



### NEWSLETTER

Volume- IV, Issue- I, January, 2026

# The LaunchPad

## Top News

- From the Editor's Desk & From the HOD's Desk
- Placement Drive by ARKCA Corporate Solutions Pvt. Ltd.
- Celebrating the Doctoral Achievement of Mr. Subrata Chakraborty
- Hospital Management Students Begin Experiential Learning at AIIMS Kalyani
- Symposium by BBA HHA Students of the School of Management
- Seminar on Student Well-being and Women's Health & Wellness
- Orientation Session by Magic Bus for BBA Students
- International Conference on Global Socio-Economic Outlook: Strategies for Sustainable Business Development (ICGSEO 2.0 – 2026)
- Doctoral Achievement of Mrs. Abanti Aich
- Industry Visit to Fortis Hospital, Anandapur
- BBA–Hospital Management Students Explore Healthcare Operations at CMRI Hospital
- Students' Corner



# The LaunchPad

## Committee and Editorial Board

**President:** Dr. Nandan Gupta

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

**Convener:** Mr. Neelanjan Mitra

**Secretary:** Mr. Soumen Nath

### Advisory Board:

Mr. Saurabh Adhikari

Prof. (Dr.) Malayendu Saha

Prof. (Dr.) Pradip kumar Mallick

Prof. (Dr.) Keya Das Ghosh

Mr. Tanmoy Mazumder

### Editor-in-Chief:

Dr. Anirban Hazra

### Editorial Board:

Dr. Kallal Banerjee

Dr. Sanjay Bhattacharya

Dr. Tridib Kumar Chatterjee

Dr. Sourav Chatterjee

Ms. Soumi Chakraborty

Ms. Jyoti Dutta

Dr. Mohammad Niyaz Ahmad

Dr. Soumya Mukherjee

Dr. Avik Das

Dr. Atiba Batul

## 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.

## **From the Editor's Desk**

---

The present issue reflects the vibrant academic, research, and professional engagements undertaken by the School of Management during January 2026. From impactful placement initiatives and global academic conferences to meaningful industry interactions and scholarly achievements, the department continues to strengthen its commitment to excellence and relevance.

A notable highlight is the successful organization of ICGSEO 2.0, which brought together diverse global perspectives on sustainable business development, alongside multiple doctoral achievements that underscore the institution's research strength. Equally significant are the experiential learning initiatives—industry visits, hospital training, and skill-building programmes—that bridge theoretical knowledge with real-world application. This issue captures not just events, but the underlying ethos of continuous learning, innovation, and professional preparedness. We hope it offers readers a comprehensive glimpse into the dynamic academic environment we strive to cultivate.

## **From the HOD's Desk**

---

It is a matter of great pride to witness the consistent academic progress and professional accomplishments of our students and faculty. The activities featured in this issue reflect our sustained efforts to create an ecosystem that integrates academic rigor with industry relevance and holistic development.

Our focus remains on nurturing competent, ethical, and industry-ready professionals. Initiatives such as placement drives, experiential learning at premier institutions like AIIMS Kalyani, and collaborations with industry partners exemplify our commitment to bridging the gap between classroom learning and practical exposure.

The recent doctoral achievements and research contributions further reinforce our dedication to fostering a strong research culture within the department. As we move forward, we remain committed to innovation, inclusivity, and excellence in management education, ensuring that our students are well-prepared to meet the evolving challenges of the professional world.



## Bridging Talent with Opportunity: Successful Placement Drive by ARKCA Corporate Solutions Pvt. Ltd.

The School of Management proudly hosted a Placement Drive in collaboration with ARKCA Corporate Solutions Pvt. Ltd. on 6th January 2026, marking yet another significant step toward strengthening industry-academia engagement and enhancing career opportunities for students.

The drive witnessed enthusiastic participation from aspiring management graduates, eager to showcase their competencies and secure promising career prospects. The recruitment process was meticulously structured, comprising multiple stages including aptitude assessment, technical and HR interviews, designed to evaluate candidates on both professional knowledge and interpersonal skills.

