



SWAMI VIVEKANANDA UNIVERSITY



Excellence . Innovation . Entrepreneurship
www.swamivivekanandauniversity.ac.in

School of Management

NEWSLETTER

Volume- I, Issue- V, October, 2022

The LaunchPad

Committee and Editorial Board

President: Dr. Nandan Gupta

Vice-President: Prof. (Dr.) Subrata Kumar Dey

Convener: Mr. Shafique Ahmed

Joint Convener: Mr. Neelanjan Mitra

Secretary: Mrs. Gargi Ghosh

Advisory Board:

Mr. Saurabh Adhikari

Prof. (Dr.) Somsubhra Gupta

Prof. (Dr.) Kallal Banerjee

Mr. Tanmoy Mazumder

Prof. Amitabha Gupta

Editor-in-Chief: Dr. Anirban Hazra

Editorial Board:

Mr. Bhaskar Karmakar

Mr. Sourav Chatterjee

Ms. Arpita Das

Ms. Shivani Hazra

Mr. Ananda Mohan Paul

Mrs. Moupiya Bose

Mrs. Moumita Aich Som

Ms. Kasturi Ghosh

School of Management:

Over the years, School of Management has emerged as a professional school with focus on business management, hospital management and administration, agri-business, industry-academia interface, sectoral business strategies and such focus is reflected in several major activities under this school: Innovation, Research, Expertise and Entrepreneurship leads to create a knowledge hub of ultimate Business Excellence.

Mission of the School:

To provide quality-based management education to built business leaders with competitive global environment and conducting technology based innovative research for imparting Knowledge in different areas of management and promote young mind for entrepreneurship development for the betterment of the society.

Vision of the School:

To attain global presence by implementing leadership, innovative ideas, and responsible corporate leaders through flexible, skill based allied management education driven by high impact research areas.

ACHIEVEMENTS

Guest Speaker in a Seminar Conducted by D Y Patil University

Ms. Kasturi Ghosh (Assistant Professor, School of Management, SVU) invited as a guest speaker at a seminar on “**Segmentation, Targeting and Positioning (STP)**”

A Y Patil University, School of Management located in Navi Mumbai. Since 1983, the D Y Patil Group of Institutions is the leading group known among the top education institutions in India. The foundation was laid by Father Founder Hon’ble Dr. D Y Patil in the year 1983 by starting the first engineering college in Navi Mumbai. Group began to grow exponentially in all the fields of education namely, Management, Agriculture, Medical, Science, Engineering, Design, and many more. D Y Patil Group of Institutions is founded to provide quality education and contribute towards social responsibility. Since 2006 D Y Patil Institute of Management and other UG and PG programs are approved by AICTE, MSBTE, PCI, and COA wherein more than 7000 students are studying in the various programs at campus and are successfully running.

Dr. Syed Gous, Associate professor of the School of Management (Marketing & strategic management) invited **Ms. Kasturi Ghosh (Assistant Professor of the School of Management)** as a guest speaker at a seminar on “**Segmentation, Targeting and Positioning (STP)**” in **Marketing**. It was held on **5th September 2022**. The targeted audience was MBA students (more than 100 students have participated).



EVENTS

Entrepreneurship Awareness Programme

School of Management, SVU in association with MSME-DFO, Kolkata, organized an Entrepreneurship Awareness Programme on 8th September 2022

MSME – Development and Facilitation Office (MSME - DFO), Kolkata is a field office of the Development Commissioner (MSME), under the Ministry of MSME, Government of India. MSME – Development and Facilitation Office, Kolkata provides assistance for the promotion and Development of Micro, Small, and Medium Scale Industries in the state of West Bengal and the Union Territory of Andaman & Nicobar Islands.

Entrepreneurship Awareness Program is a program that informs of what services it offers and entrepreneur's entrepreneurship. Discussion on business ideas, schemes, and incentives offered by different agencies. Conducted often in interior rural/urban areas to reach out to a larger number of women. Includes sessions on empowerment, business, exposure visits, and interaction with successful entrepreneurs, Government Officials, and support agencies. Provides networking with support agencies and provision of escort services to clients.



