



# **PLACEMENT BROCHURE 2021-22**



**DEPARTMENT OF BUSINESS ADMINISTRATION  
ASSAM UNIVERSITY, SILCHAR**



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## OUR MISSION

The mission of the Department is to contribute, through pursuit of excellence in teaching and other creative and innovative endeavours pertaining to management education, research, consultancy, and training to the process of developing capable human and managerial resources and thereby to the corporate, industrial, entrepreneurial, economic, social, intellectual and cultural development of the nation.

## OUR VISION

To establish itself as one of the premier institutions of Management Education in India.



## FROM THE DESK OF THE VICE-CHANCELLOR

I am delighted to know that the Department of Business Administration under the Jawaharlal Nehru School of Management Studies (DBA-JNSMS), Assam University is publishing the Placement Brochure 2021-22 highlighting the proficiency and managerial acumen of 24th batch of MBA aspirants. The DBA-JNSMS has established a name for quality Management Education in the Eastern and North Eastern part of the country with amiable teaching-learning environment supported by excellent faculty members and a good corporate network. Pursuing long term vision to excel with a difference, endeavour at the Department is to keep ahead of the changing paradigm of business and management education as well as to engage in the pursuit of establishing and nurturing an institution of reputation, par excellence.

I am confident that the brochure will signpost the preparedness of the Department for participating in the corporate world in a meaningful way. I also wish that the prospective recruiters and corporate houses will find right talent here to add value to their organizations. I ensure that the profiles of dynamic and talented budding executives of the current batch of the Department would match the expectations and requirements of the industry and other corporate houses. I welcome all the recruiters to the Department of Business Administration, Assam University. I wish every success to all MBA Students

**Professor Dilip Chandra Nath**  
Vice-Chancellor  
Assam University, Silchar



## DEAN'S NOTE



We are immensely pleased to present before our prospective recruiters, the MBAs of 2020-22 batch of the Jawaharlal Nehru School of Management Studies (JNSMS), Department of Business Administration, who would be completing their MBA Programme in May, 2022. Over the years the JNSMS, Assam University has made significant strides in establishing itself as one of the premier institutions of management education in Eastern and North Eastern part of the country. The Placement Brochure 2021-22 presents the profiles of our twenty fourth batch of students. I am sure that their profiles would match the expectations and the requirements of the industry, the corporate sector and the prospective recruiters. We are happy to inform that in this pandemic situation also the MBA students of batch 2019-21, is recruited by many good organisations and our valued recruiters across the country. Students are now well placed. They are recruited in different management positions, and posted in different parts of the country. As India is positioning itself as 'self-reliant India', 'Atmanirbhar Bharat', every organisation would naturally be in search of skilled personnel, who will be assets for the organisation and will put forward their invaluable services to achieve its goal and to take the organisation to a new height. Our students have already established themselves as assets in different organisations. We sincerely believe that the MBA students of batch 2020-22 will also prove the same. Adoption of a multidisciplinary approach for analysing and understanding complex business problems, developing global vision, acquiring and processing the capability in terms of knowledge - attitude - skill for continually drafting and redrafting business game-plans while striving towards excellence is the pre-requisites for organizations today.

The curriculum of DBA-JNSMS have been designed accordingly to keep pace with the emergent business dynamics. While administering the modules, our focus throughout have been on developing in students the analytical orientation, the soft skills, the attitudes, value & commitment which are necessary to be a brilliant organization-leader in course of time. Dual specialisation offered in the Department makes the student capable of shouldering different responsibilities in the organisation. The enabling academic ambience and state-of-the-art teaching-learning infrastructure in JNSMS, the updated course -modules and teaching pedagogy, and above all, the careful nurturing by a competent and dedicated faculty go hand in hand here in ensuring that the MBAs coming out, from this institution are academically rightly groomed, culturally sensible and are mission-oriented, application focused and value driven. We conditioned them to deal successfully with all adversities and challenging situations. We also try to ensure that they develop an insatiable urge for striving continually for excellence. We cordially invite organizations in the corporate and other sectors to participate in the forth coming Campus placement session in this University. I am sure, the youthful, exuberant, innovative and sensible business-graduates of this school by virtue of their intellectual prowess, professional acumen and value driven humane approach will prove their worth to their respective employing organizations. We are very happy to inform our industry friends that this year more than one third of our forthcoming MBAs have already been offered pre-placement/placement offers by reputed organisations like ITC Ltd., Axis Bank, Bandhan Bank and others.

**Professor Amrit Lal Ghosh**  
Dean,  
J. N. School of Management Studies,  
Assam University, Silchar

## FROM THE DESK OF THE HoD



I, on behalf of the Department of Business Administration (DBA), Jawaharlal Nehru School of Management Studies (JNSMS), Assam University have the pleasure of presenting the Placement Brochure 2021-22 of DBA.

DBA-JNSMS has been imparting Management Education since 1997 to the MBA aspirants not only of North-Eastern India but also of other parts of India.

Management Education can be considered as the process of transforming individuals into potential managers by making them realise the essential requirements or capabilities of a manager and helping them in the development of those capabilities which will enable them to control or adjust to their environments and fulfil the responsibilities of rendering selfless service to the organisation in particular and the society in general, thereby, shaping the destiny of the entire nation.

DBA-JNSMS offers an environment for moulding and nurturing individuals into capable managers who can render selfless service to organisations and society. The curriculum inputs in DBA-JNSMS have been designed keeping into consideration of the emerging business Dynamics. While administering the Course modules, our focus throughout has been on developing in the students the analytical skills, the soft skills, the ethical approach along with the positive attitudes that together can prepare them to become leaders of Business Organisations.

It is our utmost endeavour to facilitate the recruiters looking for fresh MBAs from the campus of our Assam University to get the right type of candidates who fit into the requirements of their organisations.

**Professor H. Ramananda Singh**  
Head  
Department of Business Administration  
Assam University, Silchar





## ABOUT THE UNIVERSITY

Assam University, Silchar was established in 1994 as a Central University by an Act of Parliament Assam (Central University) Act, 1989 enforced through Notification of the Government of India. The University over the years has made impressive strides in establishing itself as a premier institution of learning in North-East India where emphasis persistently has been on the blending of quality education, socially relevant endeavours and scientific pursuits with mission-orientation and tireless striving for excellence. The sprawling University Campus is spread over an area of about 600 acres where 41 Post Graduate Departments under 16 Schools of Studies of the University function. The institution provides state-of-the-art facilities to students who come from different parts of the country and abroad.

The current roll strength is around 4500 which includes students at the Post Graduate and Integrated Courses and the students and researchers at M.Phil. and Ph.D. levels. The Campus is 20 km off Silchar city. Silchar being gateway to the southern part of North-East India is the hub of commercial activities and known for its history as the Tea Capital of South Assam. Away from the humdrum of the busy city-life of Silchar and set amidst its sylvan surroundings, the University community engages itself in academic pursuits. With the mystique Bhuban and Barail ranges of hills at the backdrop, Assam University Campus is surrounded by lush green hillocks, natural lakes and picturesque tea gardens of South Assam. The serene setting together with exquisite natural beauty in and around the Campus adds uniqueness to the University's ambience capturing viewers' imagination and providing an ideal atmosphere for study and research.



## ABOUT THE DEPARTMENT

The Department of Business Administration under the Jawaharlal Nehru School of Management Studies (DBA-JNSMS), Assam University started functioning in July 1997. The mission of the department is to contribute – through pursuit of excellence in teaching and other creative and innovative endeavours pertaining to management education, research, consultancy and training to the process of developing capable human and managerial resources and there by to the corporate, industrial, entrepreneurial, economic, social, intellectual and cultural development of the nation.

To accomplish its mission, DBA-JNSMS offers Two years full-time Master of Business Administration (MBA) programme, and also Research Programme in management leading to the Degree of Doctor of Philosophy (Ph.D.).

Activities of the Department also include: the arrangement of discussions, debates, seminars, symposia, workshop, study tours, training programmes and industry-interfaces, among others. The focus is clearly on developing among the students awareness and in-depth understanding of the issues that are contemporary and of relevance to the corporate sector. Academic programmes in DBA-JNSMS are handled by a competent Faculty whose members have been drawn from different parts of the country through the process of national level selection.

The Faculty in DBA-JNSMS has developed over the years core competency in select areas of Business Administration. These range from the conventional functional areas like Financial Management, Marketing and HRM to such specific areas like, Entrepreneurship Development, Information Technology and Operations Management as are of particular relevance to prevailing realities in this part of the country.

The ongoing researches in the Department cover practically all socially relevant areas. The two areas identified by the Department as thrust areas for future research are:

- i) Studies on the Economy and Business of East Asia
- ii) Indian values and tradition in management.

The strength of DBA-JNSMS has been built over years around its enabling teaching learning ambience, dedication of core Faculty, close industry-linkage maintained through the DBA Corporate Relations Cell and the local chapter of All India Management Association, global orientation of students (developed and nurtured through involvement of the Centre for East Asian Business Studies), a vibrant Learning Resource Centre, and finally the Department's excellent record of campus placement.



## PURSuing EXCELLENCE:

The Master of Business Administration (MBA) is a two-year full-time Programme. The programme aims at equipping the students with a comprehensive set of skills, in-depth understanding of the theory and practice of real-life-management within the frame work of a multi-disciplinary and multi-cultural setting.

The Specific Objective of MBA programme is to enable the graduates to –

- Understand and be able to analyse the socio-economic, political, technological and ecological environment of business and their interfaces with the societies;
- Acquire state-of-art knowledge and skills in the basic disciplines and functional areas of management
- Develop positive, dynamic and innovative attitudes so as to be able to manage changes and contribute meaningfully to organisational growth in a fast- changing borderless world, and also
- Develop values and sensitivity towards societal problems and the urge to promote human well-being.
- The course-structure of the programme has been designed keeping in view the immediate on-the-job requirements as well as the long-term career needs of the young professionals. Proper balance is maintained between the general foundation component of the course and its specialised components. DBA-JNSMS offers to its students the opportunity to specialise in two selected areas of their interest under the scheme of Dual Specialisation.