Representatives from ARKCA Corporate Solutions Pvt. Ltd. engaged closely with the candidates, offering insights into industry expectations, corporate culture, and career growth trajectories. This interaction not only provided students with a real-time recruitment experience but also helped them align their skills with market demands.

The event reflected the department's continuous commitment to fostering employability and bridging the gap between academic learning and industry requirements. The proactive involvement of faculty members and the seamless coordination ensured the smooth execution of the drive.

Such initiatives reinforce the School of Management's vision of nurturing competent, industry-ready professionals and creating meaningful pathways for student success. The placement drive concluded on a positive note, leaving participants motivated and better prepared for future professional endeavors.



## A Milestone in Academic Excellence: Celebrating the Doctoral Achievement of Mr. Subrata Chakraborty

The School of Management takes immense pride in announcing that Mr. Subrata Chakraborty has been awarded the prestigious Doctor of Philosophy (Ph.D.) degree following the successful submission and defense of his doctoral thesis before a distinguished panel of external experts on 7th January 2026. His research, titled *"Awareness and Acceptance of Pension Plans by Insurance Companies: A Study on Select Districts of West Bengal,"* offers significant and timely insights into retirement planning behaviour, highlighting the evolving role of insurance in ensuring financial security. The study makes a noteworthy academic contribution to the domains of finance, consumer behaviour, and social security, addressing critical gaps in understanding pension awareness and adoption at the grassroots level.

The doctoral work was carried out under the expert guidance of Dr. Sanjay Bhattacharya, Associate Professor, School of Management, whose mentorship played a pivotal role throughout the research journey. The study was further enriched through the valuable contributions and co-supervision of Prof. (Dr.) Shantanu Chakraborty, Professor, School of Management. This remarkable achievement reflects not only the scholar's dedication and academic rigor but also the institution's commitment to fostering high-quality research and intellectual growth. It stands as a proud moment for the School of Management, Swami Vivekananda University.

The department extends its heartfelt congratulations to Dr. Subrata Chakraborty and his esteemed supervisors on this distinguished accomplishment and wishes him continued success in his future academic and professional pursuits.



## From Classroom to Care Corridors: Hospital Management Students Begin Experiential Learning at AIIMS Kalyani

The Hospital Management students of the School of Management (SoM), Swami Vivekananda University, embarked on their one-month Experiential Learning Program at AIIMS Kalyani, commencing on 12th January 2026. This initiative marks a significant step toward integrating academic knowledge with real-world healthcare practices.

The program is designed to provide students with hands-on exposure to hospital operations and the intricacies of healthcare administration. On the inaugural day, students were formally introduced to the institutional framework, various departments, and the overall functioning of AIIMS Kalyani—one of the nation's premier healthcare institutions.

The orientation sessions offered comprehensive insights into key dimensions of hospital management, including patient care workflows, administrative protocols, and operational efficiency. These sessions enabled students to gain a deeper understanding of how theoretical concepts are applied in a dynamic healthcare environment.

The interaction with professionals and exposure to real-time processes created an engaging learning atmosphere, allowing students to appreciate the complexities and responsibilities involved in managing healthcare services.

The first day set a strong and purposeful tone for the program, marking the beginning of an enriching and immersive journey. Such initiatives reflect the institution's commitment to experiential learning and its focus on preparing students to excel in the evolving healthcare management landscape.



## Fostering Ideas and Leadership: Symposium by BBA HHA Students of the School of Management

The School of Management, Swami Vivekananda University, successfully organized a dynamic and intellectually enriching Symposium conducted by the BBA in Hospital and Healthcare Administration (HHA) batch. The event served as a vibrant platform for students to showcase their knowledge, analytical abilities, and understanding of contemporary issues in healthcare management.

The symposium witnessed active participation from students, who presented on a diverse range of topics related to hospital administration, healthcare systems, patient care management, and emerging trends in the healthcare sector. Through well-structured presentations and engaging discussions, participants demonstrated their ability to critically analyze real-world challenges and propose practical solutions.

The event not only enhanced students' research and presentation skills but also encouraged collaborative learning and intellectual exchange. Faculty members provided valuable insights and constructive feedback, further enriching the academic experience.