The poster features the Swami Vivekananda University logo at the top, which is a circular emblem with a portrait of Swami Vivekananda and the text 'SWAMI VIVEKANANDA UNIVERSITY'. Below the logo, the university's name is written in large, bold, green capital letters. The title of the event, 'Entrepreneurship Awareness Programme', is in red, bold, italicized capital letters. The organizing body, 'School of Management in association with MSME-DFO, Kolkata', is listed in blue, bold, italicized capital letters. The date, 'Date: 8th September, 2022.', is in red, bold, italicized capital letters. The bottom section, titled 'KEYNOTE SPEAKERS:', lists four speakers in yellow and green text: Shri Bipul De (Assistant Director, MSME-DFO, Kolkata), Shri Salan Bage (Lead Bank Manager, North 24 Pgs.), Shri Samit Chatterjee (GM MSME-DIC, North 24 Pgs.), and Dr. Debansu Chatterjee (Assistant Professor, Swami Vivekananda Institute of Science and Technology).

SWAMI VIVEKANANDA UNIVERSITY

Entrepreneurship Awareness Programme

Organized by

**School of Management
in association
with MSME-DFO, Kolkata**

Date: 8th September, 2022.

KEYNOTE SPEAKERS:

Shri Bipul De
Assistant Director, MSME-DFO, Kolkata

Shri Salan Bage
Lead Bank Manager, North 24 Pgs.

Shri Samit Chatterjee,
GM MSME-DIC, North 24 Pgs.

Dr. Debansu Chatterjee
Assistant Professor,
Swami Vivekananda Institute
of Science and Technology

Entrepreneurship Awareness Programme: Some Glimpse



One Day Seminar on “Medical Tourism and International Health Marketing”

School of Management, SVU in association with CMRI Kolkata, Organized One Day Seminar on “Medical Tourism and International Health Marketing” on 16th September 2022.

The poster is for a seminar organized by the School of Management at Swami Vivekananda University (SVU) in association with CK Birla Hospitals | CMRI. The event is titled "one day Seminar on 'Medical Tourism and International Health Marketing'" and is scheduled for 16th September 2022. The poster features three keynote speakers, each with a portrait and their respective titles and affiliations.

SWAMI VIVEKANANDA UNIVERSITY
EXCELLENCE . INNOVATION . ENTREPRENEURSHIP
www.swamivivekanandauniversity.ac.in

one day Seminar on
"Medical Tourism and International Health Marketing"
Organized By : School of Management
in association with **CK BIRLA HOSPITALS | CMRI**
The Calcutta Medical Research Institute **KOLKATA**

on 16th September 2022
KEYNOTE SPEAKERS :

		
Ms. Debarati Bose Asst. Manager- Digital and International Marketing, CMRI Hospital	Mr. Shirsendu Banerjee Executive - Sales and Development, CMRI Hospital	Mr. Joydeep Mazumder Asst. Manager- Corporate Sales, CMRI Hospital

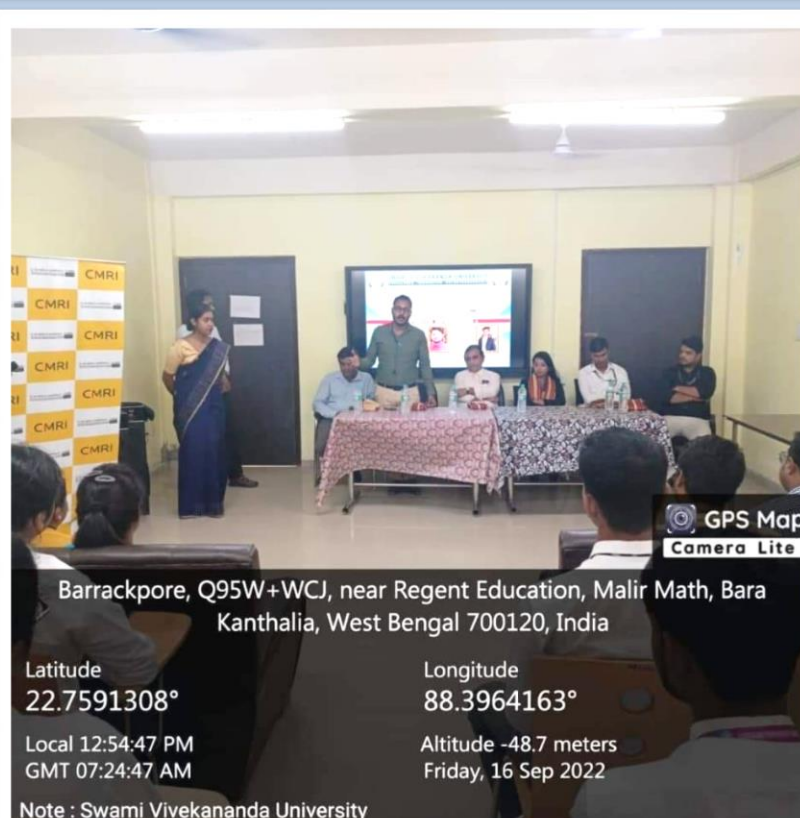
Medical tourism can be defined as the process of traveling outside the country of residence for the purpose of receiving medical care. Growth in the popularity of medical tourism has captured the attention of policy-makers, researchers and the media. Originally, the term referred to the travel of patients from less-developed countries to developed nations in pursuit of the treatments not available in their homeland.