## THE FOUR ELECTIVES AREAS OPENED TO MBA STUDENTS ARE:





# THE IMPORTANT FEATURES OF THE MBA PROGRAMME ARE THE FOLLOWING:

## Balanced Mix of Theory and Practice

The MBA course structure, which is regularly revised and updated, maintains within it a perfect balance between the theory and practical aspect of business management, with the theoretical inputs being adequately supplemented by such practical components as case studies, field works, industry visits, interaction with the professionals and project study, among others.



## Compulsory Summer Training

At the end of the second semester, all students have to undergo summer training of minimum 8 (eight) weeks duration with an industrial, business or service organisation. The condition of successfully completing the programme remains unfulfilled till a student undergoes Summer Training in organisations as approved by the Department. Each student is required to submit his/her Summer Training project report to the Department during the third semester for the purpose of evaluation



## Environmental and Ethical Concerns

One of the important objectives of the MBA programme is to develop within the budding executives a sense of commitment to values and ethics and a proactive attitude towards environmental and societal problems and human well-being. The programme arranges for the purposes relevant academic inputs. Students are also encouraged to participate in various awareness camps and voluntary activities through the initiative of the Management Club.



## Extensive Coverage of the Core-Courses

The Core-Courses offered to the students have extensive coverage and have been designed in such a way as would facilitate the exposure of students to the growing and diverse areas of Business Management.



## Technology Focus

Keeping in view the need for orienting the executives-of-tomorrow towards the rapidly changing technological environment, the MBA programme lays emphasis in aspects relating to management of technology. The system of Teaching-learning is backed by audio-visual teaching aids and a computer lab designed specially to cater to the specific needs of the MBA students.



## Continuous Evaluation

The scheme of continuous evaluation of students is now in force. Progress of each student is closely monitored. Feedbacks are arranged to enable the students understand their weaknesses, and counselling sessions are organised whenever necessary.



## Compulsory Project Study

In the 4th Semester, each student is required to undertake an independent project work. The purpose of the project study is to enable the students to study, analyse, interpret and report on one or more management problems and situations. The study is conducted following standard methodology of management research under the supervision of faculty member or an external supervisor appointed by the Department.



## Emphasis on Communication Skill

The provision of core paper like Business Communication and Soft Skills enables MBA students to improve their communication and presentation skills. The overall emphasis of the programme however is on personality development. The programme makes it imperative for students to regularly attend grooming sessions and workshops specially designed for their personality development. The faculty in DBA-JNSMS is now engaged in preparing a detailed programme covering even such aspects as Yoga session and Body Language Workshop to facilitate the all-round development of students' personality.



## Internal Assessment

As per the MBA course curriculum, in each theory paper 30% of the weightage is assigned to internal assessment of students based on his/her performance in class tests, seminars, individual & group presentation, written assignments, term papers & viva-voce; class-room participation, attendance and discipline.



## Coping with Challenges of Globalisation

The MBA programme attaches due weightage to equip the students with state-of-art knowledge and skills so that they can successfully handle the situations that are being faced in the context of Globalisation of Business Operations. Apart from the optional and core courses offered in the area, other inputs in the form of seminars, discussions and face to face interaction with industry executives are also regularly arranged to enhance global orientation of the students.



# PROGRAMME STRUCTURE:

## FIRST YEAR:

### Semester I

CP-101 Management Process and Principles  
CP-102 Managerial Economics  
CP-103 Accounting and Financial Analysis  
CP-104 Organizational Behaviour  
CP-105 Environment Management and Corporate Social Responsibility  
CP-106 Statistical Methods for Decision Making  
CP-107 Business Communication and Soft Skills  
CP-108 Indian Cultural Heritage and Business History

### Semester II

CP-201 Management Information System  
CP-202 (A) Management Accounting and Control  
CP-202 (B) Hospitality and Tourism Management  
CP-203 Internet Technology  
CP-204 Information Technology Management  
CP-205 Human Resource Management  
CP-206 Operations Management  
CP-207 Research Methods in Management  
CP-208 Financial Management  
CP-209 Marketing Management  
MBA-CBCS-I Industrial Engineering

Two papers from among the set of Open Electives of the 1st group

## SECOND YEAR:

### Semester III

CP-301 Analysis of Business Environment - Indian & Global  
CP-302 Legal Environment of Business  
CP-303 (A) Entrepreneurship & Small Business Management  
CP-303 (B) International Tourism  
CP-304 Summer Internship & Report  
Elective: A-I Two Core Elective Papers of any one group of the student's choice  
Elective: A-II (1st Group)  
Elective: B-I Two Core Elective Papers of another group of the Student's Choice  
Elective: B-II (2nd Group)

### Semester IV

CP-401 Strategic Management  
CP-402 Dissertation & Viva Voce  
Elective: A-III Third Core Elective Papers of the 1st group  
Elective: B-III Third Core Elective Papers of the 2nd group  
Elective: A-IV  
Elective: A-V

# PROGRAMME STRUCTURE:

## FINANCE

### Core Elective

FM-3101 Corporate Financial Decisions  
FM-3102 Security Analysis and Portfolio Management  
FM-3103 International Financial Management

### Open Elective

FM-3104 Capital Markets and Derivatives  
FM-3105 Insurance and Risk Management  
FM-3106 Banking and Financial Services  
FM-3107 Corporate Tax Planning and Management  
FM-3108 Working Capital Management  
FM-3109 Financial Reporting

## HUMAN RESOURCE MANAGEMENT

### Core Elective

Core Elective  
HR-3301 Human Resource Development  
HR-3302 Management of Industrial Relations  
HR-3303 Legal Framework Governing HRM

### Open Elective

HR-3304 Training and Management Development  
HR-3305 Cross Cultural Management  
HR-3306 Learning organization & HR Analytics  
HR-3307 Employee Welfare and Compensation Management  
HR-3308 Organization Development & Change Management  
HR-3309 Performance Management

## MARKETING MANAGEMENT

### Core Elective

MM-3201 Sales and Distribution Management  
MM-3202 Consumer Behaviour  
MM-3203 Services Marketing

### Open Elective

MM-3204 Customer Relationship Management  
MM-3205 Retail Marketing  
MM-3206 Advance Marketing Research  
MM-3207 Rural Marketing  
MM-3208 Strategic Marketing  
MM-3209 Product and Brand Management  
MM-3210 Competitive Marketing  
MM-3211 Integrated Marketing Communication  
MM-3212 International Marketing

## OPERATIONS MANAGEMENT

### Core Elective

OM-3401 Production Planning and Control  
OM-3402 Materials Management  
OM-3403 Logistics and Supply Chain Management

### Open Elective

OM-3404 Total Quality Management  
OM-3405 Decision Models and Optimizations  
OM-3406 Business Process Re-engineering  
OM-3407 Enterprise Resource Planning  
OM-3408 Managing Technology and Innovation  
OM-3409 Maintenance Management



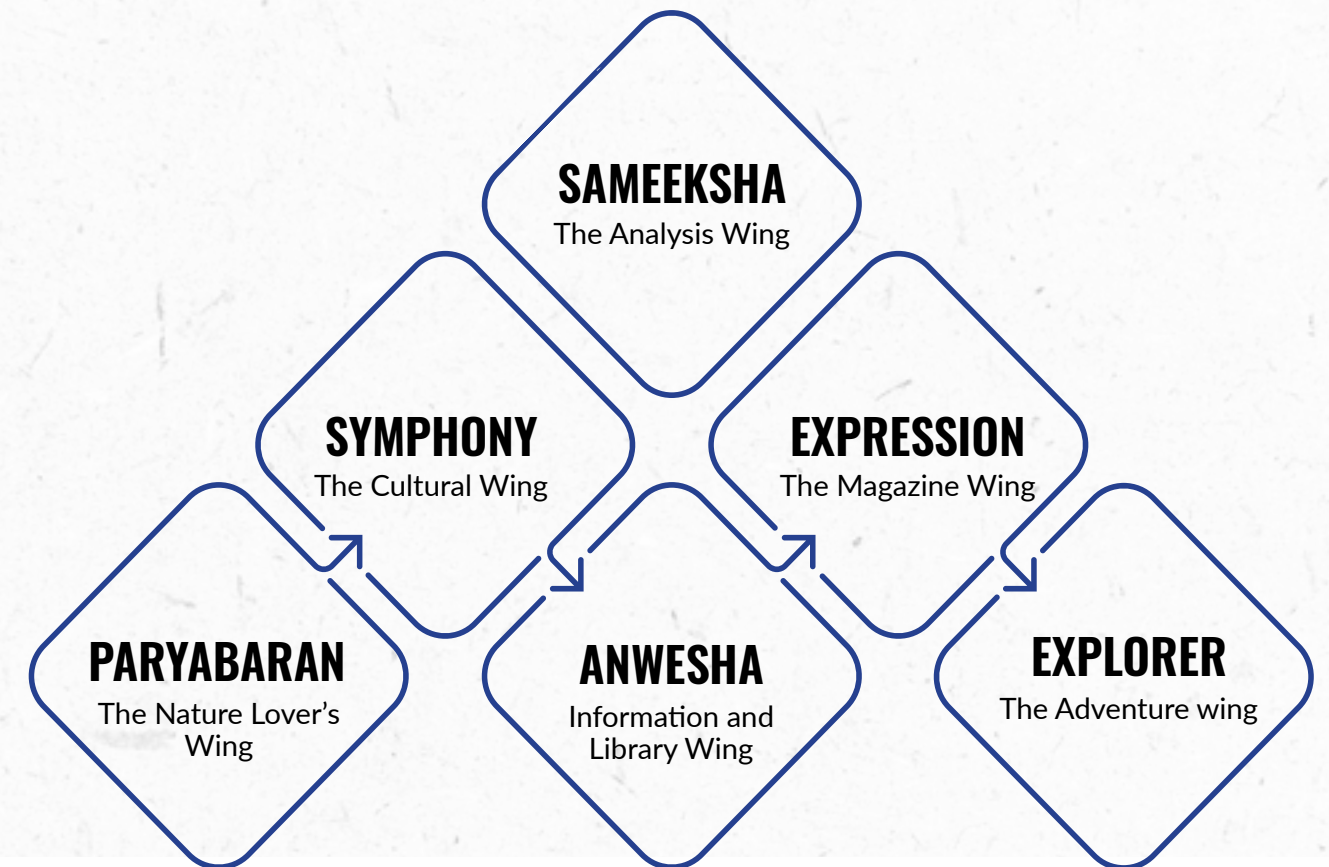


The MBA students through the Management Club are called upon to appreciate their forthcoming roles as the architects of the corporate future of the nation. The 2-year MBA programme is the stage when the students must develop their skills of articulation and communication and at the same time prepare themselves for taking up challenging assignments in future. Keeping this in view, Management Club through a variety of events and programme endeavours to develop in the budding future-executives the corporate spirit as well as the spirit of thrill and adventure.