The symposium stands as a testament to the department's commitment to nurturing future healthcare professionals equipped with both theoretical expertise and practical perspectives. It also reinforced the importance of continuous learning, innovation, and leadership in the ever-evolving healthcare industry.

The initiative concluded on a high note, leaving a lasting academic imprint and inspiring students to pursue excellence in their respective domains.



# Empowering Minds, Enriching Futures: Seminar on Student Well-being and Women's Health & Wellness

On 16th January 2026, the School of Management, Swami Vivekananda University, in collaboration with Birla Fertility & IVF, successfully organized a one-day seminar titled “*Empowering Minds: Student Well-being and Awareness of Women's Health & Wellness.*” The programme witnessed enthusiastic participation from the students of the Department of Hospital Management, reflecting their growing interest in holistic healthcare awareness. The seminar commenced with a welcome address by Prof. Dr. Malayendu Saha, Director, School of Management, whose inspiring inaugural speech underscored the critical importance of student well-being and women's health awareness. He emphasized the role of such initiatives in nurturing informed, empathetic, and responsible healthcare professionals.

The session featured a distinguished panel of experts from Birla Fertility & IVF. Dr. Sonali Mandal Bandyopadhyay, Consultant and Centre Head, Birla Fertility & IVF, Howrah, delivered an insightful lecture on women's health and reproductive wellness, highlighting the importance of awareness, early diagnosis, and informed decision-making in healthcare. Mr. Arnab Banerjee, Kolkata Cluster Operations Head, shared valuable perspectives on healthcare operations, emphasizing efficiency, ethical practices, and a patient-centric approach. Adding to the multidimensional learning experience, Ms. Debjani Prodhan, Counsellor, Birla Fertility & IVF, Howrah, addressed mental well-being and counselling practices, focusing on emotional resilience, stress management, and the significance of psychological support in comprehensive care.

All sessions were highly engaging and informative, fostering active interaction between the speakers and students. The seminar concluded with a lively question-and-answer session, where participants posed thoughtful queries and gained practical insights from the experts. The programme was efficiently coordinated by Mr. Soumen Nath, Assistant Professor, School of Management, with the active support of other faculty members. The event stands as a meaningful initiative in promoting awareness, encouraging dialogue, and strengthening students' understanding of both physical and mental dimensions of healthcare. The seminar left a lasting impression, reinforcing the importance of integrated well-being and empowering students with knowledge that extends beyond the classroom into real-world healthcare practice.



## Building Future-Ready Skills: Orientation Session by Magic Bus for BBA Students

The School of Management, Swami Vivekananda University, organized a two-day Orientation Session in collaboration with Magic Bus on 6th and 7th January 2026 for BBA students. The initiative aimed at equipping students with essential life skills, employability competencies, and a broader perspective on personal and professional development.

The sessions were designed to introduce students to structured skill-building modules focusing on communication, teamwork, problem-solving, and career readiness. Through interactive activities, discussions, and real-life scenarios, students were encouraged to reflect on their strengths, identify areas of improvement, and develop a proactive approach toward their future careers.

Resource persons from Magic Bus engaged the participants in experiential learning exercises, making the sessions both insightful and engaging. The emphasis was placed on bridging the gap between academic learning and industry expectations, thereby preparing students to navigate dynamic professional environments with confidence.

The orientation programme witnessed enthusiastic participation from students, who actively contributed to discussions and activities. The initiative also provided a platform for students to understand the importance of adaptability, leadership, and continuous self-development.



## International Conference on Global Socio-Economic Outlook: Strategies for Sustainable Business Development (ICGSEO 2.0 – 2026)

The School of Management, Swami Vivekananda University, proudly announces the successful completion of the 2nd International Conference on *Global Socio-Economic Outlook: Strategies for Sustainable Business Development (ICGSEO 2.0 – 2026)*, held on 20th–21st January 2026 in a hybrid mode.

