



# SWAMI VIVEKANANDA UNIVERSITY

Excellence . Innovation . Entrepreneurship

[www.swamivivekanandauniversity.ac.in](http://www.swamivivekanandauniversity.ac.in)

## School of Management



### NEWSLETTER

Volume- III, Issue- XVI, August, 2025

# The LaunchPad

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## School of Management

### NEWSLETTER

Volume- III, Issue- XVI, August, 2025

# The LaunchPad

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## 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.



## Faculty Development Programme (FDP) on Research Methodology

4th – 8th August 2025

The School of Management, Swami Vivekananda University, successfully organized a **Five-Day Faculty Development Programme (FDP)** on the theme “*From Research Design to Research Visualization: A Journey through Systematic Literature Review (SLR) and Bibliometric Tools*” from **4th to 8th August 2025**. The sessions were conducted daily between 11:00 AM and 1:00 PM.

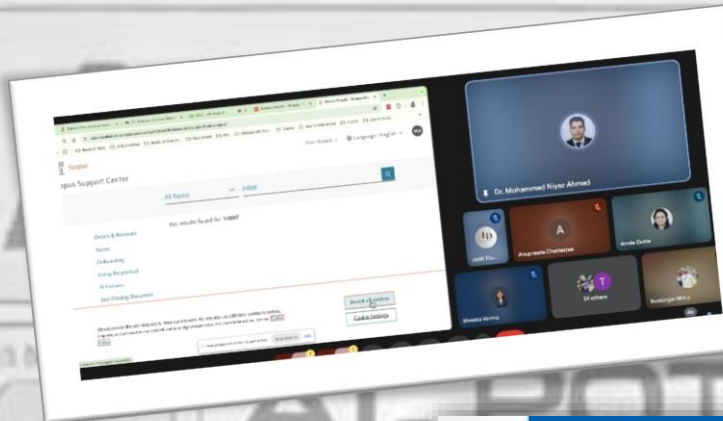
### Programme Highlights & Resource Persons


- **Day 1:** Introduction to Systematic Literature Review (SLR) – *Dr. Mohammad Niyaz Ahmad*
- **Day 2:** PRISMA Framework and Steps in Conducting SLR – *Dr. Mrinal Kanti Bose*
- **Day 3:** Bibliometric Data Sources and Tools (VOSviewer, R-Biblioshiny) – *Prof. (Dr.) Kallol Banerjee*
- **Day 4:** Hands-on Training with Bibliometric Tools – *Prof. (Dr.) Kallol Banerjee*
- **Day 5:** Integrating SLR and Bibliometric Analysis into Research – *Dr. Soumyo Mukherjee*

The FDP offered faculty members comprehensive exposure to research methodologies, particularly focusing on systematic literature review and bibliometric techniques. Through interactive lectures and hands-on training, participants gained practical insights into integrating these tools in their academic research.

The programme concluded on a highly positive note with active participation, reflecting the School’s commitment to fostering a strong research culture and advancing academic excellence.












## Online 5-Day Faculty Development Programme(FDP)

→ Organised by →  
**School of Management**  
 Swami Vivekananda University


**Theme of the FDP**  
 From Research Design to Research Visualization:  
 A Journey through Systematic Literature Review (SLR)  
 and Bibliometric Tools

**4<sup>th</sup> - 8<sup>th</sup> August, 2025 11:00 A.M - 01:00 P.M**

Topics				
<b>Day-1</b> *Topic Structure to Submission Identifying Research Paper Writing*	<b>Day-2</b> *From Research Questions to Relevant Papers: Conducting a PRISMA-Compliant SLR*	<b>Day-3</b> *Visualizing What Others Have Said and Deepening Understanding using VOSviewer*	<b>Day-4</b> *Performance Metrics & Trend Analysis using Biblioshiny in R*	<b>Day-5</b> *From insight to Impact: Writing & Publishing Theoretical Contributions**
 Speaker Dr. Mohammad Niyaz Ahmad Assistant Professor School of Management, SVU	 Speaker Dr. Minal Kanti Das Assistant Professor School of Management, SVU	 Speaker Prof. (Dr.) Kallal Banerjee Professor School of Management, SVU	 Speaker Dr. Soumya Mukherjee Associate Professor School of Management, SVU	