## MANAGEMENT CLUB ACTIVITIES:

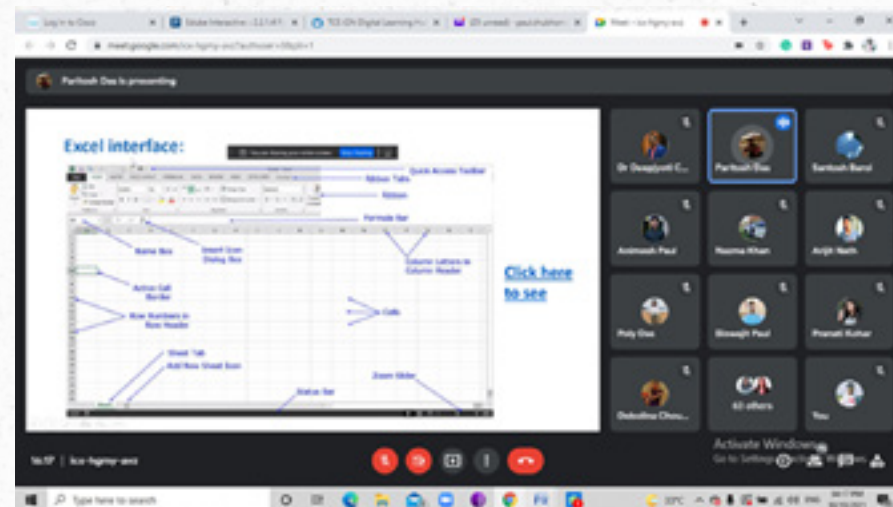
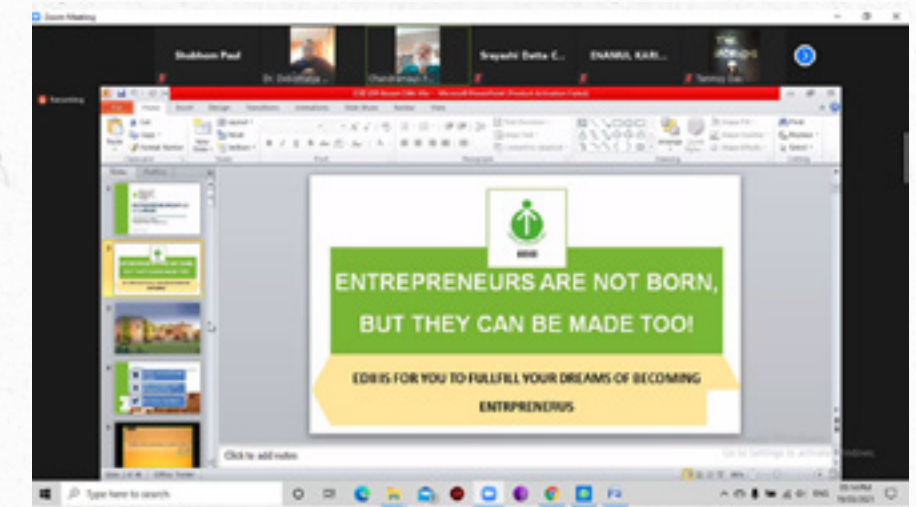
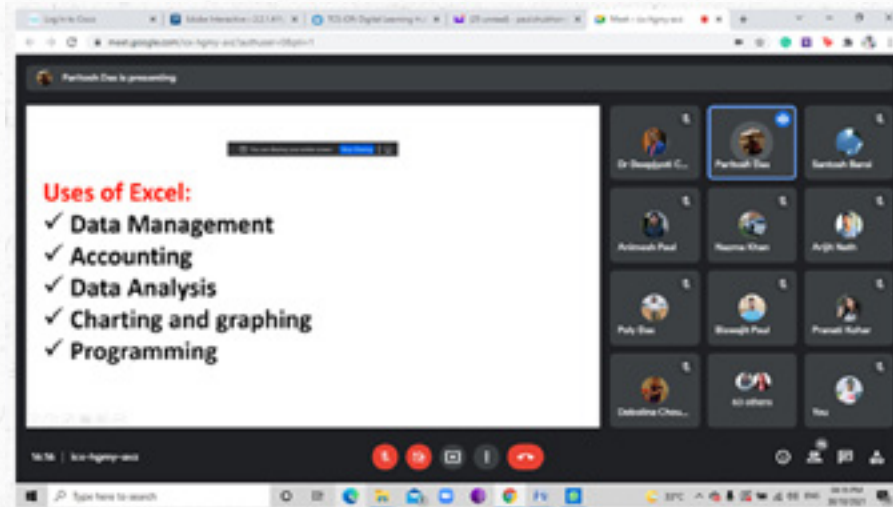
The inputs provided through the curriculum are complemented by the diverse range of activities that the MBA students undertake outside their class rooms. Students are encouraged to voluntarily associate themselves and participate in both co-curricular and extra-curricular activities like industry visits in and around the city.

Management Club which serves as the vibrant and active body of the MBA students is seen as an integral part of the Department of Business Administration. The declared objectives of the Club are: to create for the executives-of tomorrow a right platform for promoting and nurturing their own creative talent and endeavour, and thereby generate an enabling ambience which would permit the members of the Club to inculcate in themselves the 'corporate spirit' and a sense of responsibility and dedication. The club has made great strides and is currently organizing its activities through the following six interdependent divisions:





# VIRTUAL EVENTS AT A GLANCE:



Level	Qualification	Work Experience	Contributions
Level II	MBA/PGDCA	4-5 years	Yes (Analyst)
Level I	MBA/PGDCA	10+ years	Yes

Equity Analyst, Derivative Analyst, Research Analyst, Risk Analyst

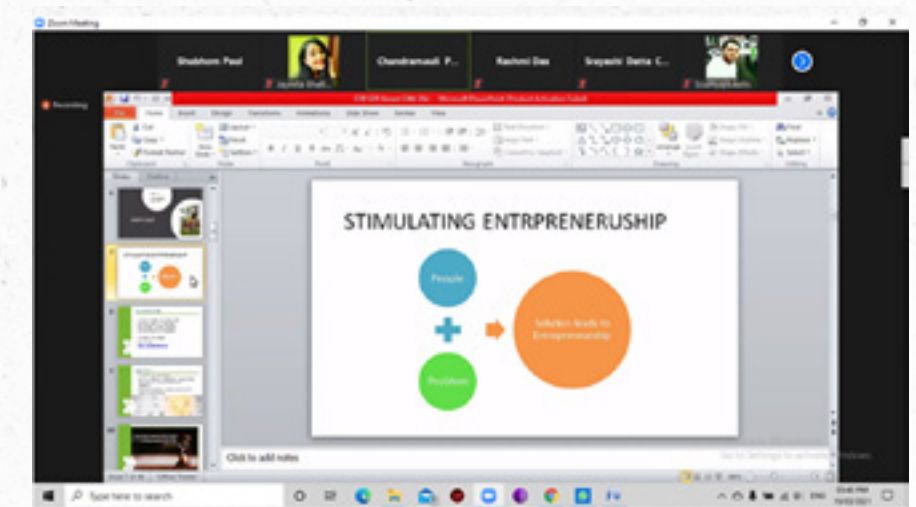
Stock Broker- Equity, Derivatives, Commodities, Demat account, Mutual Funds, Compliance

Stock Exchange (BSE, NSE, NCDEX)- Trading Operations, Surveillance, Compliance, Inspection