Today we are experiencing both qualitative and quantitative shifts in patient mobility, as people travel from richer to less-developed countries in order to access health services. Such a shift is mostly driven by the relatively low cost of treatments in less developed nations, the availability of inexpensive flights, and increased marketing and online consumer information about the availability of medical services.

Healthcare marketing allows you to increase your patient connections and nurture those relationships to form long-term, loyal patients. Successful healthcare marketing leads to successful patient engagement, and successful patient engagement leads to a booming practice

Keynote Speakers of the programme:

Sl. No.	Name of the Speaker	Designation of the speaker
1.	Ms. Debarati Bose	Assistant Manager, Digital and International Marketing, CMRI Kolkata
2.	Mr. Shirsendu Banerjee	Executive- Sales and Development, CMRI Kolkata
3.	Mr. Joydeep Mazumder	Assistant Manager- Corporate Sales, CMRI Kolkata



Free Health check-up Camp

A Free Health check-up Camp was organized by the School of Management for Students, Faculties and staff of the Universities in association with CMRI Kolkata

A health camp was organized at our University for all the students, Faculties, and staff to spread awareness about health check-ups and maintaining a healthy life. The program started at 11 a.m. till 4 p.m. Getting the appropriate kind of health checkup is very important for everyone. and during this process, they take into account some important details like age, lifestyle, family background, and risks. Health examinations and tests at the early stages of the illness can help to cure it faster. And can also save a life before it can cause any damage to the person. One can live longer and healthier only when the individual gets the right kind of health check-up, screening, and treatments in the proper time being. Even the most basic checkups can identify underlying illnesses.



“Investors Awareness Program” organized by School of Management in association with the Institution’s Innovation Council



The banner features a light yellow background with a faint architectural illustration of a modern building. At the top, the BSE logo is on the left and right, and the SEBI logo is in the center. Below these, the text 'INVESTOR AWARENESS PROGRAM' is prominently displayed in large, bold, blue capital letters. Underneath, it states 'Initiative by the BSE Investors' Protection Fund' with the websites 'www.sebi.gov.in' and 'www.bseindia.com'. The organizing body is listed as 'School of Management' in bold blue text, followed by 'In association with Institution's Innovation Council' in smaller blue text. At the bottom, 'SWAMI VIVEKANANDA UNIVERSITY' is written in large, bold, red capital letters. Logos for Swami Vivekananda University and the Institution's Innovation Council are also present.

BSE INVESTORS' PROTECTION FUND

SEBI भारतीय प्रतिभूति और विनिमय बोर्ड
Securities and Exchange Board of India

BSE INVESTORS' PROTECTION FUND

INVESTOR AWARENESS PROGRAM

Initiative by the BSE Investors' Protection Fund
www.sebi.gov.in www.bseindia.com

Organized by
School of Management
In association with
Institution's Innovation Council

SWAMI VIVEKANANDA UNIVERSITY

SWAMI VIVEKANANDA UNIVERSITY

INSTITUTION'S INNOVATION COUNCIL
(Ministry of Education Initiative)

To reach out to citizens from all walks of life and create awareness about savings and investments Investor Awareness Programs (IAP) are organized.

Through the project, rural, semi-urban, and urban citizens are able to know about various concepts of savings and investments. The project enables them to know about various policies and schemes which are available in the market. Thus the project is conceived to educate the prospective rural investor so that he or she understands the benefit of saving, investment, and capital formation or accumulation.