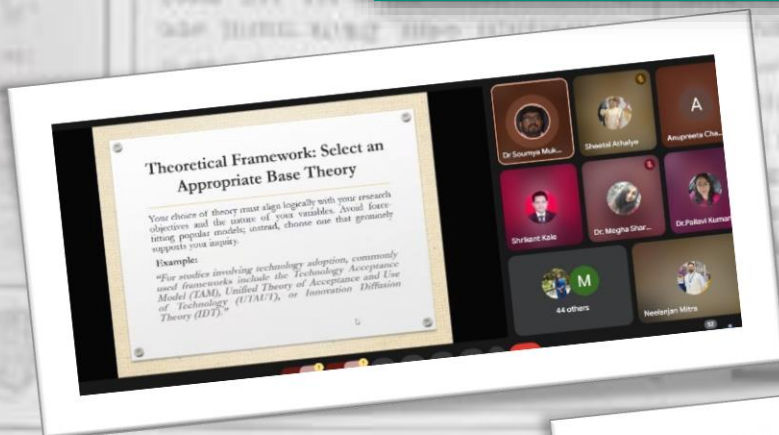
**Total Seats: 50**  
Please scan this QR code to complete your registration.



**Registration Fee: ₹ 399**  
Please scan this QR code to make the payment.

**Contact Person:**  
 Prof. (Dr.) Kallal Banerjee  
 Director, School of Management  
 Call: 9064150797  
 Email: kallal@svu.ac.in

Participants will receive E-Certificate after successful completion of the FDP





## One-Day Seminar on “How to Start a Start-up: Formation to Compliance”

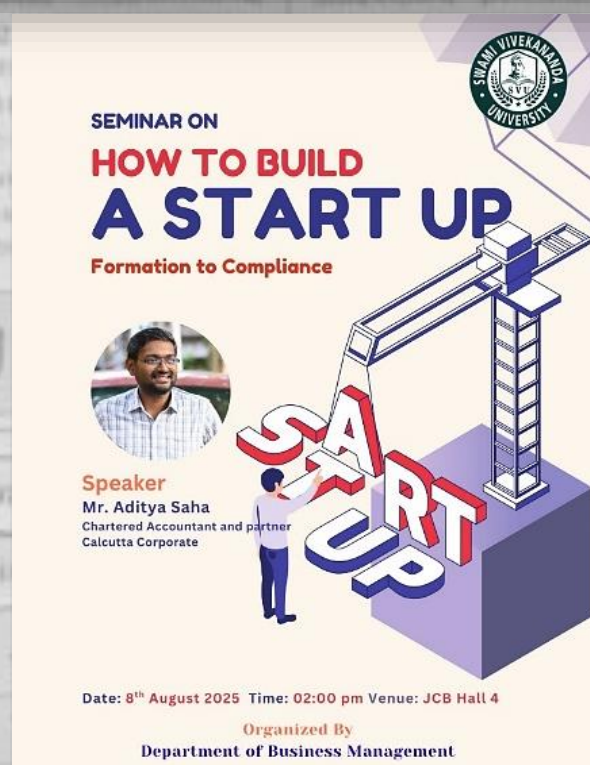
8th August 2025

The School of Management organized a **One-Day Seminar** on the theme “*How to Start a Start-up: Formation to Compliance.*” The session aimed to nurture entrepreneurial aspirations among students by offering a structured understanding of the processes involved in establishing a start-up enterprise.

The seminar covered key areas such as idea generation, business model development, legal registration, compliance frameworks, financial planning, and regulatory requirements. Special attention was given to the challenges faced by emerging entrepreneurs and strategies for overcoming them in a competitive ecosystem.

The interactive format encouraged participants to clarify doubts regarding policies, company registration, taxation, and compliance. The programme concluded with a Q&A session, making it both informative and practice-oriented.

This initiative reflects the School’s ongoing efforts to **promote entrepreneurship, innovation, and industry-oriented learning** among its students.



## UGC NET Tutorial Sessions at the School of Management

Commencing 18th August 2025

The School of Management is pleased to announce the launch of **Free UGC NET Tutorial Sessions** for Ph.D. aspirants, Assistant Professor hopefuls, and JRF candidates, beginning **18th August 2025**.

The programme, initiated as per the Departmental Committee (DC) resolution, is designed to assist postgraduate students and scholars in preparing for **UGC NET Paper I and Paper II (Management)**.

### Schedule & Coverage

- **Monday – Wednesday:** Paper I (Open to all postgraduate students)
- **Thursday – Saturday:** Paper II (Exclusively for Management discipline)

### Eligibility

- Postgraduate students with 55% marks (or equivalent)
- Final-year postgraduate students

### Facilities for Participants

- Comprehensive study materials
- Regular doubt-clearing sessions
- Mock tests with answer keys
- Class recordings for revision

A nominal **registration fee of ₹199/-** has been set to ensure quality coordination and access to resources.

This initiative highlights the School of Management's commitment to mentoring future scholars and educators while building a strong foundation in research and teaching excellence.