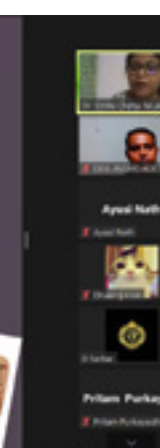
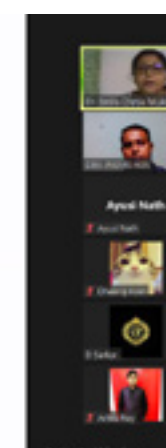
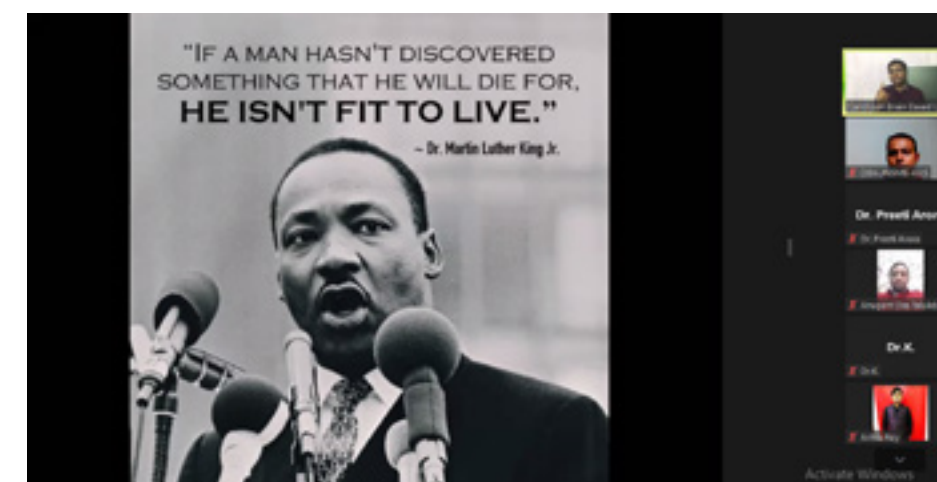
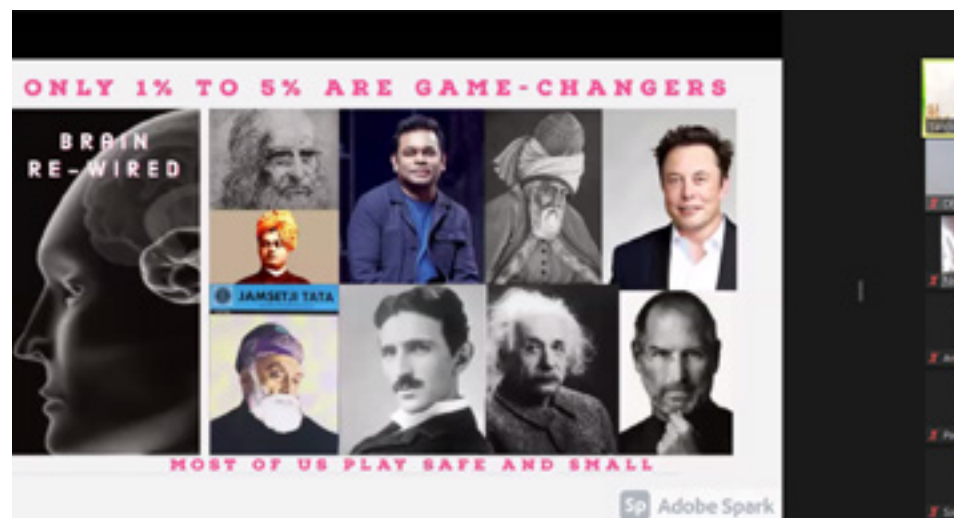
Depositories (CDSL, NSDL)- Operations, Surveillance, Compliance, Inspection

Mutual Funds/Asset Management Companies/Transfer agents/Merchant Banker

Portfolio Manager/Fund Manager



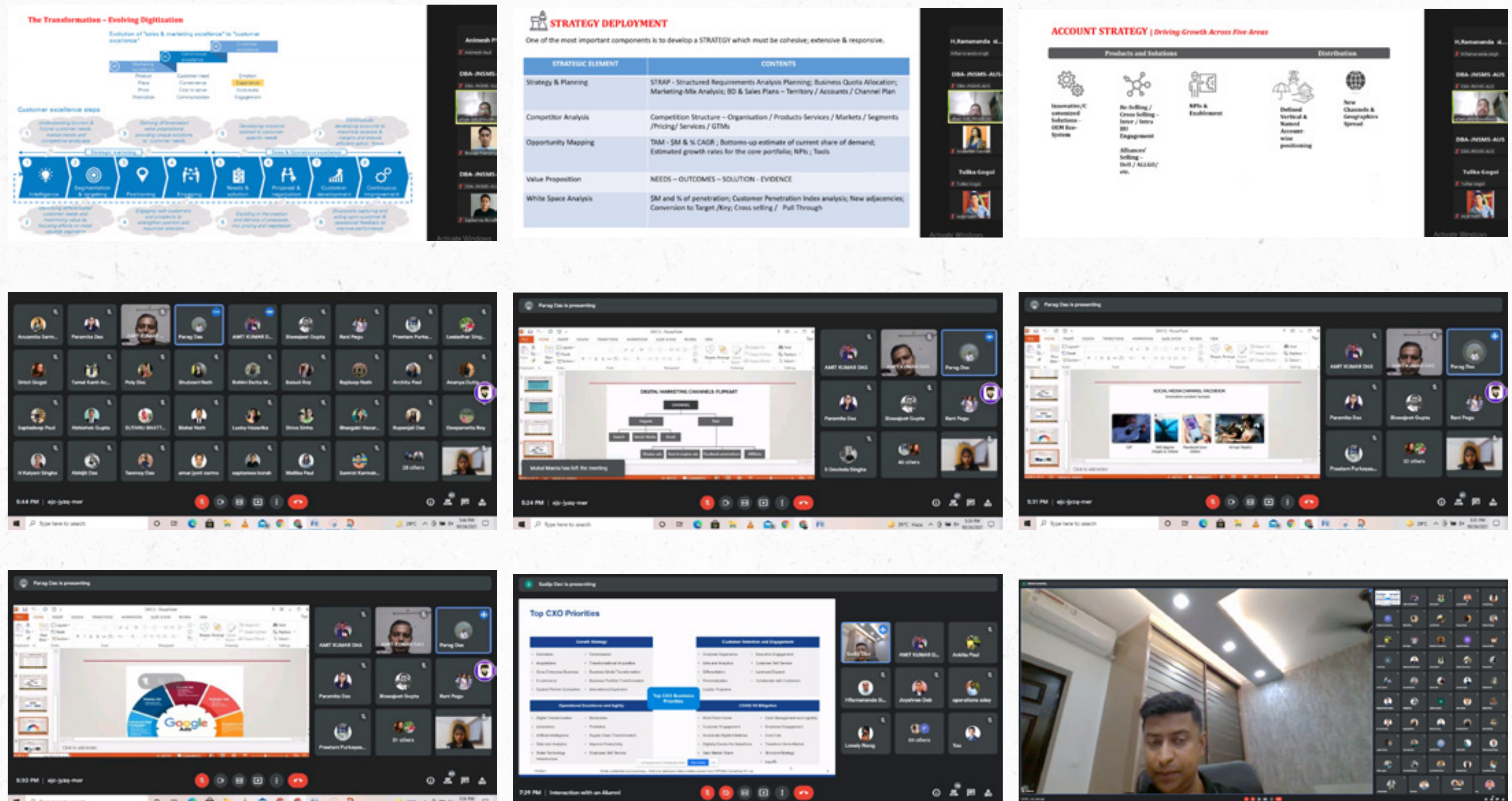






# ALUMNI SPEAKS

The Department of Business Administration has a strong Alumni Network. The alumni extend their service in multiple forms to strengthen the impact the Department makes on research and academics in the field of management by sharing their vast industry experience and invaluable knowledge. "Alumni Speaks" is a platform where the esteemed alumni joins the budding managers on discussions related to the contemporary issues in business and management, the career prospect and opportunities, guiding on developing the industry specific skills and so on. A few glimpses of the various sessions engaged by our alumni and their experiences with the Department are presented below:







Mr. Anjan Choudhury  
Zonal Manager,  
Mankind Pharma  
MBA Batch: 1998 – 2000

When moved out in the market in search of job, the confidence build in by DBA-JNSMS-AUS was of immense value. Will cherish the days spent in the Department always.



Mr. Sudip Dev  
CEO & Chief Analyst,  
OPPIDEA  
MBA Batch : 1998 - 2000

When I remember my university, my Alma mater, I remember and cherish the great learning experiences and bonding with fellow alumni and faculty. What I learnt there, within the classrooms and on the beautiful campus, has powerfully and indelibly shaped my thinking and my career. For me, the emotive attachment to our alma mater is typically far stronger than our attachment to other brands in our life and a part of me will always be my Alma mater.



Dr. Jayashree Bhattacharjee  
Branch Manager,  
Stock Holding Corporation of  
India Ltd  
MBA Batch: 2006-08

Submission of project and internal exam on a same day, thought how to do multitasking, waiting for Sumo at 6:45 am, reaching department on time for class taught how to handle stress, group studies taught team work. My journey from being an introvert backend support provider for any team activity to heading a team in a prestigious organisation won't be possible without the support of DBA-JNSMS. Though it's been more than a decade but the memories are still fresh



Mr. Joydeep Bhattacharjee  
Assistant General Manager,  
IDBI Bank Ltd.  
MBA Batch: 2005-07

The major difference that I have observed in myself is the ability to think holistically. When there is problem at hand (not necessarily at office, it could be personal as well), thinking ability that I developed during my days with AUS MBA helped me connect the dots between different events and people.



Mr. Saurav Saha  
Area Sales Manager,  
TataSky Ltd.  
MBA Batch: 2013-15

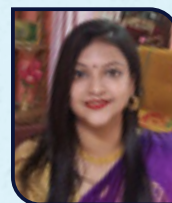
Pursuing MBA from DBA-JNSMS has been a transformational journey to me; the pressure the deadline work has actually helped me understand my interest towards the work nature. It has shaped my explanatory thought process. It has changed my perspective towards different function of work and helped me understand the diversity available to explore. In the process while I was shaping my career and life in ASSAM UNIVERSITY I have always cherished the memories that I created and has always felt it to be my second family.

Thanks you to shape the person what I'm today.



Mr. Biswajit Paul  
Director - Qwkpro Consultancy Private Limited  
(A Healthtech StartUp Company)  
Director - Goofreshy Retail Private Limited  
(Online Retail Store for Groceries)  
MBA Batch: 2012-14

It is always said there is something that gives a kick start when you start realising your dreams and this was my MBA days where I figured out myself in a truest sense. Two years has been a roller coaster ride which has helped to shape my character, develop leadership skills and most importantly the lessons of real life management skills. Before we could realise the days were over and sat for the placement that gave an access to the real world for networking and climbing ladders for tomorrow. Nevertheless, it's my onus to mention about faculties who actually took the pain to shape my career to what I am today and I shall be grateful for this to my university forever. Long Live AUS !!!



Ms. Sanjana Deb  
Assistant Manager  
HDFC Bank Ltd.  
MBA Batch: 2017-19

Joining DBA-JNSMS has not only made me realize my potential in the world of management but also helped me shoot myself into the right direction as a career Launchpad. With immaculate course structure and poignant information it has helped me grow and gave me the ability to understand the intricacies of the corporate world.



Ahidur Rahman  
Cluster Head,  
Reliance Retail Ltd.  
MBA Batch: 2010-12

I am highly indebted to the entire DBA-JNSMS family for the splendid two years of learning which has helped me excel professionally as well as personally. The friendly environment, the systematic approach towards imparting education made me a competent individual what I am today.