The conference received an overwhelming response from the global academic and research community, with a total of 138 research articles submitted. This remarkable participation highlights the increasing relevance and global interest in addressing contemporary socio-economic challenges and sustainability-driven business practices. Following a rigorous peer-review process, 58 high-quality research papers—both national and international—were selected and presented by academicians, researchers, and industry professionals representing diverse institutions.

ICGSEO 2.0 served as a dynamic platform for intellectual exchange, fostering thought-provoking discussions, interdisciplinary insights, and collaborative learning. The conference covered multiple thematic tracks, enabling meaningful dialogue on innovative strategies for sustainable business development in an increasingly complex global environment.

The School of Management extends its sincere gratitude to the esteemed keynote speakers, session chairs, resource persons, advisory and technical committee members, and all participants for their invaluable contributions. Special appreciation is also extended to the university leadership, faculty members, students, and the organizing team for their dedicated efforts in ensuring the seamless execution of the conference.

The resounding success of ICGSEO 2.0 reaffirms the institution's commitment to promoting academic excellence, impactful research, and global collaboration. With renewed enthusiasm, the School of Management looks forward to continuing this journey of knowledge creation and dissemination.

**Together, shaping ideas for a sustainable future.**





International Conference on  
**Global Socio-Economic Outlook:  
 Strategies for Sustainable Business Development (ICGSEO 2.0)**

Organized by:  
 School of Management, Swami Vivekananda University  
**20<sup>th</sup>-21<sup>st</sup> January, 2026**

Resource Person



**Prof. (Dr.) Amitava Sarkar**  
 Former Professor and Director, BBA/BBA,  
 Former Professor and Visiting Senior  
 Scientist, ISI



**Prof. (Dr.) Uttam Kumar Dutta**  
 Professor  
 School of Professional Studies, Netaji  
 Subhas Open University, Kolkata



**Dr. Soma Bose Biswas**  
 Associate Professor, Department of  
 Business Management, Techno  
 International, New Town, Kolkata



**Dr. Soumya Mukherjee**  
 Associate Professor of Dept. of  
 Commerce, Mahatma Jyotiba  
 Chaudra College



**Dr. Shelly De Pandit**  
 Associate Professor  
 Department of Commerce, Biju  
 Krishna Girls' College, Howrah



**Dr. Aniruddha Das**  
 Associate Professor of Amity  
 Business School, Amity  
 University, Noida



**Mr. Richard Subrojit Gomes**  
 Contentious Quality and Control Service  
 Improvement Officer, Shell, KPMG Hospital,  
 Fujairah Ministry of Press and Public Affairs - UAE



## A Proud Academic Milestone: Doctoral Achievement of Mrs. Abanti Aich

The School of Management, Swami Vivekananda University, celebrates a moment of great pride as Mrs. Abanti Aich was conferred the Doctor of Philosophy (Ph.D.) degree on 16th January 2026, following the successful submission and defense of her doctoral thesis before a distinguished panel of external subject experts and dignitaries.

Her research, titled *“Health Care Service Trade in BIMSTEC Region: A Study with Reference to West Bengal,”* represents a significant scholarly contribution to the fields of healthcare management and international trade. The study provides in-depth insights into healthcare service trade dynamics within the BIMSTEC region, with a focused analysis on West Bengal, thereby addressing a critical and emerging area of research.

The doctoral work was conducted under the expert guidance of Prof. Dr. Kallal Banerjee, whose mentorship and academic expertise played a pivotal role in shaping the research. The study reflects a high level of academic rigor, analytical depth, and relevance to contemporary healthcare and policy discourse. This achievement stands as a testament to the scholar’s dedication and perseverance, as well as the institution’s unwavering commitment to fostering research excellence and intellectual advancement. It also reinforces the School of Management’s role in contributing meaningful research to address real-world challenges.

The School of Management extends its heartfelt congratulations to Dr. Abanti Aich and her esteemed supervisor on this distinguished accomplishment and wishes her continued success in her future academic and professional endeavors.



