Sciences
Nielsen
2001

Mahuya Chatterjee

COO
Leo Burnett Orchard, 1995

Dhruba Mukherjee

Vice President
The Telegraph, 1997

Santanu Banerjee

Head (HR)
Bandhan Bank, 1994

Pinaki Halder

Reg. Head- North
Whirlpool, 2001

Indrani Chakraborty

Head (HR- Hospitals)
C.K. Birla Group, 2000

Amlan Nag

GM & Head HR
Mjunction Services Ltd., 1997

Subhro Chatterjee

CEO & State Head, Jharkhand
Reliance Jio, 1994

Sayoni Chakraborty

AVP
Axis Bank, 2009

Sumanta Roy

Head of Sales- India
TCS, 1992

Ranjan Mitra

GM- Marketing
Mahindra & Mahindra
1993

Zahir Abbas

AVP
Evalueserve
2000

PARTIAL LIST OF RECRUITERS



Hindustan Unilever Limited



NRI

KANTAR
IMRB

Linde



TATA CAPITAL
We only do what's right for you



PHILIPS



SBI Card
Make life simple



VOLTAS

PLACEMENT PROCESS & GUIDELINES

- Constant interactions between the Corporate and Placement Cell happen round the year through multiple touch points including various forums.
- Upon receipt of confirmation to participate, we encourage prospective recruiters to deliver Pre Placement Talk (PPT) on a mutual convenient date or share the details via mail.
- Applications are invited immediately after PPT. Profiles of interested and eligible candidates are shared with the company.
- The Institute organizes Campus Drive in 2 Phase. Prospective Recruiters are offered the best possible date/slot basis Profile, Career Progression and Compensation.
- During placement season, there could be a possibility of two or more companies conducting placement drive simultaneously. In such case, whichever company rolls out the job offer first shall get the candidate.
- In order to facilitate the recruitment process, Institute will provide the necessary infrastructure.
- Companies participating in the Institutes Placement Process may kindly note that delay in announcing/ confirming the job offers, may result in the selected/ shortlisted candidate being placed in another company.
- If an organization wishes to interview candidates for their Summer Internship, the Placement Cell will facilitate in organizing the same.
- An organization is free to choose its criteria and method of selection.
- For matters not covered by the above guidelines, the placement cell will use its discretion to take appropriate decisions in consultation with all stakeholders.

DATES AT A GLANCE

- **Campus Placement Drive:** Oct – Dec'18 (Phase 1) / Jan – March'19 (Phase 2)
- **Semester Exams:** December, April & May
- **Joining / Induction of selected candidates:** June 2019
- **Summer Internship Selection:** In line with campus placement drive
- **Summer Internship Duration:** 2 months (June-July)

CONTACT US

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