## OUR ESTEEMED FACULTY:



**Professor Apurbananda Mazumdar**

**Education:** M. Com, Ph. D.  
**Areas of interest:** Strategic Management, Heritage & Business History



**Professor H. Ramananda Singh**

**Education:** M. Sc. (Mathematics), MBA, PGDCA, Ph. D.  
**Area of interest:** Marketing and General Management.



**Dr. Debomalya Ghose**

**Education:** BE, MBA, EWT, Ph. D  
**Area of interest:** Operations Management and Information Systems.



**Dr. H. R. Laskar**

**Education:** MBA, DTM, Ph. D.  
**Area of interest:** Finance and Accounting.



**Dr. Amit Kumar Das**

**Education:** MBA, Ph.D.  
**Area of interest:** Finance and Accounting, Environment & Disaster Management, Corporate Social Responsibility



**Ms. Lurai Rongmei**

**Education:** MBA, LL.B  
**Area of interest:** Finance and Accounting



**Mr. Saurav Dey**

**Education:** B. Tech. , MBA  
**Area of interest:** Operations Management & Operations Research



**Professor Amrit Lal Ghosh**

**Education:** M. Com, PGDBIO, ICWA, LL.B., Ph. D.  
**Areas of interest:** Finance and Accounting



**Professor Arup Barman**

**Education:** M. Com (G. U.), PGDipTD, Ph. D., Post Doc.  
**Area of interest:** Human Resource Management and Organizational Behaviour.



**Dr. Joyeeta Deb**

**Education:** M. Com., Ph. D.  
**Area of interest:** Banking and Microfinance.



**Dr. Juthika Konwar**

**Education:** MBA, Ph. D.  
**Area of interest:** Human Resource Management, Communication & Soft Skills



**Dr. Deepjyoti Choudhury**

**Education:** MBA, Ph.D.  
**Area of interest:** Marketing and Information System



**Dr. Nilanjana Chakraborty**

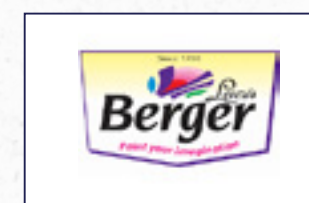
**Education:** MBA, Ph.D.  
**Area of interest:** Marketing



**Dr. Kalyan Das**

**Education:** M. Com., Ph. D.  
**Area of interest:** Finance and Accounting

## OUR RECRUITERS:





# SUMMER INTERNSHIP PROGRAMME:

Summer Internship is an integral part of MBA Curriculum at DBA-JNSMS-AUS. Every student needs to undergo a compulsory summer internship of minimum eight weeks duration immediately after the completion of second semester, normally during May-June of every year. The condition of successfully completing the programme remains unfulfilled till a student undergoes Summer Internship in an industrial, business or service organization as approved by the Corporate Relations Cell of the Department. After successful completion of the internship, each student is required to submit his/her project report to the Department during the third semester for the purpose of evaluation.

## Summer Placement Report MBA 2020-22

Some of the prominent companies who offered summer internship to our students are ITC limited, Bharti Airtel LTD, NEDFI, Magnik India PVT. LTD, Marico LTD., Peacock Solar PVT. LTD, Vardhan Consulting Engineers, Vishal Mega Mart, IFORTIS Worldwide and Blitzjobs etc. All these companies offered internship roles in different management functions ranging from domains like Sales & Marketing, Product Management, Finance, Operations to Retail Strategies, Project Management, E-Commerce & Employment Consultancy.

- **Employment Consulting - 04**
- **FMCG Company - 10**
- **Digital Marketing Industry - 08**
- **Engineering & Management - 02**
- **Solar Company - 4**
- **Telecommunication - 08**
- **Retail Industry - 02**
- **Financial Services - 03**
- **E-commerce - 02**

## Summer Internships 2020 - 2021

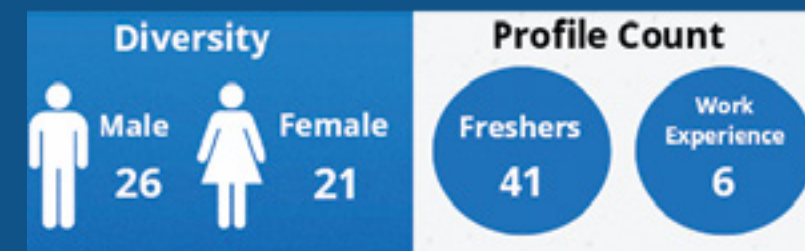
**100%**  
Summer Internships  
(MBA Batch of 47 Students)

**Highest Stipend INR  
30,000**

**Average Stipend INR  
20,000**



# BATCH DIVERSITY



## Areas Of Work Experience (Before MBA)



## Educational Background





# ADVANTAGE @ DBA-JNSMS-AUS:

The location of Department of Business Administration, Assam University (DBA-JNSMS-AU) in city Silchar in Assam at junction of the five states - Assam, Meghalaya, Manipur, Mizoram and Tripura - offers to it specific distinct advantages:

First, Silchar is the 'Tea Capital' of South Assam. The University Campus is surrounded by lush green tea gardens where the serene settings and the warmth of partnership with Industry go hand in hand in providing to learners an ideal atmosphere for study and research. All roads to states in the southern half of North-east India pass through this corridor. City Silchar enjoys thereby a centrality and also a 'gateway' status. The divisional/ regional headquarters of many a nationalised banks, insurance companies and other corporate houses operate in vicinity of the Assam University campus permitting close industry-institute linkage. With inspiration coming from the Government at the Centre and the South Assam Chapter of All India Management Association, the University-Industry Partnership Project, Assam University (UIPP-AU) has taken shape in this School in 2014 for forging and nurturing closer ties with Industry and for setting thereby new standards for productivity and mutual growth.

Location offers to DBA-JNSMS-AUS another distinct edge, as this is the point where the SAARC region converges with the ASEAN, where traditionally people belonging to these two Cultural Zones meet and transact their goods, ideas, and knowledge for mutual enrichment and well-being.

The Centre for East Asian Business Studies (CEABS) in the School of Management Studies, Assam University offers now the platform to MBA students to extend themselves globally by facilitating their exposure to the East Asian business realities.

The MBAs in DBA-JNSMS-AU have their unique sources of strength in the following:

First, they are groomed in an e-enabled academic ambience where within the framework of a Central University's setting the efforts persistently have been on maintaining teaching-learning infrastructure of global standard.

Second, the 2-year MBA programme is administered by a dedicated Core Faculty whose members are drawn from diverse backgrounds and disciplines through a process of national-level selection. The ideal student Faculty ratio permits Faculty's close supervision and facilitates intimate nurturing of the MBA students covering the three aspects of their development- knowledge, skill and attitude.

Third, the selection of candidates for admission to the MBA programme is meticulously articulated. The four-tier selection process involves screening of candidates based on their degree-level and CAT Scores and their performances in GD and PI. The final selection of candidates for the programme is done by a team of Experts, 50% of whose members are drawn directly from the Industry.

# DBA-AU MBAs: THEIR EDGE:

1. Thanks to the extant realities in North East India; the grooming in DBA-JNSMS-AU is so articulated and orchestrated that the MBAs passing out from this Institution can operate and excel in extremely challenging situations in any part of the globe.

2. Students undergo rigorous training administered by a competent and dedicated core Faculty. The training is backed by updated course-modules and teaching pedagogy and covers key functional areas of management focused specially on developing in students analytical skill, command over knowledge and attitudinal & corporate fit.

3. Mandatory Summer Internship of eight weeks duration in select best-managed public/private sector companies bring to students industry-exposure. The exposure is fuelled and carried forward continually via adoption of the Case Study method in teaching, routine industry-visits, interaction with professionals, and also via the students' accomplishment of field surveys & dissertation projects concerning real-life management-problems.

4. The Campus-life of DBA-JNSMS-AU students have spent in a region where peoples' cultures are diverse and multifaceted. Ecologically and anthropologically this region offers to researchers a 'treasure'; economically, the region is witnessing change at a pace never seen before. Within the framework of the School's mission of 'Vasudhaiva Kutumbakam' ["extend thyself to the Universe"], students are trained here to be courteous and adopt sensible approach while dealing with human beings and Nature.

The upcoming youthful DBA-JNSMS-AU are poised at the moment to emerge as sensible corporate citizens of 21st Century and thereby generate 'sustainable superior value' for stakeholders of their respective employing organisations.

5. Academically the Assam University MBAs are carefully groomed; culturally they are having the right tuning. They are mission oriented, application focused and value driven. They are conditioned to deal successfully with all adversities and challenging situations. During the 2-year MBA programme they develop the passion for striving continually for excellence and learn how to translate individual excellence of organisations.

6. The profiles of the student as presented in the following pages bear testimony to their background, orientations, exuberance and exposure.

7. The Department of Business Administration recognises the importance of 'learning' as a crucial component of growth. Hence the MBA programme aims at generating among students capability of 'learning to learn'. The thrust of the faculty endeavour remains throughout on ensuring internalisation of knowledge, rather than its mere acquisition by the students in course of their pursuing the programme.

8. The University being in close proximity to the neighbouring states like Manipur, Mizoram, Meghalaya, Nagaland and Tripura can offer facilities to POOL CAMPUS drive.



CELEBRATING 25 YEARS  
(1996-2021)





## Batch Profile

### Abhijit Das

**DoB :** 18th September, 1998  
**Pre-MBA Qualification :** B.Sc.(Honours)  
**Specialization :** Operations & Marketing  
**Summer Internship Organization :** BlitzJobs



**Topic :** Tele calling in BPO Sector  
**Languages Known :** Bengali, English, Hindi, Assamese  
**Contact Number :** 6294791918  
**E-Mail ID :** abhijitadmba98@gmail.com

**Linkedin :** <https://www.linkedin.com/in/abhijit-das-64192b213/>

### Abhik Nath

**DoB :** 12th December, 1997  
**Pre-MBA Qualification :** BBA (Honours)  
**Specialization :** Human Resource & Marketing  
**Summer Internship Organization :** ITC Limited



**Topic :** Penetration of art stationary, note pad and conference pad  
**Languages Known :** English, Hindi, Bengali, Assamese  
**Contact Number :** 7576910734, 8638017013  
**E-Mail ID :** nathabhik123@gmail.com

**Linkedin :** <https://www.linkedin.com/in/abhik-nath-111642150>

### Abhishek Gupta

**DoB :** 4th August, 1997  
**Pre-MBA Qualification :** B.Sc.(Honours)  
**Specialization :** Human Resource & Marketing  
**Summer Internship Organization :** Magnik India Pvt Ltd.