## Learning beyond Classrooms: Industry Visit to Fortis Hospital, Anandapur

The School of Management, Swami Vivekananda University, organized an insightful industry visit to Fortis Hospital, Anandapur, Kolkata, for undergraduate students of Hospital Management on 30th January 2026. The visit was conducted under the supervision of faculty members Mr. Soumen Nath and Ms. Soumi Chakraborty, ensuring a structured and enriching learning experience for the participants. The session was guided by Mrs. Chandra Mukherjee, Academic Coordinator and HR Manager of Fortis Hospital, who facilitated the visit with remarkable expertise. The programme commenced with a comprehensive presentation that familiarized students with the hospital's fundamental structure, operational mechanisms, and key functional areas. This initial session provided a strong conceptual foundation for understanding hospital management practices.

Following the presentation, students were taken on a detailed tour of various departments within the hospital, including the Outpatient Department (OPD), Medical Records Department (MRD), Reception, Central Sterile Services Department (CSSD), and Pharmacy. The on-site exposure enabled students to observe real-time hospital operations, understand workflow processes, and gain practical insights into patient care and administrative systems. An interactive question-and-answer session concluded the visit, allowing students to clarify their queries and engage in meaningful discussions with professionals. The interaction significantly enhanced their understanding of the complexities and responsibilities associated with hospital administration.

The visit proved to be a highly impactful learning experience, effectively bridging the gap between theoretical knowledge and practical application. The department extends its sincere gratitude to the management of Fortis Hospital for their support and warm hospitality in facilitating this valuable academic initiative. Such experiential learning opportunities continue to play a vital role in shaping competent and industry-ready healthcare management professionals.



## Bridging Theory with Practice: BBA–Hospital Management Students Explore Healthcare Operations at CMRI Hospital

The BBA–Hospital Management students of the School of Management, Swami Vivekananda University, Barrackpore, recently undertook an industry visit to CMRI Hospital, New Alipore, Kolkata, as part of their industrial exposure programme. The visit was accompanied and guided by faculty members Dr. Sourav Chatterjee and Dr. Atiba Batul, ensuring a structured and insightful learning experience. The visit provided students with valuable exposure to real-time hospital administration, patient care processes, and the operational dynamics of a leading healthcare institution. Through this experiential learning opportunity, students were able to observe and understand the practical application of concepts studied in the classroom, thereby effectively bridging the gap between theory and practice.

Interactive sessions with healthcare professionals further enriched the experience, offering students meaningful insights into the challenges, responsibilities, and emerging opportunities within the healthcare management sector. These engagements enabled students to gain a deeper appreciation of industry expectations and the competencies required to excel in the field. Such industrial visits play a crucial role in developing industry-ready professionals by fostering practical knowledge, critical thinking, and professional awareness. The School of Management continues to emphasize hands-on learning initiatives that contribute to the holistic academic and professional development of its students.

- ✦ **Learning beyond classrooms.**
- ✦ **Exposure beyond textbooks.**



## Students' Corner



### **Samanway Samanta**

**Batch:** MBA 2024–2026 | Swami Vivekananda University

**Placement:** Lingdao mobiles India pvt.Ltd.

I am pleased to share that I have been selected to work with Lingdao Mobiles India Pvt. Ltd., marking an important step in my professional journey. My experience at the School of Management has been enriching and career-oriented. The structured curriculum, practical exposure, and continuous guidance from faculty members have helped me build strong marketing knowledge, communication skills, and industry readiness.

I sincerely thank my teachers and the department for their constant support and encouragement. The learning and values gained during my MBA programme have prepared me to take on professional challenges with confidence. I look forward to beginning this new chapter and applying my skills in a dynamic corporate environment.



### **Shreya Dhar**

**Batch:** BHM 2022–2025 | Swami Vivekananda University

**Placement:** B.P. Poddar Hospital & Medical Research Limited.

I am pleased to share that I have been placed with B.P. Poddar Hospital & Medical Research Limited, marking a significant milestone in my academic journey. My learning experience at the School of Management has been both enriching and practical. The curriculum, along with internships and industry exposure, has helped me develop a strong understanding of hospital administration and patient care management.

I sincerely thank my faculty members and the department for their continuous guidance and support. Their mentorship has played a vital role in enhancing my confidence and professional skills. I look forward to beginning my career in the healthcare sector and applying the knowledge and values gained during my course.