School of Management, SVU  
Organises

**FREE ONLINE  
UGC NET  
TUTORIAL SESSIONS**  
for Ph.D. / Assistant Professor / JRF aspirants

Starting from  
**18th August 2025 | 8 P.M - 9:30 P.M**

**CLASS SCHEDULE**

<b>PAPER-I</b> Monday to Wednesday Open to all Postgraduate Students	<b>PAPER-II</b> Thursday to Saturday Management Discipline Only
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**ELIGIBILITY CRITERIA**  
Post Graduation With **55% Marks** or Post Graduation **Final Year Student**.

**FACILITIES PROVIDED**  
Study Materials, Regular Doubt-Clearing Sessions, Mock Tests, Class Recording

 **Register Now**  
Please scan this QR code to complete your registration.

 **Registration Fee: ₹199**  
Please scan this QR code to make the payment.



# AI. POTHECARY

## NAVAYATRA 2K25 – A Grand Welcome to the SOM Freshers!

22nd August 2025

The School of Management recently hosted its much-anticipated **Fresher's Day celebration – NAVAYATRA 2K25**, on **Friday, 22nd August 2025**, at **Block 8 – Hall 4**. The event was a vibrant and heartwarming occasion, officially welcoming the first-year students into the SOM family.

Organized by the senior students, NAVAYATRA 2K25 truly lived up to its name, creating a festive and inclusive atmosphere of joy, talent, and camaraderie. The event kicked off at 10:30 AM with electrifying energy in the hall.



### Cultural Showcases & Talents on Display

The event featured a colorful array of **cultural performances**, where freshers and seniors alike showcased their talents in **dance, music, stand-up comedy**, and more. These performances not only entertained the audience but also helped bridge the gap between batches, fostering a sense of unity and belonging.

### Mr. & Ms. Fresher 2025 – A Celebration of Confidence and Charisma

One of the major highlights of the day was the **Mr. & Ms. Fresher 2025 contest**, which saw enthusiastic participation from the first-year students. The competition included four rounds: **Introduction, Talent Showcase, Q&A Session & Extempore**.

Participants impressed the audience and judges alike with their creativity, confidence, and spontaneity. The titles of **Mr. Fresher** and **Ms. Fresher** were awarded to students who stood out as promising young representatives of the batch, marking a proud and memorable moment for them.

### Dress & Theme – Style with Spirit

Adding charm to the occasion was the elegant **dress code** – with gentlemen in **formal wear** and divas gracing the event in **ethnic attire**. The chosen **colour theme of Blue, Black, and White** gave the celebration a visually stunning and cohesive aesthetic.

### A Day to Remember

NAVAYATRA 2K25 marked the beginning of new journeys, friendships, and memories, made remarkable by the organizers, participants, and audience. As the SOM community grows, such events uphold our tradition of warmth, creativity, and togetherness—here's to a promising year ahead and many more milestones!



## Campus Drive by Akova Fintech Solutions Pvt. Ltd. – Opening Doors to Opportunity

On **21st August 2025**, the **School of Management** hosted a successful **campus recruitment drive** by **Akova Fintech Solutions Pvt. Ltd.**, a fast-growing player in the financial technology sector. The event marked a significant opportunity for final-year students to begin their professional journey with one of the rising names in the fintech industry.

Held within the SOM campus, the drive witnessed enthusiastic participation from eligible students across various specializations. The recruitment process was thoughtfully structured to identify potential candidates who demonstrated not just academic excellence, but also critical thinking, problem-solving skills, and adaptability—qualities highly valued in the fintech landscape.

### A Step Toward Careers in Fintech

The campus drive by **Akova Fintech Solutions Pvt. Ltd.** not only provided students with a real-world recruitment experience but also reinforced the department's commitment to bridging the gap between academic learning and industry demands.

Such recruitment initiatives are a vital part of the department's placement strategy and play a crucial role in empowering students with the right opportunities to launch their careers in dynamic sectors like fintech.





## Invited as a Speaker on Organ Donation Day

We are proud to share that our faculty, **Dr. Koushik Sinha**, was invited as a distinguished speaker at the *One-Day National Colloquium on World Organ Donation Day*, held on **13th August 2025** at Techno India University, in collaboration with the Rotary Club of North Calcutta.

In his insightful address, Dr. Sinha highlighted the **importance of pledging for organ donation** and sensitized the audience about the critical role it plays in saving lives. He elaborated on the different **organs that can be donated**, including:

- **Liver Transplantation**
- **Kidney Transplantation**
- **Heart Transplantation**
- **Bone Marrow Transplantation**
- **Lung Transplantation**
- **Whole Body Donation** – the ultimate gift one can give to society, even after death.

Dr. Sinha's talk emphasized that organ donation is not just a medical procedure but a noble act of humanity that carries the power to transform lives. His words inspired participants to reflect deeply on their role in contributing to this life-saving mission.