**Topic :** A Study on CRM and Role of E-commerce and related Marketing Strategies with respect to Magnik India.  
**Languages Known :** English, Bengali, Hindi  
**Contact Number :** 7002495951, 9435176529  
**E-Mail ID :** ag267900@gmail.com

**Linkedin :** <https://www.linkedin.com/in/abhishek-gupta-29bb911bb>

### Tanmoy Acharjee

**DoB :** 25th January, 1996  
**Pre-MBA Qualification :** B. Sc. (Honours)  
**Specialization :** Operations & Marketing  
**Summer Internship Organization :** Magnik India Pvt Ltd.



**Topic :** Impact of CRM in print and digital magazine industry  
**Languages Known :** English, Hindi, Bengali, Assamese  
**Contact Number :** 9954468439, 8638295877  
**E-Mail ID :** tanmoyacharjee1996@gmail.com

**Linkedin :** <https://www.linkedin.com/in/tanmoy-acharjee-a29190201>

### Amar Das

**DoB :** 31st January, 1998  
**Pre-MBA Qualification :** B. Com (Honours)  
**Specialization :** Finance & Marketing  
**Summer Internship Organization :** ITC Limited



**Topic :** Sales and distribution  
**Languages Known :** English, Hindi, Bengali, Assamese  
**Contact Number :** 7577872034, 7002477602  
**E-Mail ID :** amardas2u@gmail.com

**Linkedin :** <https://www.linkedin.com/in/amar-das-7b810820b/>

### Anannya Home Chowdhury

**DoB :** 18th September, 1998  
**Pre-MBA Qualification :** B. Com (Honours)  
**Specialization :** Finance & Marketing  
**Summer Internship Organization :** Marico Limited



**Topic :** Engineering Inventory/Stores Management  
**Languages Known :** English, Hindi, Bengali, Assamese  
**Contact Number :** 6000966865, 8822837887  
**E-Mail ID :** ananyahchowdhury18@gmail.com

**Linkedin :** <http://linkedin.com/in/anannya-home-chowdhury-8a0aa8207>

### Ananya Dutta

**DoB :** 7th August, 1998  
**Pre-MBA Qualification :** B.A. (Honours)  
**Specialization :** Human Resource & Marketing  
**Summer Internship Organization :** Vardhan Consulting Engineers



**Topic :** Shortlisting, Interviewing and Selection Process  
**Languages Known :** English, Bengali, Hindi, Assamese  
**Contact Number :** 9577020128, 7002763513  
**E-Mail ID :** ananyadutta98@gmail.com

**Linkedin :** <https://www.linkedin.com/in/ananya-dutta-2266a71b2>

### Shubhom Paul

**DoB :** 10th November, 1993  
**Pre-MBA Qualification :** B. Tech  
**Specialization :** Operations & Marketing  
**Summer Internship Organization :** Bharti Airtel Limited



**Topic :** Analysis of LRLU sites in Cachar Rural Market  
**Languages Known :** English, Hindi, Bengali, Assamese  
**Contact Number :** 8116368937, 8919039842  
**E-Mail ID :** paul.shubhom@yahoo.com

**Linkedin :** <https://www.linkedin.com/in/shubhom-paul-a1579a117>

### Asmita Nath

**DoB :** 27th January, 1997  
**Pre-MBA Qualification :** B.Sc.(Honours)  
**Specialization :** Human Resource & Marketing  
**Summer Internship Organization :** BlitzJobs



**Topic :** A study on the perception of interns towards the Onboarding process at BlitzJobs  
**Languages Known :** English, Bengali, Hindi  
**Contact Number :** 7002751540  
**E-Mail ID :** asmitanath09@gmail.com

**Linkedin :** <https://www.linkedin.com/in/asmita-nath-702b96139/>

### Ankita Paul

**DoB :** 6th August, 1998  
**Pre-MBA Qualification :** B. Com (Honours)  
**Specialization :** Finance & Marketing  
**Summer Internship Organization :** NEDFi Ltd.



**Topic :** A study on impact of COVID-19 to MSME Sector in India & NER  
**Languages Known :** English, Bengali, Hindi  
**Contact Number :** 7896805554  
**E-Mail ID :** paulankita314@gmail.com

**Linkedin :** <https://www.linkedin.com/in/ankita-paul-b2720320a/>

### Arijit Nath

**DoB :** 15th August, 1998  
**Pre-MBA Qualification :** B. Pharm  
**Specialization :** Human Resource & Marketing  
**Summer Internship Organization :** Vishal Mega Mart



**Topic :** Private label vs National Brand (before the pandemic and during pandemic scenario) In retail sector.  
**Languages Known :** English, Hindi, Bengali  
**Contact Number :** 9954364445  
**E-Mail ID :** arijitnath6@gmail.com

**Linkedin :** <https://www.linkedin.com/in/arijit-nath-682456118>

### Bibhabasu Barman

**DoB :** 4th February, 1999  
**Pre-MBA Qualification :** B. Com (Honours)  
**Specialization :** Human Resource & Marketing  
**Summer Internship Organization :** ITC Limited



**Topic :** Research on Expansion of Modern Variants in Silchar  
**Languages Known :** English, Hindi, Bengali, Dimasa  
**Contact Number :** 7002594698  
**E-Mail ID :** bibhabasubarmen4@gmail.com

**Linkedin :** [www.linkedin.com/in/bibhabasu-barman-6288471b8](http://www.linkedin.com/in/bibhabasu-barman-6288471b8)

## Batch Profile



## Batch Profile

### Bishal Nath

**DoB** : 25th February, 1998  
**Pre-MBA Qualification** : B.Sc.(Honours)  
**Specialization** : Human Resource & Marketing  
**Summer Internship Organization** : Peacock Solar Pvt. Ltd.



**Topic** : A Study on the challenges Startup face while hiring good talent and How Peacock solar effectively solves the hiring issues.

**Languages Known** : English, Bengali, Hindi, Assamese

**Contact Number** : 7577087187

**E-Mail ID** : nathbishalbn@gmail.com

**Linkedin** : <https://www.linkedin.com/in/bishal-nath-656a63187>

### Biswajeet Gupta

**DoB** : 1st February, 1997  
**Pre-MBA Qualification** : B. Com (Honours)  
**Specialization** : Human Resource & Marketing  
**Summer Internship Organization** : Peacock Solar Pvt. Ltd.



**Topic** : Employee Life Cycle Management of Peacock Solar Private Limited.

**Languages Known** : English, Hindi, Assamese, Bhojpuri

**Contact Number** : 8011910605

**E-Mail ID** : biswajeetgupta30019@gmail.com

**Linkedin** : [www.linkedin.com/in/biswajeet-gupta0162](https://www.linkedin.com/in/biswajeet-gupta0162)

### Biswajit Narzary

**DoB** : 20th May, 1997  
**Pre-MBA Qualification** : B. Com (Honours)  
**Specialization** : Human Resource & Marketing  
**Summer Internship Organization** : Bharti Airtel Limited



**Topic** : Considering Uptake Of One Airtel, Which Outlets/ Retailers should be onboarded to sale DTH product (helping retailers with product knowledge) targets to be given.

**Languages Known** : English, Hindi, Bengali, Assamese, Boro

**Contact Number** : 8812903207, 6000658642

**E-Mail ID** : biswajitnarzary868@gmail.com

**Linkedin** : <https://www.linkedin.com/in/biswajit-narzary-1a04031b7>

### Tanaya Biswas

**DoB** : 9th November, 1998  
**Pre-MBA Qualification** : BCA  
**Specialization** : Operations & Marketing  
**Summer Internship Organization** : Bharti Airtel Limited



**Topic** : One Airtel: Considering uptake of One-Airtel, which outlet/retailer should be onboarded to sale DTH product (helping retailers with Product knowledge)

**Languages Known** : English, Hindi, Bengali, Assamese

**Contact Number** : 9435836069, 8638871043

**E-Mail ID** : tanayatb1998@gmail.com

**Linkedin** : <https://www.linkedin.com/in/tanaya-biswas-a87235193>

### Deepanwita Roy

**DoB** : 10th June, 1997  
**Pre-MBA Qualification** : B. Com (Honours)  
**Specialization** : Finance & Marketing  
**Summer Internship Organization** : Vardhan Consulting Engineers



**Topic** : Financial Modelling and Analysis of 50 Flats housing project in Gurgaon, Haryana IN

**Languages Known** : English, Bengali, Assamese, Hindi

**Contact Number** : 9395077628, 6900223192

**E-Mail ID** : deepanwitaroy12@gmail.com

**Linkedin** : <https://www.linkedin.com/in/deepanwita-roy-785b091a7>

### Haidor Hussain

**DoB** : 15th June, 1996  
**Pre-MBA Qualification** : B. Com (Honours)  
**Specialization** : Human Resource & Marketing



**Summer Internship Organization** : Vishal Mega Mart

**Topic** : A study on Consumer Buying Behaviour during pandemic (COVID-19) with special focus Vishal Mega Mart Silchar Customer

**Languages Known** : English, Hindi, Bengali, Manipuri

**Contact Number** : 8876629893, 7099972039

**E-Mail ID** : hussainhaidor786@gmail.com

**Linkedin** : <https://www.linkedin.com/in/haidor-hussain-64b80a1b7>

### Jayasmita Paul

**DoB** : 15th February, 1998  
**Pre-MBA Qualification** : B. Com  
**Specialization** : Finance & Marketing  
**Summer Internship Organization** : NEDFi Ltd.



**Topic** : A study on impact of COVID-19 to MSME Sector in India & NER

**Languages Known** : English, Hindi, Bengali

**Contact Number** : 9954799438

**E-Mail ID** : jayasmitapaul05@gmail.com

**Linkedin** : <https://www.linkedin.com/in/jayasmita-paul-b04a571ba>

### Leeladhar Singha

**DoB** : 1st January, 1998  
**Pre-MBA Qualification** : BBA (Honours)  
**Specialization** : Human Resource & Marketing  
**Summer Internship Organization** : Bharti Airtel Limited



**Topic** : A study on Bharti Airtel Mobility service with respect to competition and retailer satisfaction under abhyapuri circle, with special priority on LRLU sites

**Languages Known** : English, Hindi, Assamese, Bengali

**Contact Number** : 8876266849, 9365793288

**E-Mail ID** : singhaleeladhar08@gmail.com

**Linkedin** : <https://www.linkedin.com/in/leeladhar-singha-5708a9187>

### Mousham Das

**DoB** : 11th November, 1998  
**Pre-MBA Qualification** : BBA (Honours)  
**Specialization** : Finance & Marketing  
**Summer Internship Organization** : Magnik India Pvt Ltd.



**Topic** : Customer Perception and Viability of E-magazine in Barak Valley

**Languages Known** : English, Hindi, Bengali

**Contact Number** : 9365669663, 9678173550

**E-Mail ID** : moushamdas84@gmail.com

**Linkedin** : <https://www.linkedin.com/in/mousham-das-74741a18b>

### Joyshree Deb

**DoB** : 16th November, 1998  
**Pre-MBA Qualification** : B. Com (Honours)  
**Specialization** : Finance & Marketing  
**Summer Internship Organization** : Magnik India Pvt Ltd.



**Topic** : A study on CRM, role of Ecommerce and related marketing strategies with respect to Magnik India.

**Languages Known** : English, Bengali, Hindi

**Contact Number** : 6000388908, 7577824317

**E-Mail ID** : debjoyshree456@gmail.com

**Linkedin** : <https://www.linkedin.com/in/joyshree-deb-6b301a214>

### Manisha Debnath

**DoB** : 16th June, 1997  
**Pre-MBA Qualification** : B. Tech  
**Specialization** : Operations & Marketing  
**Summer Internship Organization** : IFORTIS WORLDWIDE



**Topic** : The Sales & Marketing Strategies & Customer Awareness of the Virtual Festivals AARAMBH & ARISE organised by IFORTIS WORLDWIDE every year

**Languages Known** : English, Bengali, Assamese, Hindi

**Contact Number** : 8876626363, 9435293229

**E-Mail ID** : maniisha8759@gmail.com

**Linkedin** : <https://www.linkedin.com/in/manisha-debnath-4960721a0>

### Mukul Manta

**DoB** : 29th June, 1998  
**Pre-MBA Qualification** : B. Com (Honours)  
**Specialization** : Finance & Marketing  
**Summer Internship Organization** : ITC Limited



**Topic** : Develop a strategies for increasing market and outlet coverage in Health & Hygiene portfolio and competition analysis

**Languages Known** : English, Hindi, Assamese

**Contact Number** : 7002631522, 8133089157

**E-Mail ID** : mukulmanta06@gmail.com

**Linkedin** : <https://www.linkedin.com/in/mukul-manta-ab1955215>



## Batch Profile

### Shiva Sinha

**DoB :** 29th March, 1998  
**Pre-MBA Qualification :** B.Sc.(Honours)  
**Specialization :** Human Resource & Marketing  
**Summer Internship Organization :** Magnik India Pvt Ltd.



**Topic :** Impact of Customer relationship management in print and digital magazine industry  
**Languages Known :** English, Hindi, Bengali  
**Contact Number :** 9395098974, 9864512954  
**E-Mail ID :** sinhashiva108@gmail.com

**Linkedin :** <https://www.linkedin.com/in/shiva-sinha-621a42207>

### Nazma Khan

**DoB :** 28th May, 1996  
**Pre-MBA Qualification :** M. Sc. (Zoology)  
**Specialization :** Finance & Marketing  
**Summer Internship Organization :** Learnovate Ecommerce

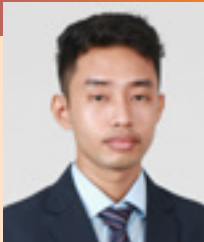


**Topic :** Opportunies of knowledge based e-commerce products amongst the citizens of Barak Valley during covid pandemic.  
**Languages Known :** English, Hindi, Bengali, Pashto  
**Contact Number :** 6000756349, 9127407463  
**E-Mail ID :** nazmakhan922@gmail.com

**Linkedin :** [www.linkedin.com/in/nazma-khan-576a5914b](http://www.linkedin.com/in/nazma-khan-576a5914b)

### Ng Chowba Singha

**DoB :** 7th December, 1994  
**Pre-MBA Qualification :** B. Tech  
**Specialization :** Operations & Marketing  
**Summer Internship Organization :** Vishal Mega Mart



**Topic :** The New Normal and Future of Retail Industry  
**Languages Known :** English, Manipuri, Bengali, Hindi  
**Contact Number :** 9600686517, 8667243686  
**E-Mail ID :** ngchowbasingha@gmail.com

**Linkedin :** <https://www.linkedin.com/in/ng-chowba-singha-6bb051196>

### Nivedita Chakraborty

**DoB :** 17th February, 1998  
**Pre-MBA Qualification :** B. Com (Honours)  
**Specialization :** Human Resource & Marketing  
**Summer Internship Organization :** Vishal Mega Mart



**Topic :** A Comparative Study Between Online and Offline Retail in Pandamic  
**Languages Known :** English, Bengali, Hindi  
**Contact Number :** 7002453167, 8133888228  
**E-Mail ID :** chakrabortynivedita1@gmail.com

**Linkedin :** [www.linkedin.com/in/nivedita-chakraborty-a3b4061b7](http://www.linkedin.com/in/nivedita-chakraborty-a3b4061b7)

### Paramita Das

**DoB :** 24th November, 1997  
**Pre-MBA Qualification :** BHM  
**Specialization :** Finance & Marketing  
**Summer Internship Organization :** FRIHBI Enterprise



**Topic :** Industry Analysis of E-commerce Unicorn Companies in 2021  
**Languages Known :** English, Hindi, Bengali  
**Contact Number :** 9362534538, 9077736875  
**E-Mail ID :** paraamita.das@gmail.com

**Linkedin :** <https://www.linkedin.com/in/paramita-das-040417202>

### Poly Das

**DoB :** 28th April, 1997  
**Pre-MBA Qualification :** B. Pharm  
**Specialization :** Human Resource & Marketing  
**Summer Internship Organization :** Bharti Airtel Limited



**Topic :** Airtel Payments Bank-Identify and drive outlet which aren't active to Airtel Payment bank and drive the same  
**Languages Known :** English, Hindi, Bengali  
**Contact Number :** 7086399756, 9401429359  
**E-Mail ID :** daspoly.97@gmail.com

**Linkedin :** [www.linkedin.com/in/poly-das-02ab251b7](http://www.linkedin.com/in/poly-das-02ab251b7)

### Pratik Chakraborty

**DoB :** 9th January, 1996  
**Pre-MBA Qualification :** B. Tech  
**Specialization :** Operations & Marketing  
**Summer Internship Organization :** Bharti Airtel Limited



**Topic :** One Airtel: Considering uptake of One-Airtel, which outlet/retailer should be onboarded to sale DTH product (helping retailers with Product knowledge)  
**Languages Known :** English, Bengali, Assamese, Hindi  
**Contact Number :** 7086385445, 9132456327  
**E-Mail ID :** pratikchakraborty09.pc@gmail.com

**Linkedin :** <https://www.linkedin.com/in/pratik-chakraborty-436a89195/>

### Sunanda Banik

**DoB :** 19th April, 1999  
**Pre-MBA Qualification :** B. Com (Honours)  
**Specialization :** Finance & Marketing  
**Summer Internship Organization :** Vishal Mega Mart



**Topic :** Reality of retailing during pandemic in silchar and pros and cons  
**Languages Known :** Bengali, English, Hindi  
**Contact Number :** 9435921128, 6001969962  
**E-Mail ID :** baniksunanda99@gmail.com

**Linkedin :** <https://www.linkedin.com/in/sunanda-banik-663748207>

### Rashmi Das

**DoB :** 27th January, 1997  
**Pre-MBA Qualification :** B. Pharm  
**Specialization :** Human Resource & Marketing  
**Summer Internship Organization :** Peacock Solar Pvt. Ltd.