**TECHNO INDIA UNIVERSITY**  
WEST BENGAL

**ONE-DAY NATIONAL COLLOQUIUM IN CELEBRATING  
'WORLD ORGAN DONATION DAY'**  
Organized by  
Faculty of Health Sciences  
[School of Allied Health Sciences,  
School of Pharmacy,  
College of Nursing & School of Nursing]  
In collaboration with  
**Rotary Club of North Calcutta**

*Eminent Speakers*

**Dr. Kaushik Sinha**  
Assistant Professor (Clinical Anatomist)  
JNM Medical College and Hospital, Kalyani  
RMO, ICU, AIIMS Kalyani

**Dr. Sarat Kumar Sarkar**  
Ex-Chief Engineer PWD (Electrical)  
Govt. Of West Bengal  
Medico-Legal Advisor (RTN-Kolkata)

**13 AUGUST, 2025**  
**10:00 AM**

[https://docs.google.com/forms/d/e/1FMApOI\\_SchVdSI\\_pAsXfO\\_-3chc1pRjY-3d4AIVPBIETyrK2iHManh2g/viewform?usp=editlink](https://docs.google.com/forms/d/e/1FMApOI_SchVdSI_pAsXfO_-3chc1pRjY-3d4AIVPBIETyrK2iHManh2g/viewform?usp=editlink)

**REGISTER NOW**





## A Milestone Achievement for Prabandhan Darpan – Journal of Management Studies

It is with immense pleasure that the School of Management announces a significant milestone: the *Research Journal of the School of Management, Prabandhan Darpan – Journal of Management Studies*, has been officially granted ISSN status (3107-5983).

This achievement is the result of a long journey marked by perseverance, collaboration, and unwavering dedication. The milestone could not have been reached without the hard work, commitment, and support of the faculty, staff, and contributors associated with the journal.

The School of Management extends sincere gratitude to everyone who played a part in this accomplishment. Your valuable contributions have made this recognition possible and have strengthened the journal's commitment to advancing quality research in management studies.

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**YOUR APPLICATION IS SUCCESSFULLY PROCESSED**

**YOUR ISSN IS : 3107-5983**

**TITLE - Prabandhan Darpan - Journal of Management Studies (Online )**

**Remarks :**

**It may take 2-3 working days to receive e-mail confirmation letter**



## Proud Moment for Swami Vivekananda University

Swami Vivekananda University has been honored with the **Best Faculty Performance Award** in NPTEL-SWAYAM for the January–April 2025 session, recognized at the NPTEL East Zonal SPOC Workshop organized by IIT Kharagpur.

The award was received by **Mr. Neelanjan Mitra**, Assistant Professor and SPOC of the NPTEL Local Chapter, on behalf of the University. This recognition highlights the University's commitment to excellence in online education and faculty engagement at the national level.





## Students' Corner



**Rimi Hati**

*Batch: BHM 2022–25 / Swami Vivekananda University*

*Placement: Apollo Multi-Speciality Hospital, Kolkata*

We are delighted to share the success of Rimi Hati, a graduate of the Bachelor in Hospital Management programme, who has been placed at Apollo Multi-Speciality Hospital, Kolkata. Rimi's academic journey at Swami Vivekananda University was marked by consistent dedication, active participation, and an eagerness to learn.

She engaged wholeheartedly in both classroom and co-curricular activities, which enriched her professional skills and boosted her confidence. Her interest in healthcare management was evident in her active involvement in training sessions, seminars, and academic discussions.

Rimi credits her achievement to the constant encouragement of her faculty mentors, the guidance of the Head of Department, and the proactive support of the Training and Placement Team. In her words, *"Swami Vivekananda University not only provided me with knowledge but also the confidence to succeed in the professional world. I am grateful to my teachers and mentors for helping me achieve this milestone."*

Her success at Apollo Multi-Speciality Hospital reflects both her hard work and the University's commitment to preparing students for impactful careers in the healthcare industry.



**Supratim Das**

*Batch: BHM 2022–25 / Swami Vivekananda University*

**Placement:** Lotus Hospital, Rajarhat

Supratim Das, from the Bachelor in Hospital Management (BHM) batch of 2022–25, has been successfully placed at Lotus Hospital, Rajarhat. His academic journey at Swami Vivekananda University was marked by curiosity, persistence, and a drive to translate learning into practice.

He actively engaged in internships, workshops, and industry exposure sessions, which prepared him for the competitive healthcare sector. Faculty members recall him as a diligent student who consistently took initiative and contributed meaningfully to discussions.

Reflecting on his journey, Supratim shares, *"The University has been instrumental in shaping my career. The guidance of my professors and the placement team gave me the skills and confidence to succeed. My learning here has been truly transformative."*

His success underscores the University's focus on career-oriented education and holistic development, serving as an inspiration for future batches.