**Topic :** Employee Life Cycle Management of Peacock Solar Private Limited.  
**Languages Known :** English, Hindi, Bengali  
**Contact Number :** 9101821960  
**E-Mail ID :** rashmidass369@gmail.com

**Linkedin :** [linkedin.com/in/rashmi-das-27b716189](http://linkedin.com/in/rashmi-das-27b716189)

### Rajdeep Nath

**DoB :** 30th June, 1995  
**Pre-MBA Qualification :** B. Tech  
**Specialization :** Operations & Marketing  
**Summer Internship Organization :** Bharti Airtel Limited



**Topic :** Airtel Payments Bank-Identify and drive outlet which aren't active to Airtel Payment bank and drive the same  
**Languages Known :** English, Hindi, Bengali  
**Contact Number :** 9940307406, 8638225759  
**E-Mail ID :** rajdeep.nath50@gmail.com

**Linkedin :** <https://www.linkedin.com/in/rajdeep-nath-86b472b9>

### Ranjan Biswas

**DoB :** 17th March, 1998  
**Pre-MBA Qualification :** B. Com (Honours)  
**Specialization :** Finance & Marketing  
**Summer Internship Organization :** ITC Limited



**Topic :** How to Increase penetration of Pk-Pulse & Expression portfolio in stationery outlets  
**Languages Known :** English, Bengali, Hindi, Assamese  
**Contact Number :** 6000688231, 9531467695  
**E-Mail ID :** ranjanbiswas139@gmail.com

**Linkedin :** <https://www.linkedin.com/in/ranjan-biswas-4a5bba179/>

### Ratul Barbhuiya

**DoB :** 1st February, 1997  
**Pre-MBA Qualification :** B. Sc. (Honours)  
**Specialization :** Human Resource & Marketing  
**Summer Internship Organization :** ITC Limited



**Topic :** Distribution of Value Added Matches and Agarbatti  
**Languages Known :** English, Bengali, Hindi, Assamese  
**Contact Number :** 6001632157, 7578872208  
**E-Mail ID :** ratulbarbhuiya12@gmail.com

**Linkedin :** <https://www.linkedin.com/in/ratul-barbhuiya-a37310213>

## Batch Profile



## Batch Profile

### Saptadeep Paul

**DoB** : 24th December, 1996  
**Pre-MBA Qualification** : B. Pharm  
**Specialization** : Operations & Marketing  
**Summer Internship Organization** : ITC Limited



**Topic** : Penetration of pen in convenient Outlets (Rs.5 & Rs. 10)  
**Languages Known** : English, Hindi, Bengali, Assamese  
**Contact Number** : 9954743079, 9706464023  
**E-Mail ID** : subhpaul24@gmail.com

**Linkedin** : <https://www.linkedin.com/in/saptadeep-paul-328a541b1>

### Rohini Dutta Majumder

**DoB** : 31st January, 1999  
**Pre-MBA Qualification** : B. Sc. (Honours)  
**Specialization** : Operations & Marketing  
**Summer Internship Organization** : Magnik India Pvt Ltd.



**Topic** : A Study on CRM, Role of E-Commerce and Related Marketing Strategies for Magnik India.  
**Languages Known** : English, Bengali, Hindi  
**Contact Number** : 9435607939, 9954457136  
**E-Mail ID** : rohiniduttamajumder@gmail.com

**Linkedin** : <https://www.linkedin.com/in/rohini-dutta-majumder-996a3a1b6>

### Rumana Khanam Mazumder

**DoB** : 10th May, 1997  
**Pre-MBA Qualification** : B. Pharm  
**Specialization** : Human Resource & Marketing  
**Summer Internship Organization** : IFORTIS WORLDWIDE



**Topic** : Step ahead India's largest and first virtual school fiesta  
**Languages Known** : English, Hindi, Bengali  
**Contact Number** : 8638469866, 6001071069  
**E-Mail ID** : rumanamazumder97@gmail.com

**Linkedin** : <https://www.linkedin.com/in/rumana-khanam-mazumder-461b35220>

### S Govinda Singha

**DoB** : 21st May, 1995  
**Pre-MBA Qualification** : B. Tech  
**Specialization** : Operations & Marketing  
**Summer Internship Organization** : ITC Limited



**Topic** : Sales and distribution of Nimyle(Floor Cleaner)  
**Languages Known** : English, Hindi, Bengali, Assamese, Manipuri  
**Contact Number** : 9678295897, 8720914708  
**E-Mail ID** : soibam.govind1122@gmail.com

**Linkedin** : [www.linkedin.com/in/s-govinda-singha-7725b4b9](https://www.linkedin.com/in/s-govinda-singha-7725b4b9)

### Adrita Choudhury

**DoB** : 28th December, 1995  
**Pre-MBA Qualification** : B. Tech  
**Specialization** : Operations & Marketing  
**Summer Internship Organization** : BlitzJobs



**Topic** : Recruitment Analysis  
**Languages Known** : English, Bengali, Hindi  
**Contact Number** : 7628834174, 9862113604  
**E-Mail ID** : adritachoudhury664@gmail.com

**Linkedin** : <https://www.linkedin.com/in/adrita-choudhury-782848190>

### Vishal Sinha Roy

**DoB** : 24th November, 1996  
**Pre-MBA Qualification** : B. Tech  
**Specialization** : Opeartions & Marketing  
**Summer Internship Organization** : Bharti Airtel Limited



**Topic** : Analysis of LRLU at different LR sites.  
**Languages Known** : English, Hindi, Bengali, Assamese  
**Contact Number** : 8486243993  
**E-Mail ID** : vishalsingha.r05@gmail.com

**Linkedin** : [www.linkedin.com/in/vishalsinharoy241196](https://www.linkedin.com/in/vishalsinharoy241196)

### Rani Pegu

**DoB** : 15th July, 1998  
**Pre-MBA Qualification** : B. Com (Honours)  
**Specialization** : Human Resource & Marketing  
**Summer Internship Organization** : NEDFi Limited



**Topic** : A study on impact of COVID-19 to MSME Sector in India & NER  
**Languages Known** : English, Hindi, Assamese, Mishing  
**Contact Number** : 8638763778, 8099167093  
**E-Mail ID** : rpegu124@gmail.com

**Linkedin** : [linkedin.com/in/rani-pegu-3878111b7](https://www.linkedin.com/in/rani-pegu-3878111b7)

### Deebyajyoti Dey

**DoB** : 14th April, 1998  
**Pre-MBA Qualification** : BBA-IB  
**Specialization** : Operations & Marketing  
**Summer Internship Organization** : ITC Limited



**Topic** : Explore the Growth opportunities of Bingo in rural areas  
**Languages Known** : English, Bengali, Hindi, French  
**Contact Number** : 9354145417, 9435723736  
**E-Mail ID** : Deebyajyotidey@outlook.com

**Linkedin** : <https://www.linkedin.com/in/deebyajyoti-dey-6353a8183>

### Namrata Das

**DoB** : 25th December, 1995  
**Pre-MBA Qualification** : B.Sc.(Honours)  
**Specialization** : Human Resource & Marketing  
**Summer Internship Organization** : IFORTIS WORLDWIDE



**Topic** : Step ahead India's largest and first virtual school fiesta  
**Languages Known** : English, Bengali, Assamese, Hindi  
**Contact Number** : 9085327254, 8822613330  
**E-Mail ID** : namratadas413@gmail.com

**Linkedin** : <https://www.Linkedin.com/in/namrata-das-366374210>

### Anusmita Sarmah

**DoB** : 21st January, 1999  
**Pre-MBA Qualification** : B. Com (Honours)  
**Specialization** : Human Resource & Marketing  
**Summer Internship Organization** : Magnik India Pvt Ltd.



**Topic** : Role of e-commerce and CRM, survey of customer perception and viability of print and e-magazine  
**Languages Known** : English, Hindi, Assamese  
**Contact Number** : 8638264232, 8486288151  
**E-Mail ID** : anusmitasarmah33@gmail.com

**Linkedin** : [linkedin.com/in/anusmita-sarmah-50b299137](https://www.linkedin.com/in/anusmita-sarmah-50b299137)



# INVITATION

Dear Recruiters,  
Heartiest Seasons Greetings!

The industry demands a young and dynamic workforce. At DBA-JNSMS, students have been trained in enhancing their management abilities and overall personality development. A proactive learning style and the meticulous academic procedure have equipped the students to outperform in dynamic market situations. Apart from academic excellence, DBA-JNSMS endows the students with practical exposure to different industries through various field visits, industry tours, seminars, conferences, workshops, and projects.

At JNSMS, students are encouraged to think out of the box and understand the unlearning and learning aspects of knowledge. We are confident that our students will add value to your organization by their diligence and prove to be the best fit. The students have proved their exemplary excellence by completing their internship program even during the time of this pandemic.

On behalf of the Corporate Relations Cell, I extend a very warm welcome to all the recruiters for the upcoming placement season and look forward to a mutually rewarding association. DBA-JNSMS always looks forward to nurturing old and strong relationships along with welcoming the new recruiters to the campus.

Looking forward!!

Dr. Amit Kumar Das  
Coordinator  
Corporate Relations Cell, DBA-JNSMS-AUS  
Email: amitdas.au@gmail.com  
Mobile No. +91 70024 08499

## HOW TO REACH ASSAM UNIVERSITY?

Silchar, the second largest town of Assam, is well-connected with the major cities and towns of northeast and rest of India by Air, road and rail.

Indian Airlines' flights operate on a daily basis on the Silchar-Kolkata, Silchar-Guwahati, Silchar- Delhi routes. Besides, Indigo Airlines and Spicejet also connect Silchar with other important cities.

Government (Assam State Transport Corporation) and private (Capital Travels, Jagannath Travels, Network Travels etc.) road transport services run direct buses connecting Silchar with Assam's capital city, Guwahati. Bus and taxi services also connect Silchar with Agartala, Shillong, Imphal and Aizawl. Silchar is well-connected through railway networks also with many cities like Guwahati, Delhi, Kolkata, Bangalore etc.

The University is a 22-km drive from Silchar town. You can opt for staying at the well-furnished University Guest House or choose one of many hotels in the town. The contact details of some of the good hotels are mentioned below as ready-reference:

Hotel Cachar Club, Club Road  
(Ph: 03842-263461)

Hotel Sagarika Regency, Shillongpatty,  
Silchar (Ph: 03842-231 189)

Hotel JC International, Circuit House  
Road (Ph: 03842-260708)

Acora Residency, UKD Sarani  
(Ph: +916003520966)







CORPORATE RELATIONS CELL  
DEPARTMENT OF BUSINESS ADMINISTRATION  
ASSAM UNIVERSITY, SILCHAR  
DIST.: CACHAR, ASSAM, 788011

FOR FINAL PLACEMENT, CONTACT: +91 70024 08499/ +91 87877 51853

Email: dba.placement@gmail.com/ amitdas.au@gmail.com /  
singhhaomom@gmail.com

FOR SUMMER PLACEMENT, CONTACT: +91 60017 86423/ +91 87877 51853

Email: sauravdey22121988@gmail.com / singhhaomom@gmail.com

FOR PLACEMENT OF OTHER DEPTMENTS OF ASSAM UNIVERSITY,  
CONTACT: +91 70024 08399

E-mail: ccpcau@gmail.com/operationsdghosh@gmail.com

Website: www.aus.ac.in